



Application Guideline for IDEATION (previously known as STEP)

IDEATION (previously known as STEP) is a 1 year programme provided Hong Kong Science and Technology Parks Corporation (HKSTP). It aims to support the tech-focused entrepreneurs for idea validation. The Guideline provides information about the application requirement and procedures.

Remarks to Applicants:

You are **required** to study this Guideline to the IDEATION before submitting your application.

To **apply** IDEATION, you must

Register the online application portal, fill in the application form and Upload the required document

- Business Plan/ Pitching Deck (please refer Annex 1)
- Certificate of Incorporation (for company application only)
(max. individual document upload size is 20MB)

Enquiry:

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1. Application

1.1. Mandatory Admission Criteria¹

All the following conditions must be met by any applicant for the IDEATION (each an “Applicant”) for its application to be considered by HKSTP:

- 1.1.1. An application can be submitted as an individual application, team application or a company application.
- 1.1.2. For individual and team applications², principal applicant must be a Hong Kong ID Card holder aged 18 or above at the time of the relevant application deadline.
- 1.1.3. For company application³, the Applicant must be a private company limited by shares that registered and incorporated in Hong Kong less than 2 year by the application start date. HKSTP may request for proof including but not limited to audited financial report of the Applicant and any other information as may be required by HKSTP and the Applicant shall upon receipt of such request at its own costs immediately provide HKSTP with all such proof and information.
- 1.1.4. Members of any applications, as given on the application form, should be aged 18 or above.
- 1.1.5. For successful Applicants who are granted to use the office at the Hong Kong Science Park Incubation Centre (“Incubation Centre”) and/or other centres approved by HKSTP in writing (“Approved Centres”), staff of the Applicant must primarily be engaged in innovation and technology related work.
- 1.1.6. There must be implementation of R&D activities at the Incubation Centre and/or the Approved Centres. The Applicant cannot operate its office at the Incubation Centre or the Approved Centres as a sales and marketing office only.
- 1.1.7. No retail activities or mass production at the Incubation Centre or the Approved Centres is allowed.
- 1.1.8. In case of successful application, the Applicant needs to fulfill all the above admission criteria throughout the programme period.

¹ HKSTP reserves the right to revise the admission criteria without prior notice. HKSTP has the sole and absolute right to interpret any terms or conditions in this Mandatory Admission Criteria. Any disputes in relation to this Mandatory Admission Criteria shall be determined by HKSTP at its sole and absolute discretion and HKSTP’s determination shall be final and binding on the Applicant.

² For team application, if approved by HKSTP in writing, the Applicant is required to incorporate a company as stated in Section 1.1.3 before the Programme starts.

³ The Applicants should have full disclosure of the shareholder(s)’ identity and holdings (up to the top level) of the applying entity. Should there be corporate shareholders, they must not be mature companies in the same industry involving in R&D of the same or similar products/services.

