Blockchain & Digital Asset Pilot Subsidy Scheme 2.0

Project Proposal Writing Guide (For Reference Only)

Section 1: Project Summary

- Provide an executive Summary of the Proposed Solution

Section 2: Problems statement and corresponding improvements

- Clearly define the current challenges or pain points faced by your target users or the industry.
- Explain how your solution directly addresses these issues, emphasizing unique features, technologies, or approaches
- Describe the tangible improvements or benefits the solution will deliver.

Section 3: Proposed Solution

- Provide a description of the proposed solution
- Present a high-level conceptual architecture of the proposed solution
- Include applicable use case diagram(s) and brief use case description.
- Highlight the benefits of your solution
- Outline the following solution details:
    - business/ blockchain & digital asset technology impact and measurable value
    - potential for commercial adoption and path to production
    - innovation and technical readiness of the solution architecture
    - foundation of proposed product or service development
    - sponsor fit and operational relevance
    - a practical implementation plan
- Explain how your proposed solution can differentiate itself from other existing solutions
- List of new components and functionalities to be implemented.
- Present a high-level business model of the solution for commercial deployment.
- **MANDATORY:**
    - Define the proposed Project Scope
    - Provide a high-level estimated project schedule
    - Present a high-level estimated cost breakdown and deliverables
- Describe the importance of the solution to the relevant industries and stakeholders, including:
    - Alignment with industry needs
    - Potential for real-world impact
    - Feasibility of large-scale implementation

Section 4: Project Sponsor

- Include the Name, title, business unit and organization of project sponsors representative
- Describe the involvement of the project sponsor and other relevant stakeholders in the proposed project

Appendix A: Company Overview (Optional but recommended)

- Summarize the past blockchain/digital asset/ fintech project activities of your company
- Outline your core product and services
- Highlight your company's track record and key achievements of your company (e.g., successful use cases, industry recognition and awards etc.)

Appendix B Pitch Deck and pitching video (**Mandatory**):

To ensure the vetting team and external proposal reviewer can understand the core concept of the proposed solution:

- A simple pitch deck should be provided during the proposal submission; and
- Record a short pitch video (recommended length: under 5 minutes), focusing on the proposed solution
    - Use the pitch deck as a visual guide to support the video walkthrough
    - Minimize focus on company background—keep the content solution-focused
    - You may use tools like Zoom to record the video