

Wu Yee Sun College
The Chinese University of Hong Kong
Dorsett Young Entrepreneur Scholarship 2021/22 – Application Form

Please submit the application form with ONE A4 page summary and ONE page Business Model Canvas to College Office on or before 24 Jan. 2022

Part I – Team Information

All Wu Yee Sun (WYS) students, who are year 2 or above and preferably have exposure to the Mainland China Market can apply individually or in group (collectively referred to as a team). A group **MUST** comprise of at least 50% WYS students and the other 50% may be students from the other colleges.

Team Coordinator

English Name: _____ Chinese Name: _____
 SID: _____ Nickname: _____
 Major/Year: _____ College: _____
 Phone #: _____ E-mail: _____

Team Member(s)

#	Details	
1.	English Name: _____ SID: _____ Major/Year: _____ Phone #: _____	Chinese Name: _____ Nickname: _____ College: _____ E-mail: _____
2.	English Name: _____ SID: _____ Major/Year: _____ Phone #: _____	Chinese Name: _____ Nickname: _____ College: _____ E-mail: _____
3.	English Name: _____ SID: _____ Major/Year: _____ Phone #: _____	Chinese Name: _____ Nickname: _____ College: _____ E-mail: _____
4.	English Name: _____ SID: _____ Major/Year: _____ Phone #: _____	Chinese Name: _____ Nickname: _____ College: _____ E-mail: _____
5.	English Name: _____ SID: _____ Major/Year: _____ Phone #: _____	Chinese Name: _____ Nickname: _____ College: _____ E-mail: _____
6.	English Name: _____ SID: _____ Major/Year: _____ Phone #: _____	Chinese Name: _____ Nickname: _____ College: _____ E-mail: _____

Remarks: Should there be more than SIX members, please add rows and fill in the information of the members.

Note: Information obtained will be used solely for processing the application of Dorsett Young Entrepreneur Scholarship and related student activities. All information provided will be destroyed when it's no longer applicable.

Part II – Project Information

Project Title:
(Chinese & English)

Objective(s):

Executive Summary:
(Please use separate
sheet)

Please explain your business idea within one A4 page by answering
the following questions:

- (1) What kind of the market needs your business idea is
addressing or creating?
- (2) What is the uniqueness of the business idea?
- (3) Who will benefit if the business idea is implemented?

Part III – Declaration

I/We declare that

- All statements that I/ we have made in this application form are complete and
accurate to the best of my/ our knowledge#.
- The business idea here submitted is original and initiated solely from the team
member(s) as listed above#.

[For Group Application]

- It is hereby confirmed that the submission is authorized by all members of the
group, and ALL members of the group are required to sign this declaration#.

#Please put a tick (√) on the box(es) if applicable.

Signature of Team Coordinator

Name of Team Coordinator

Date

Signature of Team Member(s)

Name of Team Member(s)

Date

For any further enquiries, please feel free to contact Ms. Florence Tsui at 3943-9767 or e-mail
florencetsui@cuhk.edu.hk

Note: Information obtained will be used solely for processing the application of Dorsett Young
Entrepreneur Scholarship and related student activities. All information provided will be destroyed
when it's no longer applicable.

Business Model Canvas: When completing the one page business model canvas, answer in point form but do not repeat the questions in the 9 boxes of the canvas.

KEY PARTNERS	KEY ACTIVITIES	VALUE PROPOSITIONS	CUSTOMER RELATIONSHIPS	CUSTOMER SEGMENTS
Who are our key partners? Who are our key suppliers? Which key resources are we acquiring from our partners? Which key activities do partners perform?	What key activities do our value propositions require? Our distribution channels? Customer relationships? Revenue streams?	What value do we deliver to the customer? Which one of our customers' problems are we helping to solve? What bundles of products and services are we offering to each segment? Which customers' needs are we satisfying? What is the minimum viable product?	How do we get, keep and grow customers? Which customer relationships have we established? How are they integrated with the rest of our business model? How costly are they?	For whom are we creating value? Who are our most important customers? What are the customer archetypes?
	KEY RESOURCES What key resources do our value propositions require? Our distribution channels? Customer relationships? Revenue streams?		CHANNELS Through which channels do our customer segments want to be reached? How do other companies reach them now? Which ones work best? Which ones are most cost-efficient? How are we integrating them with customer routines?	
COST STRUCTURE			REVENUE STREAMS	
What are the most important costs inherent to our business model? Which key resources are most expensive? Which key activities are most expensive?			For what value are our customers really willing to pay? For what do they currently pay? What is the revenue model? What are the pricing tactics?	

Remarks: The main objective of the Business Model Canvas is to help you to move beyond product-centric thinking and towards business model thinking. You can refer to the Harvard Business Review – A better way to think about your business model (<https://hbr.org/2013/05/a-better-way-to-think-about-yo>) to get more insight. Meanwhile, you can take a look on UBER business model canvas as the sample (<https://www.youtube.com/watch?v=b-NYrkVR0u8>)

Note: Information obtained will be used solely for processing the application of Dorsett Young Entrepreneur Scholarship and related student activities. All information provided will be destroyed when it's no longer applicable.