1.2. Application Procedure

- 1.2.1. All applications are free of charge and will be processed in strict confidence.
- 1.2.2. To apply for the Programme, the applicant must complete an Application Form and submit the required documents as shown on front page. The Application Form must be completed by an authorised representative of the Applicant. HKSTP reserves the right to seek additional information as it deems necessary. An Applicant shall also provide all clarification, information and documents requested by HKSTP from time to time for processing its application.
- 1.2.3. All application received will be checked to confirm the all mandatory admission criteria stipulated by HKSTP are fulfilled.
- 1.2.4. Only the shortlisted Applicants will be reviewed by the Admission Panel. For the avoidance of doubt, same Applicant who is currently under Ideation Programme or whose project under Ideation Programme commenced for less than 12 months from the application deadline cannot apply or his / her application will not be shortlisted.
- 1.2.5. Panel Members will be required to adhere to the probity requirements in accordance with HKSTP's policy.
- 1.2.6. A list of Panel Members will be provided upon request. Should an applicant identify a potential conflict of interest (e.g. they become aware that a panel Member is a current or former supervisor, colleague or collaborator, or a relative, friend or personal acquaintance), they should notify HKSTP via email as soon as they become aware of such a situation. A potential conflict of interest will not adversely affect the application; however, the HKSTP will seek to ensure it is assessed independently by other Members of the panel in order to avoid any potential probity concerns.
- 1.2.7. Final decision is subject to the Admission Panel's evaluation. No appeal or request for explanation of the decision will be considered.
- 1.2.8. Email notification shall be sent to the Applicants on the final vetting result, which is subject to due diligence by HKSTP.
- 1.2.9. Under this Programme, Members are offered access to Incubation Centre and/or Approved Centres, technology & business development support & services and financial support. Successful applicants are required to sign a Licence Agreement and a Funding Agreement (if applicable) with HKSTP.
- 1.2.10. Unsuccessful applicant can submit a new application in next cohort.
- 1.2.11. Approved applicants shall sign and return an Agreement to confirm their acceptance of the offer for admission to the IDEATION within 30 calendar days of the date of the Result Announcement.
- 1.2.12. If the approved applicant could not return the signed agreement to HKSTP within the time frame stated above, HKSTP shall assume that the applicant has

withdrawn its applications. The subject application will be dismissed without further notice.

1.3. Assessment Criteria

The Applicant's activities must be related to technology such as Electronics, Green Technology, Information and Communications Technology (ICT) or Material and Precision Engineering.

Admission Panel's reserve the right, in their sole and absolute discretion, to define and decide on whether an application satisfies the above requirement.

All applications will be evaluated based on the following assessment criteria:

- Team competency
- Business development potential
- Innovativeness
- Research & Development

2. Progress Review

- 2.1. HKSTP will assess the progress of the Member in implementing the committed task activities according to the committed milestones. Methods of monitoring include but not limited to review of submitted milestone progress report specifying any progress or achievement in research and development, technology/management awards, progress in intellectual property works and study, patent, trademark, registered design, funding received, corporate restructuring such as IPO / joint venture arrangement / mergers and acquisition / spin-off etc status if applicable, sales orders achieved and number of staff employed; audited financial statements, management accounts, management reports and other supporting documents.
- 2.2. There will be 3 milestones throughout the programme.
- 2.3. Any material modification to the Business Plan of the Member (including but are not limited to change of key team Members, deliverables, change of R&D or business scope) shall require prior written approval from HKSTP.
- 2.4. In any circumstance that HKSTP considers the Member has failed to achieve the committed milestones without any valid and acceptable explanation, the Licence Agreement and Funding Agreement (if applicable) shall be terminated at the sole and absolute discretion of HKSTP.

- 2.5. During the Programme period, if an applicant of the same project would like to apply for HKSTP Incubation Programme, HKSTP's pre-approval is required.
- 2.6. HKSTP must be informed of any change of business name (whether it is the company name as registered under the Companies Ordinance or under the Business Registration Ordinance), legal entity, company structure or shareholder structure. In case of violation of any IDEATION's mandatory criteria as a result of such changes, HKSTP reserves its absolute right to terminate the applicants agreement.
- 2.7. Should the Applicant need to apply for any type of visa for working or residing in Hong Kong, HKSTP shall not act as a sponsor for the visa application under any circumstances and it is the responsibility of the Applicant to deal with relevant parties or authorities in the course of visa application.
- 2.8. In any time, Applicants / Members have obligation to update HKSTP on their projects and company status for any publicly-funded programme applied/ to be applied, and any offer is granted/ to be granted by other publicly-funded organisations/ programmes during application stage and the 1-Year programme period.

