

# 第7屆香港大學生創新及創業大賽

The 7th Hong Kong University Student Innovation and Entrepreneurship Competition



創立於1974年 公共性質慈善機構

## 創業組別-簡報指引

Entrepreneurship -  
PowerPoint Guidelines

Updated as at 23/10/2020



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## 整體建議

## Overall Suggestions

簡報 PPT	注意事項 Points to note
語言 Language	語言不限，中英皆可，唯必須留意日後晉級全國賽的話，PPT須為中文版。 No language restrictions in regional competition (except National Competition), both Chinese and English are acceptable.
頁數 No. of pages	宜不多於20頁 Better no more than 20 pages
內容 Content	內容請按所報之創業項目準備 Take reference to different requirements of enrolled item <ol style="list-style-type: none"><li>1) 創業計劃 Entrepreneurship Proposal</li><li>2) 初創企業 Startup</li><li>3) 社企/文化創意 Social Enterprise/ Cultural &amp; Creative Services</li></ol>



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## 1. 創業計劃

Entrepreneurship  
Proposal

- 簡報宜不多於20頁，內容必須包括但不局限於以下項目：  
No more than 20 pages, including but not limited to the following items:

- 計劃簡介
- 團隊介紹
- 產品/服務特點
- 商業模式
- 市場分析
- 發展前景

Project summary  
Team profile  
Product/service characteristics  
Business model  
Marketing analysis  
Development and prospects

- 歡迎附上短片介紹(約1-1.5分鐘)  
Introduction video attachment is welcomed(approximately 1-1.5 min.)



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## 2. 初創企業 Startup

- 簡報不多於20頁，內容包括但不局限於以下項目：  
No more than 20 pages, including but not limited to the following items:

### Section 1 公司簡介 Company Summary

例如 For Example

公司願景

發展歷史

核心團隊介紹

Vision and value proposition

Development history

Core team profile

### Section 2 業務 Business Overview

例如 For Example

產品/服務

項目進度時間線

顧客對象

市場需求及解決方法

主要競爭對手及產品/服務優勢

Product/service features

Progress timeline

Target market

Market need and solution

Main competitors and competitive advantages of products/ service



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## 2. 初創企業 Startup

### Section 3 營運及銷售 Operational and Sales Plan

例如 For Example

合作/預期合作夥伴及合作模式	Partnership/ business model
產品/服務銷售方式	Productions/service channels
宣傳方法	Promotion channels

### Section 4 財務預算 Finance Projection

例如 For Example

創業資金來源及所佔比例	Kickstart capital and distribution
預計支出及成本	Expected expense and cost
預計收入及來源	Expected income and sources
首三年財務預算	Financial budget of the first three years

➤ 歡迎附上短片介紹(約1-1.5分鐘)

Introduction video attachment is welcomed(approximately 1-1.5 min.)



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## 3. 社企/文化創意

Social Enterprise/ Cultural & Creative Services

- 簡報宜不多於20頁，內容必須包括但不局限於以下項目：  
No more than 20 pages, including but not limited to the following items:

- |                        |  |
|------------------------|--|
| • 計劃簡介                 | Project summary  |
| • 團隊介紹                 | Team profile   |
| • 產品/服務特點              | Product/service characteristics  |
| • 創新性：社會問題<br>(或) 文創方面 | Innovative: Tackle which social problem<br>/ uniqueness on cultural & creative service |
| • 商業模式                 | Business model   |
| • 市場分析                 | Marketing analysis   |
| • 發展前景                 | Development and prospects  |

May take ref to the content of 2. Startup item if the company had been established.

- 歡迎附上短片介紹(約1-1.5分鐘)  
Introduction video attachment is welcomed(approximately 1-1.5 min.)



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## 參考網站

Websites for ref

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歡迎瀏覽以下網站作參考之用。

Please feel free to visit the following websites for your reference.

- <https://articles.bplans.com/what-to-include-in-your-pitch-deck/>
- <https://venngage.com/blog/best-pitch-decks/>
- <https://piktochart.com/blog/startup-pitch-decks-what-you-can-learn/>



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