

Notes to Applicant

1. You are strongly advised:
 - 1.1. To read the relevant Guide/Brochure (the “Guide”) of Cyberport Digital Entertainment Incubation-cum-Training Center (IncuTrain) before filling in the application form.
 - 1.2. To study these Notes to Applicant before submitting your application.
 - 1.3. To access the relevant information whenever and wherever you come across any query in filling the form.
2. The application form is consisted of three parts, all sections of which have to be completed (wherever required) with supporting documents. Where the information sought is not applicable or not available, please fill in “NA”.
3. In completing the form, please use Hong Kong currency for monetary figures and Traditional Chinese characters for Chinese information.
4. The form must be typed and printed on single side of a paper.
5. Details about individual core company members might be provided in an appendix. Where the information sought is not applicable or not available, please fill in “NA”.
6. The form must be signed by the director or owner of the applicant organization. Otherwise it will not be processed.
7. Three hard-copies of the completed form, plus one soft-copy in Microsoft Word format have to be submitted. If it is useful to facilitate the assessment by the Vetting Committee, you might provide additional information in other formats such as a Power Point or Video Clip to visualize and demonstrate your products and services or a financial forecast in Excel.
8. All applications should be submitted to:

The Administration,
Cyberport Digital Entertainment Incubation-cum-Training Centre,
Unit 518, Level 5, Cyberport 3 (Core F),
100 Cyberport Road, Hong Kong.
9. All applications will be reviewed by the Vetting Committee of the IncuTrain Administration. The final decision will be subject to the evaluation and approval of the Vetting Committee.
10. Checkpoints and milestones will be recommended by the Vetting Committee at initial stage. Progress will be reviewed by IncuTrain’s Advisory Committee. If the incubated company fails to deliver the milestone or meet the checkpoint, the

Advisory Committee has the authority to stop funding for the relevant company.

11. An acknowledgement of receipt will be sent to the applicant organization upon receipt of an application.
12. When approval is granted to an application, the applicant organization will be requested to give express consent to the IncuTrain Administration for placing selected information of the application on the website <http://incutrain.cyberport.hk> for public access.
13. There will be two tracks¹ of incubation: on-site and off-site. Off-site incubated companies will enjoy the same benefits as on-site incubated companies except the use of office space in the IncuTrain Centre, and will be subject to the same monitoring and progress review processes.
14. IncuTrain will provide the following financial assistance:

Items	By HKCMCL and ITF	By On-site Incubate Company	By Off-site Incubate Company
Internship Staffing Cost	50%	50%	50%
Promotion and Marketing Expense	75%	25%	25%
Training Expense	75%	25%	25%
Legal and Consultant Fees	75%	25%	25%
DMC Production Equipment Rental Fee	75%	25%	25%

Notes:

HKCMCL = Hong Kong Cyberport Management Company Limited

ITF = Innovation and Technology Fund

* Not applicable to off-site incubated companies.

15. Inquiries about the IncuTrain Programme may be directed to:
Hotline: 3166-3900 (9 a.m. – 5 p.m., Mondays–Fridays)
Fax: 3166-3027
Email: incutrain@cyberport.hk

¹ Off-site incubation is introduced starting March 2007.

Application Form

(This form **may** be downloaded at: <http://incutrain.cyberport.hk/>)

Part 1 – Company Information

1. Company Name

1.1 English

1.2 Chinese

2. Abstract

(A summary of your company's vision, mission and positioning)

2.1 English (not more than 300 words)

2.2 Chinese (not more than 500 words)

3. Company Details

3.1 Objectives – the “why” of the company

(Please state in clear and specific terms what the company aims to achieve)

3.2 Background

3.2.1 General background, history and ownership of this company. Please provide supporting documents, such as BR copy, company annual return, and names of the company’s founder(s), owner(s), major shareholder(s) and key member(s)

3.2.2 Any previously-related company (companies) undertaken by you and/or any company partners in the past five years and supported by Cyberport or any other funding sources in Hong Kong and around the world? If yes, please briefly describe the relevant/related company (companies) and the sources of funding obtained for it (them).

3.2.3 Has any pilot work been done by your company and/or company partners in preparation for this company? If yes, please describe the work done.

3.2.4 Have you attempted to, or are you attempting to, seek funding support for this company from other funding sources in Hong Kong and around the world? Please advise any known results of the application(s).

4. Implementation Details

4.1 Proposed Products / Services

4.2 Target Market / Clients and Market Potential

4.3 Competition analysis: Any other similar or competitive products /services in the market? If yes, how do you differentiate your products /services from them and what are your competitive edges?

4.4 Required Training

4.5 Development Schedule

4.6 Revenue Model / Revenue Plan

4.7 Business Performance Milestones set for every six months during the entire incubation period

4.8 Please state whether this application is a re-submission of a previously-rejected application to Cyberport, and/or other Government-administered funding schemes. If yes, please set out the project reference of the previous application.

4.9 If this application is a re-submission of a previously-rejected application to Cyberport, please highlight the main differences of this application vis-à-vis the previous one and explain how the differences have addressed the previously-raised concerns.

5. Classification of Company

5.1 Company Type

- Unlimited (private) Limited
- Publicly listed Others (please specify: _____)

5.2 Business Area

(Please choose one closest to your nature)

- Games Animation-Comics
- Music-Audio [Creative Digital lifestyle](#)
- Edu/Infotainment Tools & Technology
- Others (Please specify: _____)

5.3 Positioning

(You may choose more than one)

- Content creation Production/post-production
- Publishing/distribution/delivery Platform/device development
- Management/trading/service (area: _____)
- Others (please specify: _____)

5.4 Other Attributes, if any

5.5 Please indicate your preferred track of incubation

(You may choose ONLY one)

- On-site incubation Off-site incubation

Part 2 – Company Ownership, Organization Chart, Core Members, Partners and Financial Information

1. Company Ownership and Organization Chart

1.1 Company Ownership Structure

1.2 Company Organization Chart

2. Company Core Members and Major Partners

2.1 Core Members' Profiles (names, positions/ titles, academic and professional qualifications, working experiences and special achievements)

2.2 Major Partners' Profiles

3. Expenditure Distribution and Forecast Income

3.1 Manpower Distribution

3.2 Equipment Distribution

3.3 Other Direct Costs

3.4 Forecast Income

Part 3 – Declaration

We hereby declare that:

1. All information provided in this application as well as the accompanying information reflects the status of affairs as at the date of submission. I shall inform the Administration of the Cyberport Digital Entertainment Incubation-cum-Training Centre immediately if there are any subsequent changes to the above information; and
2. The ideas of the proposed project are original without any constituted or potential act of infringement of the intellectual property rights of other individuals and/or organizations.

Name of Principal Applicant Organization
with Organization Chop:

Name of Signatory:

Position:

Date (day-month-year):

Contact Information

Contact person 1:

Last Name (Dr. / Mr. / Ms. / Miss): _____

First Name: _____

Position: _____

Contact No.: _____ (Home / Office / Mobile)

Fax: _____

Email: _____

Mailing Address: _____

Contact person 2:

Last Name (Dr. / Mr. / Ms. / Miss): _____

First Name: _____

Position: _____

Contact No.: _____ (Home / Office / Mobile)

Fax: _____

Email: _____

Mailing Address: _____
