

Section I : Submission of the Application

A. Online Submission or Email of Completed Documents to DIP Secretariat

- (1) DIP Application Form
- (2) DIP Application Form – CV Form (One form for one team member only)
- (3) Nomination Form from a nominator to the application

**Forms can be downloaded at hkdesignincubation.org. The completed forms have to be emailed to dip@hkdesigncentre.org for verification.*

B. Attend Due-Diligence Meeting with Full Team Members

After verification of Part (A) by DIP Secretariat, all team members will have to attend a due-diligence meeting with DIP Secretariat at an agreed time, and present to DIP Secretariat with the following documents:

- (4) ORIGINAL COPY of Hong Kong Identity Cards of Each Team Member
- (5) ORIGINAL COPY of Hong Kong Business Registration Certificate
- (6) For **Limited Company**: ORIGINAL COPY of Certificate of Incorporation, Memorandum & Articles of Association, NC1 or AR1 form; or
For **Unlimited Company**: ORIGINAL COPY of Form 1(c) (for Partnership)*, or Form 1(a) (for Sole Proprietorship)*
- (7) ORIGINAL COPY of Education Certificates and Employment Records

**Can be obtained from the Inland Revenue Department.*

C. Submit the Following Documents Two Weeks before Design Admission Panel Meeting

- (8) 8 copies of the design portfolio, such as pictures, photos, sketches, art works...etc., of the Applicant and /or other designers preferably (in A4 sized paper). The design portfolio should be the works of the concerned designers as a student, freelance, from his / her previous and / or current jobs
- (9) A presentation (preferably in PPT file format) which will be shown for 15 minutes in the Admission Panel Meeting to illustrate the Applicant's business strategy, background and design portfolio of its key designers and reasons to join the Design Incubation Programme.

Important note: Your application will be treated as withdrawn if the above is not received on time or no show at the Design Admission Panel Meeting

Section II : Admission Criteria and Assessment

A. Mandatory Admission Criteria

- (1) The applicant must has his/her application-company as a start-up Hong Kong-registered company (i.e. incorporated in Hong Kong for not more than three years as at the date of application), and still in its early stage of development in which financial and professional support is much needed.
- (2) For local application, the applicant must be a Hong Kong permanent resident. For overseas applications, the applicant must be an overseas registered company that has registered for not more than three years as at the date of application. When the approval is granted to the applicant for DIP admission, the applicant must set up a Hong Kong-incorporated company immediately to qualify for programme commencement.
- (3) The applicant is expected to require less than 350 square foot net of office space at the time of admission in general;
- (4) A shareholder or partner of the applicant must not be a shareholder or partner of a current Incubatee or graduated company in the DIP or Fashion Incubation Programme (FIP), or other incubation programmes funded by the Government; and
- (5) The applicant-company must have as at the date of application at least two full-time staff (the applicant included) based in Hong Kong, and
 - (a) at least one of them must be the major shareholder and must be a designer in a recognised design discipline;
 - (b) the aggregate shareholding percentage or interest of the full-time designer(s) must be in majority; and
 - (c) all staff must be able to work in Hong Kong legally.

B. Qualitative Assessment Criteria

The Application will be assessed based on the following qualitative criteria:

1. Innovation and creativity;
2. Business model and commercial viability;
3. Revenue model and financial viability;
4. Background of the applicant and relevant strength;
5. Management team;
6. Presentation at Design Admission Panel;
7. Social / community impact;
8. Commitment of the applicant and the team to become resourceful design-preneurs running successful design business; and
9. Need of financial and professional support

C. Design Focus Areas

The applicant should engage in design intensive business in the following categories:

1. Product Design
2. Fashion Design
3. Jewelry & Accessory Design
4. Branding
5. Visual & Spatial Arts
6. Media & Communication
7. Interior & Architecture
8. Others

Section III : Admission Procedure

- A. All applications will be processed in strict confidence.
- B. An application must meet the mandatory admission criteria before further assessment will be made.
- C. Applicants who pass the mandatory admission criteria are required to make a presentation (approximately 15 minutes) to the Design Admission Panel consisting of members from the following organizations / categories:
 - Senior management of Hong Kong Design Centre
 - The Hong Kong Polytechnic University
 - Hong Kong Design Institute
 - Professional design associations in Hong Kong
 - Other design institutes of good reputation
 - Entrepreneurs / investors from business/industry community
 - Business education sector / lay persons
 - SME organizations /associations
- D. Any appeal against the decision of the Design Admission Panel must be lodged within two weeks to the Executive Director of HKDC. The decision of the Executive Director is final.
- E. Any Applicant rejected by the Design Admission Panel may revise and improve its business plan to apply again after 3 months from the date of rejection.