3. Funding Support

- 3.1 Disbursement of grant to the Member will only be made when HKSTP is satisfied with the progress of the Member.
- 3.2 A grant totaling HK\$100,000 shall be paid to the IDEATION.
- 3.3 The Member will receive grant in 3 tranches subject to satisfactory assessment by milestones review.
- 3.4 The undisbursed grant will be forfeited upon termination of the Programme.
- 3.5 HKSTP reserves its right to recover any payment to the Member and seek compensation from the Member for any loss or expenses incurred by HKSTP due to the Member's breaching of the Licence Agreement and this Guideline.

4. Monitoring, Management and Reporting

The Member shall permit any person authorised by HKSTP such reasonable access at any time to its employees, auditors, agents, premises, facilities, books and records, for the purpose of inspecting, discussing, monitoring and evaluating the Member's fulfillment of the conditions of the Guide and shall, if so required, provide appropriate oral or written explanations from them.

5. Early Graduation

5.1 The Member will be early graduated from the Programme when all of the following conditions are met:

- Approved to Incubation Programmes operated by HKSTP; or
- Entered into a formal tenancy agreement with HKSTP

6. Termination

6.1. The agreement(s) with Member may be terminated without notice at any time in any one of the following conditions:

- The Member did not comply with any the terms and conditions laid down in the Licence agreement, this Guideline and all instructions and correspondences issued by HKSTP or its representative from time to time in respect of the Programme.
- The Member fails to progress in accordance with any of the milestones set out in the Milestone Plan.
- The Member engaged in any unlawful, fraud or corruption activity.
- The Member or any of its directors or staff misrepresented or provided any wrongful or incorrect or inaccurate statement(s) in its (i) Application Form, (ii) Milestone Report and (iii) any other matters relating to the eligibility for such Member's continued use and enjoyment of the grant and the space provided to the Member.

6.2. Please refer to the Termination procedures as stated in the Licence Agreement.

7. Use and Disclosure of Information

- 7.1. Unless the information provided to HKSTP is Personal Information or Confidential Information HKSTP may disclose the information to any person for any purpose directly related to the activities and functions of the HKSTP, including but not limited to the purpose of:
- announcing the awarding of grants (where applicable)
 - improving the effective administration, monitoring and evaluation of this Programme
- 7.2. Where the Applicant/Member is asked to submit any information, content or material to HKSTP (“Content”) for the purposes of enabling HKSTP to assess the Applicant and its suitability as a Member, or for inclusion on HKSTP’s website, the Applicant/Member must ensure that all Content is up-to-date, accurate, legal, honest, decent, truthful and complies with all applicable laws, regulations, standards and codes of practice. The Applicant/Member must ensure that all Content submitted to HKSTP does not infringe copyright, design, privacy, publicity, data protection, trade mark or any other rights of any third party, and is not obscene, abusive, threatening, libellous or defamatory of any person.
- 7.3. The Applicant/Member shall have sole responsibility for the Content which it submits to HKSTP and the Applicant/Member shall indemnify and shall keep HKSTP fully and effectively indemnified on demand from and against all actions, claims, losses, liability, proceedings, damages, costs, expenses, loss of business, loss of profits, business interruption and other pecuniary or consequential loss (including legal costs and expenses) suffered or incurred by HKSTP and arising directly or indirectly from the Content submitted by the Applicant/Member to HKSTP being in breach of these terms and conditions. Where HKSTP has relied upon, published or used the Content then the losses to be indemnified by the Applicant/Member shall include all sums claimed from HKSTP by third parties having relied upon the Content and all sums expended by HKSTP on the Applicant/Member in connection with the Programme (including but are not limited to any benefits or funding support that the Applicant/Member has received).
- 7.4. The Applicant/Member shall be aware that the Content in the application will be vetted by HKSTP staff, its advisors and/or the Assessment Panel and will not sign Non-Disclosure Agreement or any document of a similar nature.

8. **Publicity**

The Member or any of its directors, employees, or agents shall not use the name of HKSTP or any of its directors, employees or any adaptation of their names, its logo, etc. in any promotional material, other public announcement, events or disclosure without the prior written consent of HKSTP.

