

# **LEAN LAUNCHPAD PROGRAMME (LLP) 2021 COHORT**

## **NOTES TO APPLICANTS**

## SECTION 1: DETAILS OF APPLICATION

### (1) Introduction

#### Background

Modelled after the US National Science Foundation I-Corps programme, **PolyU Lean LaunchPad Programme (the “Programme”)** is a 10-week, evidence-based entrepreneurship development programme helping the University’s researchers and research teams to identify potential market and application of their technologies through extensive market research with stakeholders. With the guidance of industry advisors and mentors, the research teams will be able to gain necessary business knowledge and real market insights, as well as to discover the ways to commercialise their research technologies through this experiential learning programme.

The objectives of the Programme are:

- To foster knowledge transfer (KT) of PolyU technologies in strategic areas / verticals with path specific competitive advantages
- To enhance the Technology Readiness Level (TRL)<sup>1</sup> of PolyU technologies
- To accelerate the go-to-market of the technologies through either venturing out as tech start-ups or licensing to collaborating industry partner(s)

### (2) Targeted Projects / Technologies

The research technologies of the applicants should be:

- Readily accelerated with TRL level 3 or above
- Supported and endorsed by PolyU academic staff<sup>2</sup>
- Multi-disciplinary involvement from multiple departments is preferred
- Use of university research facilities (e.g. 3D Printing Lab, Digital Manufacturing Lab) is encouraged.

### (3) Programme Features and Benefits

#### ▪ **First in Hong Kong**

Adopted from National Science Foundation I-Corps programme of the United States, it is the first-ever Lean Launchpad programme in Hong Kong targeting for university researchers and research students.

#### ▪ **10-week Entrepreneurship Development Programme**

An experiential learning journey with direct market insights in the commercial world to guide participating research teams to commercialise their research technologies.

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<sup>1</sup> "Technology readiness levels (TRL) ". European Commission, G. Technology readiness levels (TRL), HORIZON 2020 – WORK PROGRAMME 2014-2015 General Annexes, Extract from Part 19 - Commission Decision C(2014)4995

<sup>2</sup> Stemming from definition under Technology Start-up Support Scheme for Universities (TSSSU), academic staff here refers to staff who bears the title of ‘professor’ with the active engagement with PolyU during the programme period, for example, professors, associate professors, assistant professors, visiting professors etc.

- **Industry Connection and Insights**

The qualified teams will receive guidance and mentorship support from industry advisors, experienced mentors and entrepreneurs.

- **Acceleration of Research to Market**

Through conducting extensive interviews with industry stakeholders, the teams shall be able to formulate and validate commercialisation pathway by using different analytical tool - Business Model Canvas and Value Proposition Canvas, etc.

- **Project Grant**

HK\$20,000 will be granted to each qualified team for their prototyping and other expenses.

- **Access to PolyU InnoHub Resources**

The qualified teams will be able to access to resources under PolyU InnoHub Hong Kong and Shenzhen, including but not limited to co-working space, consultation by entrepreneurs-in-residence, and other local and overseas networking opportunities.

- **Opportunity for Overseas Exhibition**

The qualified teams may be further considered for showcasing the project in overseas exhibition such as International Exhibition of Inventions of Geneva.