Section IV : Compulsory Requirements (After DIP Admission)

All applicants must agree to attend the HKDC/DIP specified training courses, networking events (e.g. Entrepreneurship Business Programme, Business of Design Week, Knowledge of Design Week...etc) and minimum 3 clinic sessions during their 2-year incubation period. Otherwise strict penalty shall be imposed (e.g. suspension, alteration or cancellation of the financial assistance packages at the sole discretion of HKDC)

A. Entrepreneurship Business Programme (EBP)

The owners of design companies often get caught in conflicts due to the dual role of CEO and Creative Director. CEO emphasizes on economic efficiency, performance, cash flow and business growth, while Creative Director advocates on creativity. Often either efficiency is to suppress creativity, or creativity is to sacrifice efficiency. The EBP will look into the tips to take into account this dual identity. In addition, the course teaches Incubatees the basic knowledge of accounting, branding, products/ marketing, business report writing, presentation skills, networking with design and manufacturing industries with visits to the Pearl River Delta's design enterprises and manufacturers.

B. Business of Design Week (BODW)

Being one of the most significant events on the international design calendar, BODW is Asia's leading annual event on design, innovation and brands organised by the Hong Kong Design Centre since 2002. Bringing the best of the global design world to Hong Kong, BODW has aimed to encourage businesses to unleash the power of design by focusing on the vital relationship and complex interplay between design and business.

The week-long BODW features BODW Forum, the most significant platform for designers and business leaders to exchange ideas, outreach networking, concurrent conferences and exhibitions. Incubatees are given the opportunity to participate in some of these events and attending a minimum of two of the pertaining seminar tracks to enriching their knowledge in the design fields, where available.

- Programme Period: Usually the first week of December
- Estimated Budget: ~HK\$1,500 per session
- DIP Compulsory Requirement: at least 2 sessions per incubation year

C. Knowledge of Design Week (KODW)

This is a not-to-be missed annual opportunity to updating designers with the latest design knowledge from globally renowned design experts who share their invaluable experience with the participants. KODW highlight how design thinking can improve and adding value to business and the community. Incubatees are given the opportunity to participate in the pertaining seminar tracks. Incubatees are required to attend a minimum of two of the pertaining seminar tracks, where available.

- Programme Period: Usually the first week of June/ July
- Estimated Budget: ~HK\$1,500 per session
- DIP Compulsory Requirement: at least 2 sessions per incubation year

D. Quarterly Networking Sessions

These are regular networking sessions through which the design incubatees can meet with investors, industry experts and DIP alumni in order to expand their business network and forge business cooperation deals with potential partners.

- Programme Period: Usually one Friday afternoon per quarter
- Estimated Budget: FREE (Plus free refreshment)
- DIP Compulsory Requirement: all 4 sessions per incubation year

E. Mentorship Clinic Sessions

Designpreneurs may meet many problems for their businesses. Mentors from the following disciplines will give coaching and advice to incubatees on how to solve the problems faced by incubatees.

1. General Business
2. Intellectual Property
3. Financial, Accounting and Tax
4. Legal and Contract Laws
5. Others (e.g. eCommerce, Design, Creativity etc)

- Programme Period: all year round, by appointment.
- Estimated Budget: The costs will be deducted in the non-financial resistance of each incubatee. No direct cash paid out by incubatee.
- DIP Compulsory Requirement: at least 3 sessions in the 2-year incubation period

Section V: Example of Milestone Summary (See Application Form: Section E)

