



第10屆 香港大學生 創新及創業大賽

The 10th Hong Kong University Student
Innovation and Entrepreneurship Competition

創業組別-簡報指引
Entrepreneurship -PPT Guidelines



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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。 Both Chinese and English are acceptable in Hong Kong regional competition. PowerPoint must be written in Chinese if advance to National Competition.
頁數 No. of pages	宜不多於20頁 No more than 20 pages is recommended
內容 Content	內容請按所報之創業項目準備 Take reference to different requirements of enrolled item 1) 創業計劃 Entrepreneurship Proposal 2) 初創企業 Startup 3) 社企/文創 Social Enterprise/ Cultural & Creative Services



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I. 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 is recommended, 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
 - 研究與開發 Research and development
 - 商業模式 Business model
 - 市場分析 Marketing analysis
 - 發展前景 Development and prospects
 - 項目進度時間線 Project timeline

- 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 is recommended, including but not limited to the following items:

Section 1 公司簡介 Company Summary

例如 For Example

- 公司願景 Vision and value proposition
- 發展歷史 Development history
- 團隊介紹 Team profile

Section 2 業務 Business Overview

例如 For Example

- 產品/服務 Product/service features
- 研究與開發 Research and development
- 項目進度時間線 Project timeline
- 顧客對象 Target market
- 市場需求及解決方法 Market need and solution
- 主要競爭對手及產品/服務優勢 Main competitors and competitive advantages of products/service



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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 sales 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.)

2. 初創企業 Startup



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- 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 is recommended, 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
(或) 文創方面 | Innovative: Social problem tackled
/ uniqueness in cultural & creative industry |
| • 研究與開發 | Research and development |
| • 商業模式 | Business model |
| • 市場分析 | Marketing analysis |
| • 發展前景 | Development and prospects |
| • 項目進度時間線 | Project timeline |

3. 社企/文創

Social Enterprise/ Cultural & Creative Services

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

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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