9. **Prevention of Fraud and Corruption Activities**

9.1. The Applicant/Member agrees to undertake all necessary actions in order to prevent possible Fraud and Corruption activities. In pursuance of this policy, the practices constituting Fraud and Corruption are defined as follows:

- corrupt practice” is the offering, giving, receiving, or soliciting, directly or indirectly, of anything of value to influence the actions of another party;
- fraudulent practice” is an act or omission, including misrepresentation, that knowingly or recklessly misleads, or attempts to mislead, a party to obtain financial or other benefit or to avoid an obligation;
- collusive practices” is an arrangement between two or more parties designed to achieve an improper purpose, including to influence improperly the actions of another party;
- coercive practices” is impairing or harming, or threatening to impair or harm, directly or indirectly, persons or their property to influence their participation in a procurement process, or affect the execution of a contract;
- obstructive practice” is deliberately destroying, falsifying, altering, or concealing of evidence material to the investigation or making false statements to investigators in order to materially impede an investigation into allegations of a corrupt, fraudulent, coercive, or collusive practice; and/or threatening, harassing, or intimidating any party to prevent it from disclosing its knowledge of matters relevant to the investigation or from pursuing the investigation, or acts intended to materially impede the exercise of inspection and audit rights.

9.2. The Applicant/Member is advised to observe the relevant regulatory requirements and practices in Hong Kong relating to Fraud and Corruption Activities, in particular the following Ordinances:

- The Prevention of Bribery Ordinance (Cap 201)
- The Theft Ordinance (Cap 210)
- The Competition Ordinance (Cap 619)

9.3. If any breach of clause 9.1 is suspected or known, the Applicant/Member should notify the Chief Compliance Officer of HKSTP immediately. Please refer to our Whistleblowing Policy located on our website: <https://www.hkstp.org/en/quick-links/corporate-governance/>

10. Intellectual Property Rights, Network, Software Piracy and Internet

The Member should comply with the Terms and Conditions on Intellectual Property Rights, Network, Software Piracy and Internet as detailed in **Annex 2**.

11. Personal Information

11.1. The personal data provided to HKSTP as required will be used by the HKSTP in relation to the following activities:

- Processing and counter-checking of your application and your claim for the funding support of the Programme;
- Matching of the personal data provided against other databases as may be required;
- Activities/matters related to the communication or exchange of views with the Applicant/Member for the purpose of Programme administration; and
- Statistics and researches.

11.2. In accordance with Sections 18 and 22 and Principle 6 of Schedule 1 of the Personal Data (Privacy) Ordinance (Chapter 486 of the Laws of Hong Kong), you have the right to request access to and correction of the personal data supplied by you. Please read our Privacy Policy on HKSTP's website for more information.

12. Obligations

12.1. The Member must comply with the terms and conditions in these Guidelines and the licence agreement to be signed with HKSTP throughout the application and the Programme period.

12.2. The Member shall complete and submit to HKSTP annual surveys with statistics relating to its business performance (including without limitation key financial data including the turnover, profit/loss and the number of employees hired by the Licensee and its subsidiaries, if any) after completing the Programme for the purpose of improving the effective administration, monitoring and evaluation of this Programme.

13. Changes to Guidelines

HKSTP reserves the right to make changes to the above guidelines and any submission templates related to the Programme as and when necessary.

Business Plan Writing Guideline

Business Plan is the major tool for the Assessment Panel to understand the R & D plan, product innovativeness, business viability, and many other aspects of the Applicant. A Business Plan is expected to be precise and concise, be delivered in **PowerPoint format with minimum 10 pages but no more than 20**, covering items listed as follows.

1. Project Summary

- Introduction of your product within 30 – 40 words

2. Products/Services Features

- How can the product solve market problem / fulfill market needs?
- What is the technology involved?
- What is the Innovativeness?

3. Research and Development Content

- What are the research you have been done?
- What are the technologies has been developed?
- What is your R&D plan for the coming 12 months?