#### (4) Schedule of the LLP 2021 Cohort (Tentative)

Week	Date			Topic	Venue
Week 0	31 Aug 2021	Tue	4pm - 6pm	Briefing and Networking Session for Shortlisted Teams	PolyU Campus
Week 1	3 Sep 2021	Fri	9am - 4pm	<u>Bootcamp Day 1</u> Session 1: Overview	Online via Zoom
				Session 2: Value Proposition Canvas & Business Model Canvas	Online via Zoom
	4 Sep 2021	Sat	9am - 1pm	<u>Bootcamp Day 2</u> Session 3: Getting out of the Building - The Whats and Hows?	PolyU Campus
				Session 4: Team Work	PolyU Campus
Week 2	20 Sep 2021	Mon	6pm - 9pm	Customer Segments; Value Proposition Canvas (Right-Side)	Online via Zoom
Week 3	27 Sep 2021	Mon	6pm - 9pm	Value Proposition Canvas (Left-Side)	Online via Zoom
Week 4	4 Oct 2021	Mon	6pm - 9pm	Market Sizing & Competitive Analysis	PolyU Campus
Week 5	11 Oct 2021	Mon	2pm - 6pm	Mid Term Review (1 on 1 consultation)	PolyU Campus
Week 6	18 Oct 2021	Mon	6pm - 9pm	Whole Product Concept & MVP; Customer Relationships & Channels; Business Model Canvas (Left-Side)	Online via Zoom
Week 7	25 Oct 2021	Mon	6pm - 9pm	Value Proposition Feasibility: Key Activities, Resources & Partnerships	Online via Zoom

Week 8	1 Nov 2021	Mon	6pm - 9pm	Validation of Product-Market Fit & Biz Model Viability; Revenue Model & Costs	Online via Zoom
Week 9	8 Nov 2021	Mon	6pm - 9pm	Preparation of "Lessons Learned" & Tech videos	PolyU Campus
Week 10	26 Nov 2021	Fri	10am - 5pm	Final Presentation	Online via Zoom

## (5) Application Details

**Eligibility:** A team with at least one **Student (Full-Time or Part-Time), Alumni or Research Staff of PolyU** as the **Entrepreneurial Lead (EL)** who received nomination and endorsement from his / her PolyU research supervisor. The EL shall preferably be a core research team member in the research undertaken by his / her supervisor.

**Amount of LLP Grant:** Up to HK\$20,000 per team successfully enrolled in the LLP Programme.

**Application Procedure:** The applicants should submit:

- (1) a completed application form;
- (2) a presentation deck (with no more than 20 slides), please refer to Section 4 for details;
- (3) CVs of all team members;
- (4) a copy of student ID/ graduation certificate of each PolyU student/ alumni; and
- (5) relevant supporting documents of the research project / technology including but not limited to research paper published, invention disclosure, filed patent application, etc.

through email to [hklip@polyu.edu.hk](mailto:hklip@polyu.edu.hk) on or before the deadlines stipulated below.

**Application Process:**

- Initial screening of eligibility
- Paper assessment by an assessment panel composed of PolyU Staff and / or external members, if necessary.

**Initial Submission Deadline:** **1pm, 4 August 2021 (Wed)**

**Assessment Criteria:**

- Technology Readiness of the Research Project (the maturity of the technology to go to market / commercialisation)
- Commercialisation Potential (potential for having good application(s) / commercialisation channel(s) for the technology)
- Applicants' Background & Strength (the diversity and complementary strength of members)
- Multi-disciplinary Involvement (if the team/the research technology involves multiple departments and crossover domains)

