

HKUST

Entrepreneurship Fund

Business Proposal Guideline



Check List for a Business Plan - The 10 Core Problems for a Start-up



Problem Statement

Include Hook, Problem Identification, Target Audience, Consequences of Problem, Brief Intro of Solution

Pick the right battlefield

***New, Imaginative,
Mega-trend, Impending***



e.g. Smart Temperature-adaptive Cooling Firm



Case 1: High-end Lab Freezer Liners
→ Deep pocket but small user pool



Small market size



Case 2: Smart Building Window
→ Large user-base, affluent customer



Attractive market potential

Be specific on the pain-point



***Who is struggling
from this issue?***



***How bad is it for them
(quantify the extremity)?***



***What is the
consequence?***

Make the problem relatable



***Make it perceptible
for normal people***



***Highlight
functional merits***



Less technical jargons

Technology Description

Must have

- ★ ***Highlight Innovation***
Core Innovation? Essential differences or improvements?
- ★ ***Clarify Tech Barriers***
Why difficult to imitate or surpass? How long can the barrier last?
- ★ ***Define Tech Maturity***
Stage of Tech Maturity? (Experimental data? Lab prototype? Commercial prototype?)

Recommend to add

- ★ ***Scalability & Applicability***
Limits on application scenario? Scalability potential?
- ★ ***Tech Implementation Challenges***
Remaining technical challenges to be solved? Expected difficulties in implementation?

Key Tips

Use more comparisons

Use more scenarios

Use more analogies

Visualisation

Market Sizing and Customer Value Proposition (CVP)

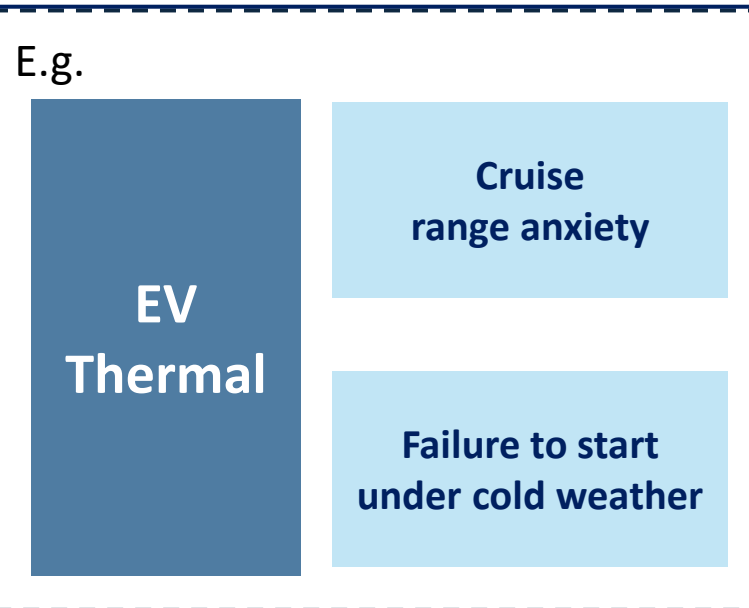
What is the size of the Total Addressable Market?

Identify target customers, customer needs, unique selling point (USP)