4. Sales and Marketing Plan

- Who are your target customers? (those who will pay) and target end-users? (those who will use the product)
- What is the potential market size?
- What are the marketing channels?
- Competitor analysis
- Perceptual Mapping
- Explain your revenue model and pricing strategy

5. Management and R&D team (as required)

- Background of all key personnel (Detailed C.V. of the key personnel can be attached as appendix of business plan)
- Organization chart
- Future development in manpower

6. Project Schedule

- Describe your next 12 months plan on:
- Business development, Finance & Technology Development

Terms and Conditions

Intellectual Property, Network, Software Privacy and Internet

1. General

In the event of the HKSTP receiving any complaints or information from any person indicating that the Member may be making or using pirated or unauthorized software copies or is otherwise doing anything which infringes the HKSTP's and/or third party proprietary rights, to agree and acknowledge that the HKSTP shall have the right to report such possible infringement from time to time to the relevant governmental authorities without the need of notifying the Member in advance or giving any prior notice thereto and in such event the Member shall allow such governmental authorities to inspect and/or carry out a search of its computer systems to verify such infringement. The Member hereby expressly further agrees and acknowledges that the Member shall be co-operative and allow entry of the Incubation Centre and/or inspection and/or search of its computer system by person(s) as authorized and/or permitted by all relevant laws, regulations and any court order insofar as it affects the Incubation Centre to ensure compliance therewith.

2. Intellectual Property

The Member should not in any way knowingly infringe the HKSTP's and/or third party proprietary rights, statutory or otherwise whether or not the act of infringement is carried out in Hong Kong or elsewhere outside Hong Kong. Proprietary rights in this context shall be taken to include all patents, designs, copyrights, trademarks, trade or other names and all other similar rights or interests relating thereto from time to time whether pending applied for or otherwise.

3. Network

- (a) Subject to sub-Sections (b) and (c) below, all Network Services assigned (if any) to the Member are for use only by the Member, its directors, officers and employees in the manner permitted under this Agreement and must not be shared, used, licensed, assigned or transferred to any other companies or persons, or used for any other purposes without the HKSTP's prior written consent. The specifications of the Network Services including but not limited to the manner in which the Network Services are provided, the speed, band width and quantity of the Network Services shall be at the sole and absolute discretion of the HKSTP.
- (b) The HKSTP will only provide the Network Services to the Member after it has approved the Member's application for the Network Services under the "IT Service Application Form" as prescribed by the HKSTP. The HKSTP reserves the right to decline the Member's application for Network Services in its discretion without the need of giving any reasons. The Member hereby waives any and all claims, objections and disputes in relation to or in connection with such decline (if any).

(c) The Member shall at its own costs, and shall procure that all its Affiliates shall:

- (i) not use the Network Services for any illegal or immoral purpose and not infringe the HKSTP's or any third party's Intellectual Property Rights while using or benefiting from the Network Services;
- (ii) not transmit any virus, Trojan horse, or other malicious code through the Network Services;
- (iii) only use the Network Services for legal, honest and decent purposes (and shall be aware that computer hacking and illegal misuse are criminal offences), comply with all applicable laws, regulations, standards and codes of practice and not email, post or receive any illegal, obscene, abusive, threatening, libelous or defamatory statement;
- (iv) not access any other user's computer or computer system, software, or data without their knowledge and consent, or breach the security of another user using the Network Services;
- (v) co-operate in any requests by the HKSTP for assistance and follow all instructions of the HKSTP in relation to the Network Services;
- (vi) not restrict, inhibit, interfere with, or otherwise disrupt or cause a performance degradation to the Network Services or to any other person's computer system; and
- (vii) not use the Network Services to transmit unsolicited bulk or commercial messages or "spam".

(d) The Member shall upon the HKSTP's request at no charge to the HKSTP cease to use all IP address and delete all files and data pertaining to the Member or its employees on the Network Services and provide any other reasonably required assistance.