**SECTION 2 - NOTES TO APPLICANTS**

1. Knowledge Transfer and Entrepreneurship Office (KTEO) is the administrative unit (the “Unit”) of the PolyU Lean LaunchPad Programme (the “Programme”) and is responsible for all application, administration, screening, assessment, awarding and follow-up processes of the Programme.
2. Application must be submitted on or before the application deadline stipulated in the application form. No application submitted after the deadline will be entertained.
3. Communications with applicant, generally via email, will be directed to the Entrepreneurial Lead (the “EL”) listed on the application form.
4. The EL must be affiliated to PolyU as a student / alumnus / staff), and would be assuming a key role with substantial involvement in the project.
5. Both EL and the team members are expected to attend the 10-week training and actively exploring the commercialisation of their research projects / technology.
6. Assessment Panel will be composed of PolyU staff and/or external members. The decisions from the Panel shall be final and no appeal will be entertained.
7. Applicants agree not to make any claim or bring any action against PolyU, the Unit, the Panel members, or mentors for any reason whatsoever. The Applicants shall bear all costs associated with the preparation and submission of its application.
8. Applicants agree and acknowledge that the information provided in their application documents (including but not limited to the application package and subsequent documents to be submitted) shall be disclosed to the Unit and the Assessment Panel members. While the Unit and the Assessment Panel members undertake to keep the information confidential and shall use the information solely for the purpose of training/assessing the applications, NO non-disclosure agreement will be signed between the applicants and PolyU, the Unit or the Assessment Panel members unless under exceptional circumstance supported by strong rationale from the applicant in writing.
9. It is generally expected that the applicants are also one of the inventors of the innovations, technologies, products or services proposed in the application. Should the proposed innovations, technologies, products or services belong to other third parties (including but not limited to other faculties of PolyU), the applicants must mention explicitly the names of the third party’s in the application form. The applicants shall also obtain documented approval / agreement from the inventors for incorporating such intellectual properties in the applications. For the avoidance of doubt, any intellectual property rights generated under the LLP Programme shall belong to PolyU.
10. The LLP Grant shall be disbursed to the departmental project account under the supervision of the PolyU academic staff in the team upon the satisfactory completion of the Programme by the applicants.

- 11.** The Unit reserves the discretionary right not to process any application it considers to be in conflict, whether expressed and implied, against the spirit and intent of the Programme.
  
- 12.** The Unit, may at its discretion, elects to terminate the participation of a qualified team on ground of its poor commitment and performance before the completion of the Programme. Nonetheless, no decision to terminate shall be made without prior consultation with team members and their academic supervisors/mentors. Upon termination, the team will be under obligation to return any unspent balance of the LLP Grant to the University.

**SECTION 3 – TEMPLATE / SAMPLE OF APPLICATION FORM****LEAN LAUNCHPAD PROGRAMME (LLP) 2020 COHORT  
APPLICATION FORM****1. PROJECT / PRODUCT / TECHNOLOGY NAME:**

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**2. TEAM DETAILS:****2.1 Contact Details of Entrepreneurial Lead (EL)**

Full Name in English <sup>3</sup> :	Full Name in Chinese (if applicable) :
PolyU Member: Choose an item.	Mobile: (+       )
Email:	(Expected) Graduation Year:
Dept.: Choose an item.	Academic Qualification: Choose an item.

**2.2 Details of Team Member(s)**

Name	Contact Email	Mobile	PolyU Member	Dept.	(Expected) Graduation Year	Academic Qualification
Team Member(s) 1			Choose an item.	Choose an item.		Choose an item.
2			Choose an item.	Choose an item.		Choose an item.
3			Choose an item.	Choose an item.		Choose an item.
4			Choose an item.	Choose an item.		Choose an item.
5			Choose an item.	Choose an item.		Choose an item.
6			Choose an item.	Choose an item.		Choose an item.

<sup>3</sup> Please fill in the English name shown in your student ID card or other identification documents, e.g. CHAN Tai Man, Peter.



**3. USE OF POLYU TECHNOLOGIES / RESEARCH DELIVERABLES**

Ownership of the Intellectual Property (IP):	<input type="checkbox"/> PolyU _____ %
	<input type="checkbox"/> Others (please specify): _____ %
<input type="checkbox"/> PolyU <b>Patented /Patent Pending</b> technology*  Patent Name: _____ Patent Country: _____ Patent No.: _____	
<input type="checkbox"/> PolyU Research Deliverables (e.g. research finding in manuscripts, conference papers, dissertation, journals)  Research Project: _____ Publications: _____ Published Date: _____	
<input type="checkbox"/> Class Project / Final Year Project: _____ Supervisor: _____	
* Please attach invention disclosures	

**NOTE: Your claim of using PolyU technologies or research deliverables, in most cases, will require a licensing arrangement with PolyU should you want to commercialise your project in future as a start-up. Your company will then be subjected to a licensing and / or royalty fee.**

**4. NOMINATION AND ENDORSEMENT BY ACADEMIC SUPERVISOR**

Name & Title :	
Position :	
Department : Choose an item.	
Email :	
I hereby confirm that the above project proposed by the Team is true and legitimate and would recommend and nominate the Team for the LLP Programme.	
_____	_____
Signature	Date

NOTE: While the academic supervisor is encouraged to support the team through technical advice and consultation, he/she is not required to be involved in the LLP Programme.