**Technological
Advantages**



Solves Customer Pain Points



Customer Value Proposition



Increase EV driving range by 30%



Reduce EV startup failure

Competitive Landscape Analysis

Competitors Include

Comparable Solutions

Alternative Solutions

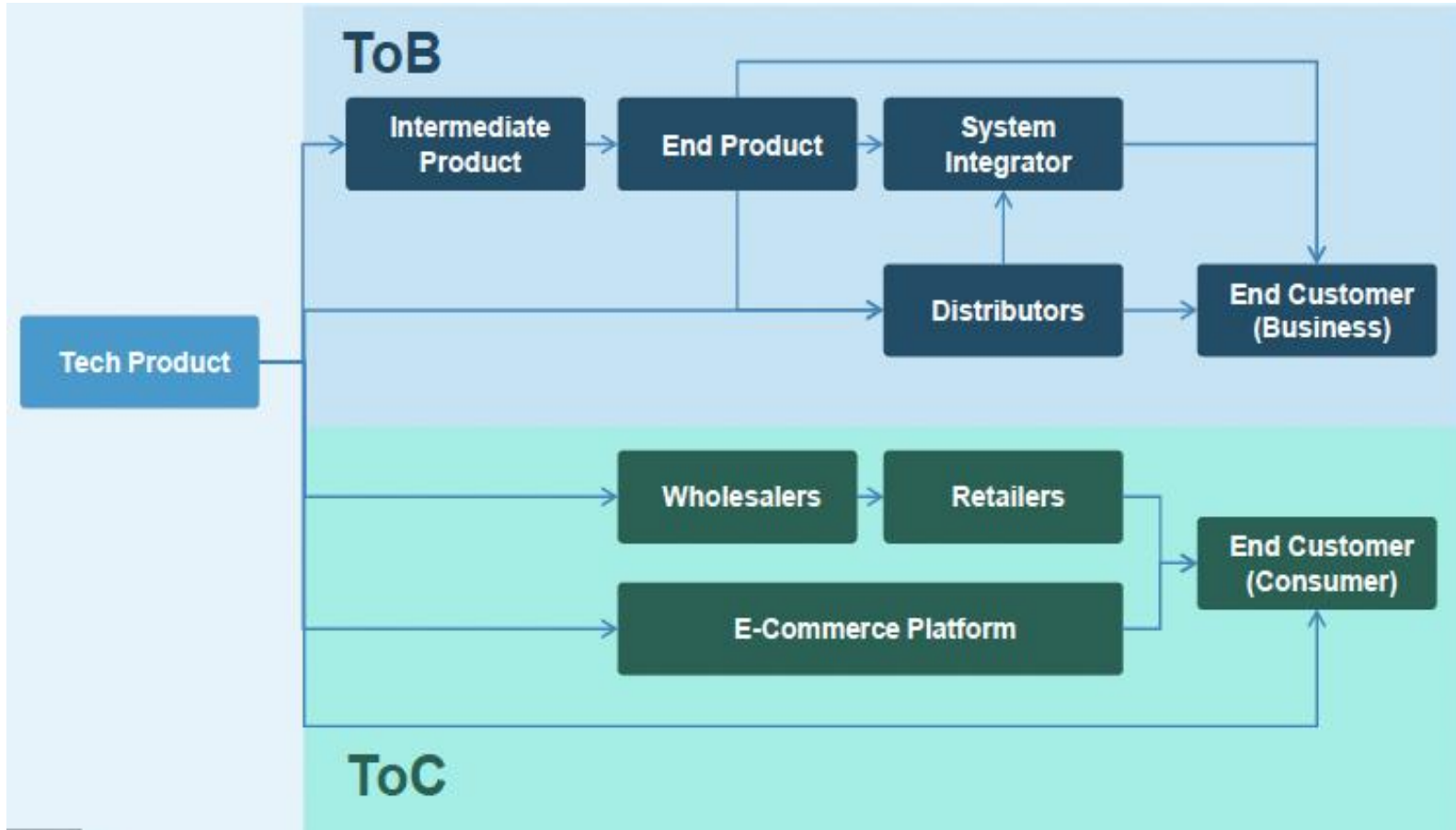
Existing Solutions

Can make a table to compare your product with identified competitors across all listed dimensions

Dimensions listed show that your product is superior at delivering identified CVP

Be objective on the parameters and comparisons, and be prepared for all inquiries about product wellness

Business Model Description



Key Questions

- What are you selling?
- Who are you selling to?
- How are you selling them?
- Cost factors?

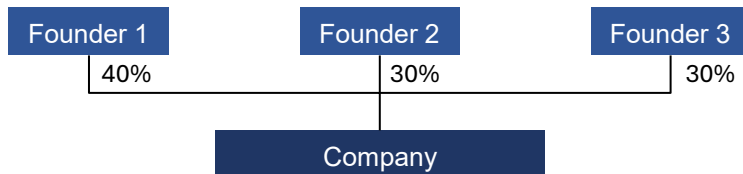
A good business model ...

- ✓ **Higher overall industry profitability**
- ✓ **Shorter route to end-customer**
- ✓ **Lower level of downstream market consolidation**

Team and Execution

- Introduce the founders and key team members, their roles, and relevant experience
- Explain why the team is well placed to develop the product and reach target customers
- Identify key capability gaps and how the company plans to address them
- Set out the main milestones for the next 12–18 months and who will lead each one
- Set out the proposed expansion plan and potential candidates, if any
- Provide a shareholding structure chart identifying all intermediate shareholders and ultimate beneficial owners, with ownership percentages at each level

e.g.



Financial Plan and Funding Ask

- Provide a 12–24-month financial forecast covering revenue, major costs, and cash needs, with key assumptions stated.
- Break down how the funds will be used—for example, product development, hiring, sales, or regulatory work.
- Specify the measurable milestones the funding is expected to achieve and when they are targeted.