(e) The Member agrees that it alone shall be legally liable for its use of the Network Services, its own related information/content and any acts that are carried out through the IP addresses assigned to it. To this end the Member agrees to strictly maintain the confidentiality of any log-on details and passwords provided to it for use with the Network Services.

(f) The Member must take all necessary steps to ensure secure use of the Network Services (including without limitation setting up necessary security control devices such as firewalls, intrusion prevention systems and spam controls etc.) to protect its own networks, as well as any contamination that might affect the Network Services themselves or their performance generally.

(g) The HKSTP shall have the immediate right at any time to terminate and/or to discontinue the provision of the Network Services if the Member, its directors, officers or employees are/is breach of any term in this Annex 2 or the Hong Kong Science Park IT Service Application Form or IT Service General Rules and Regulations or WiFi Service Conditions of Use and Disclaimer issued by the HKSTP (as the case may be) or if for any reason the HKSTP decides to cease to

provide Network Services or is unable to provide the Network Services for reasons beyond its reasonable control (including without limitation force majeure, act of god, strike, telecommunications failure or other technical issues).

- (h) To the fullest extent permissible by applicable law, the HKSTP does not make any warranties, representations or endorsements whatsoever with regard to the Network Services (including but not limited to availability or functioning thereof) and accepts no liability for any damage or loss howsoever arising out of or in connection with the Network Services (including but not limited to the HKSTP's non-provision and/or suspension thereof (if any) whether due to error, omission or any other cause).
- (i) As owner of the Network Services the HKSTP shall have the unilateral right at any time on notice to amend the terms under which the Member receives the Network Services, take any steps in relation to the Network Services that it sees fit in its entire discretion, including without limitation monitoring them, altering them (including without limitation who provides them, their performance levels, and the types of services they comprise) and/or refusing to transmit, removing or blocking any material or content.
- (j) The Member agrees to at its own costs indemnify and/or to repay and keep the HKSTP indemnified and/or to be repaid from all actions, claims, losses, liability, proceedings, damages, costs, expenses, loss of profits, business interruption and other pecuniary or consequential loss (including but not limited to legal costs and expense) suffered or incurred by the HKSTP and arising directly or indirectly from the Member's breach of this Annex 2. If the Member breaches terms or conditions of this Annex 2, without prejudice to any other rights and remedies available to the HKSTP under this Agreement or otherwise, the HKSTP shall have the right to forthwith terminate this Agreement or the Member's participation in the Programme or any similar scheme operated by the HKSTP, and in case of such termination the Member shall at its own costs immediately indemnify and/or repay to the HKSTP a sum equivalent to all benefits and sponsorship that the HKSTP has offered or allowed to the Member and/or that the Member has received in connection with the Programme or any such similar scheme.

4. Software Privacy

Unauthorised duplication of copyrighted computer software (irrespective of whether such activities are carried out in Hong Kong or elsewhere outside Hong Kong) violates the law and is contrary to the HKSTP's standards of conduct. The Member disapproves of such copying and recognizes and agrees to observe the following principles as a basis for preventing its occurrence: -

- (a) The Member shall neither commit nor tolerate the making or use of unauthorised software copies under any circumstances.
- (b) The Member shall at its own costs provide legitimately acquired software to meet all legitimate software needs in a timely fashion and in sufficient quantities for all

the Member's computers and such computers as the Member may from time to time use.

- (c) The Member shall comply with all licence or purchase terms regulating the use of any software the Member acquire or use.
- (d) The Member shall enforce strong internal controls to prevent the making or use of unauthorised software copies, including effective measures to verify compliance with these standards and appropriate disciplinary action for violations.

5. Internet

The Member understands that the Internet service (the shared wifi) as provided by the HKSTP to the Member, if applicable, is for email, simple internet browsing and simple web services (not involve IM's video calls) that are not bandwidth demanding. The Member shall not use such Internet service as a primary medium for conducting the Member's businesses.