## 6. DECLARATION

I hereby declare and acknowledge on behalf of the Team, that:

- I/We have observed and agreed on the guidelines governing the application for the LLP Programme;
- The information provided during the application process, (including those inside the Application Form, the executive summary, and all other attachments and documents), is complete and accurate to the best of my/our knowledge;
- To the best of my/our knowledge, the proposed technologies / innovations / products / services / ideas are without any infringement of third parties' intellectual property rights;
- I/We understand the information provided in this Application Form and the presentation deck shall be kept by Knowledge Transfer and Entrepreneurship Office (KTEO) for record purpose. During the process, such information may be exposed to related PolyU staff and / or external Assessment Panel member(s). However no Non-Disclosure Agreement of any kind will be signed by PolyU or the relevant parties in any occasion;
- I/We give my/our consent to PolyU staff to carry out necessary due diligence / reference check for the purpose of confirming this application;
- I/We hereby acknowledge that PolyU can make use of my/our case for promotional purposes should my/our application be approved.
- Please tick:
  - I/We wish to receive news update of seed fund programmes and other related activities from the Knowledge Transfer and Entrepreneurship Office in the future.
  - I/We **DO NOT** wish to receive news update from PolyU in the future.

\_\_\_\_\_  
Signature by Entrepreneurial Lead

\_\_\_\_\_  
Date

\_\_\_\_\_  
Signatures by Other Team Members

\_\_\_\_\_  
Date

\_\_\_\_\_  
Signatures by Other Team Members

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Date

\_\_\_\_\_  
Signatures by Other Team Members

\_\_\_\_\_  
Date

**NOTES ON APPLICATION FORM**

1. Please read carefully the Notes to Applicants and Application Form (all downloadable from [www.polyu.hk](http://www.polyu.hk)) before submission.
2. When preparing your presentation deck, please keep it brief and concise. The length of executive summary will not give any advantage to your submission.
3. Please attach a copy of student ID / staff ID / graduation certificate of each of PolyU team member.
4. The Application Form must be agreed and signed by the Entrepreneurial Lead and all team members.
5. Completed Application Form, presentation deck, CVs and PolyU students' ID, and proofing documents should be submitted by email to [hklp@polyu.edu.hk](mailto:hklp@polyu.edu.hk) **before 1:00pm, 4 August 2021 (Wed)**. Email notification will be sent to the Entrepreneurial Lead acknowledging the receipt of the submission.

## SECTION 4 – PRESENTATION DECK

The Presentation Deck should be precise and concise (**no more than 20 slides**). It is recommended to include the follow points to help the assessors and the trainer to better understand your project / technology.

1. Underlying Technology
  - Description of the underlying technology in layman terms (Enclose pictures or diagrams for illustration if applicable)
  - Has the technology been protected by patent? Please provide relevant information.
  - What problem will the technology solve?
  - How is it compared to any other competing / alternative technology?
  - What is the technology niche and technical challenges?
2. Product / Technology Development Plan
  - Current status of the R&D and technology development plan
  - What have been done?
  - What needs to be done before ready to market?
3. Potential Commercialisation Plan
  - What is the potential application(s) of the technology?
  - Who are the target customers (those who will pay you) and end-users (those who will use the product) in your potential application?
  - Do you have potential industry partner(s) participated in the research? If yes, please elaborate
  - What is your commercialisation plan and schedule?
4. Background of the Team
  - Brief description of the role of each team members
  - Brief description of your team and members