

Business Summary

[Project Name]

Important Notes:

- Please fill out the Online Application Form and send the completed Business Summary to picentre@cuhk.edu.hk before 23:59, September 25, 2015 (Friday).
- The summary must be submitted in Microsoft Word format .
- Please name the submission email and your file as "Your Project Name_Business Summary for Pi Centre", i.e. "HappyPi_Business Summary for Pi Centre".

PART I: PROJECT SUMMARY

1. Mission Statement				
2. Project Idea				
A summary of less than 300 words to describe your vision, objective, proposed product/service of the enterprise, and what problem/needs does it set out to solve/meet.				
3. Product(s) / Service(s) Description				

4. Feasibility / Market Demand
(Who are your target audience/beneficiaries, what is your competitive landscape, and what is your analysis of the
market)
5. Operating Plan
(Based on your business plan, what would you need to achieve in the 12 months period? [The milestone that you listed
out in this 12 months period is to help you to continue to execute your business plan.] At the end of this 12 months in
Pi Centre, your business plan may be more refined and potentially investable.)
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6. Marketing Strategy
(How would you represent yourselves? How do you differentiate yourself from competitors? How do you plan to reach and/or engage your target audience and/or beneficiaries? E.g. workshops, website, color tones, identity, etc.)
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7. Financial Plan
(Income mix – contributed and earned, fixed and variable costs of operating your model, cost structure, cash flow
projections and income statements 2-3 years pro-forma, sustainability)
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8. Have you participated in any open or university-wide competitions with this idea?
Please also state award(s) or endorsements from other authorities (if applicable).
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PART II: TEAM PROFILE
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PART III: PROJECT MILESTONES

Timeline	Venture Setup (team formation and building)	Infrastructure Development (prototype creation, product design and app/ website building)	Business Development (promotion and marketing)
Nov – Dec 2015			
Dec – Jan 2015			
Jan – Feb 2016			
Feb – Mar 2016			
Mar – Apr 2016			
Apr – May 2016			
May – Jun 2016			
Jun – Jul 2016			