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| Template for Project Proposal at Start-up and Scale-up stages  |
| 適用於「創業」及「擴大規模」階段的申請建議書範本 |
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| Maximum funding period of three years 項目資助期不多於三年 |
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| Project Name 項目名稱 |  |
| Project Objective計劃目標 |  |
| Funding Period資助年期 |  |
| Stage階段  | Start up/ Scale up創業/擴大規模 |
| Location 服務地點 |  |
| Target beneficiaries (with quantity)受惠者 (人數) | Primary 主要 (can be more than one 可多於一個):Secondary 次要:  |

Brief Description of Project (100-150 words) 項目簡介（100-150字）: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
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| Part I: Vision and mission 第一部份：願景及使命 (10%) |
| (a) Social problem to be addressed 所回應的社會問題 |
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| (b) The strategy or method to be adopted 建議採用的策略或方案 |
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| (c) The positive change to be brought to the society 項目預期項目對社會帶來的正面影響  |
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| (d) Logic Model 社會影響模式 [example attached for illustration 附圖為例]  |
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| Part II: Capacity of implementation and innovativeness 第二部份：執行項目的能力及創新性 (35%)  |
| (a) Work plan and implementation timetable of this project, such as community visit, recruitment of staff or volunteers, etc 推行項目的具體計劃及時間表，例如進行社區考察、招募員工或義工等 |
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| Before launch 項目開始前(例如籌備期間) |
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| 推行項目期間 During implementation： |
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| Timeline時間表 | Implementation plan推行項目 | Expected targets期望目標 |
| 1st quarter第一階段 |  |  |
| 2nd quarter第二階段 |  |  |
| 3rd quarter第三階段 |  |  |
| 4th quarter第四階段 |  |  |
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| End of project 項目完結時 |
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| (b) Potential problems and solutions 預計困難及應變方法  |
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| (c)Project innovation and uniqueness 項目的創新性及獨特性  |
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| (d) A SWOT analysis of the project 「優點、缺點、機會、威脅」分析 |
| 「優點、缺點、機會、威脅」分析是一個檢視機構本身及其運作環境的工具。它應用於推行項目的初期，讓機構注視一些重要的事項。「優點、缺點、機會、威脅」分析中，優點和缺點是內在的因素，機會和威脅是外在的因素。SWOT analysis is a tool for examining an organisation and its environment. It is used at the initial stage of the project planning to help organisation to focus on key issues. SWOT stands for strengths, weaknesses, opportunities, and threats. Strengths and weaknesses are internal factors. Opportunities and threats are external factors. |
| Strength 優勢 ： |
| Weakness 弱點： |
| Opportunity 機會： |
| Threat 威脅： |
| (e) Marketing and promotion strategies and the channels 宣傳計劃及渠道 |
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| Part III: Social Impact 項目的社會效益 (20%)  |
| 1. Target group and your understanding of their needs 對目標對象的認識及了解他們的需求
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| 1. Please state clearly how poverty alleviation and/or social inclusion can be addressed. 請清楚說明方案如何解決貧窮和/或社會排斥問題
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| *(c) Please complete and enclose the Impact Assessment Form 請按項目推行後預期的社會效益填寫「社會效益評估表」(見附表)* |
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| Part IV: Capability of the team or applicant 團隊或申請人的能力 (15%) |
| (a) Previous relevant experience of the team or applicant 項目團隊或申請人過往相關的經驗  |
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| *(b) Please attach a preliminary corporate governance plan 請附上初步的企業管治計劃* |
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| (c) Other advisors and stakeholders engaged 參與此項目的顧問及其他持份者 |
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| (d) Measures to monitor the progress and quality of the project 如何監察項目的進度及質素  |
| 1. Mandatory - Project Outcome progress強制性 - 項目的進度
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| **Expected Social Outcomes to target stakeholders****預計社會效益** | **Performance Indicators****具體指標** | **Means of Measurement****量度工具** |
| **Primary stakeholder:** **持分者1: 婦女** **人數: 40 人**  | **Expected outcome 1** **預計成效1**  | **E.g. Increment of income of grassroots** **基層婦女薪金提升**  | **E.g. Comparison to previous salary****與之前的薪金對比** |
| **Expected outcome 2** **預計成效 2** | **E.g. Grassroots feel more confident基層婦女自信提升**  | **E.g. Survey/Interview** **問卷調查**  |
| **Stakeholder 2:****持分者2:****人數:** | **Expected outcome 1****預計成效 1** |  |  |
| **Expected outcome 2****預計成效2** |  |  |
| **Stakeholder 3:****持分者3:****人數:** | **Expected outcome 1****預計成效 1** |  |  |
| **Expected outcome 2****預計成效2** |  |  |

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| 1. Any other measures in place eg. quality assurance measures 其他監察方案 例如:質素保證措施
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| Part V: Cost effectiveness and Sustainability財務效益及可持續性 (20%) |
| (a) Business Model 商業模式 |
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| (b) Cost Control Measure 成本控制措施 |
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| *(c) Please attach a budget plan and cashflow analysis 請附上項目的財務預算表及現金流量表* |