Example 1: Example as a Product Designer

1. Product / Project / Design Service Development:	0 - 4 th month	5 - 12 th month	13 - 20 th month
	(Note: point form with acceptable, measurable and quantitative data must be provided where appropriate)		
(1.1) Brief description of key design work / service for products or projects	LOCKHEAD brand new watch collection for 2012 (example for product design)	OEM project for client ABC company on watch collection	LOCKHEAD brand new watch collection for 2013
(1.2) Number and Nature of design sketches to be produced (please specify the design nature)	10 x sketches for LOCKHEAD brand	15 sketches for OEM project	10 x sketches
(1.3) Number and Nature of sample / prototype / design proposal ready for production or delivery	3 x samples, including OEM design and LOCKHEAD brand series	4 x samples	4 x samples
(1.4) Number and Nature of Deliverables of design service / projects / products	NA	Manufacturing and delivery of LOCKHEAD brand 2012 collection	Manufacturing and delivery of OEM project for ABC company
(1.5) Number and Nature of other product / service / business development plan and its description	NA	Start design work for new necklace (2 x models)	NA

Example 2: Example as a Fashion Designer

1. Product / Project / Design Service Development:	0 - 4 th month	5 - 12 th month	13 - 20 th month
	(Note: point form with acceptable, measurable and quantitative data must be provided where appropriate)		
(1.1) Brief description of key design work / service for products or projects	2011 F/W collection – skirt and trousers (example for fashion design)	2012 S/S collection – skirt and trousers	2012 F/W collection – casual wear and Tees
(1.2) Number and Nature of design sketches to be produced (please specify the design nature)	30 x sketches	20 x sketches (skirt and trousers)	30 x sketches (casual wear)
(1.3) Number and Nature of sample / prototype / design proposal ready for production or delivery	20 x samples,	10 x samples	10 x samples
(1.4) Number and Nature of Deliverables of design service / projects / products	Delivery of 2011 F/W collection	Delivery of 2012 S/S collection – 4 skirts and 2 trousers	Delivery of 2012 F/W collection – 6 x casual wear and 10 x Tees
(1.5) Number and Nature of other product / service / business development plan and its description	NA	Collaboration with Japanese fashion designers on new “Asian style” fashion	NA

Example 3: Example as a Branding Designer

1. Product / Project / Design Service Development:	0 - 4 th month	5 - 12 th month	13 - 20 th month
	(Note: point form with acceptable, measurable and quantitative data must be provided where appropriate)		
(1.1) Brief description of key design work / service for products or projects	Client project x 3 (names??) (for branding)	Client project x 4	Client project x 3
(1.2) Number and Nature of design sketches to be produced (please specify the design nature)	10 x sketches for AA 5 x sketches for BB 8 sketches for CC 2 x script for video shooting project XX	15 x sketches for company 1 15 x sketches for company 2 5 sketches for company 3 10 sketches for company 4	15 x sketches for company 1 15 x sketches for company 2 5 sketches for company 3
(1.3) Number and Nature of sample / prototype / design proposal ready for production or delivery	4 x samples for AA company	2 x samples for company 1 2 x proposals for company 2 4 x samples for company 3 4 x proposals for company 4	2 x samples for AA 3 x samples for BB 3 x samples for CC 15 min video shooting for editing
(1.4) Number and Nature of Deliverables of design service / projects / products	Delivery of client project x 3	Delivery of client project x 4	Deliver of client project x 3
(1.5) Number and Nature of other product / service / business development plan and its description	NA	NA	Sample design for iF and Red Dot award

Example 4: Example for “Business Activities and Results”

3. Business activities and results	0 - 4 th month	5 - 12 th month	13 - 20 th month
	(Note: measurable and quantitative data in point form must be provided where appropriate)		
(3.1) Number and Nature of Business Partnership (manufacturer, distributor, etc)	3 x Manufacturers 3 x Retailers (HK)	3 x Manufacturers 6 x Retailers (HK)	1 x Manufacturers 9 x Retailers (HK & Abroad)
(3.2) Number and Nature of Sales & Marketing Activities	Presentation and Pitch to Retailers and Contractors	2 x Product Launch Press Release and Interview 1 x Exhibitions / Trade Shows	2 x Product Launch Press Release and Interview 1 x Exhibitions / Trade Shows
(3.3) Number and Nature of Clients Obtained (state the client names if known)	1 x Client for Architectural/ Interior Design Consultation/ Service	1 x Client for Architectural/ Interior Design Consultation/ Service 1 x Client for Bespoke Furniture	2 x Client for Architectural/ Interior Design Consultation/ Service
(3.4) Number and Nature of Award Application	Red Dot Award: Design Concept 2012	NA	HKDA Global Design Awards 2012
(3.5) Number and Nature of Patent / Trade Mark Application	1 x Trade Mark Application: 'ABC brand'	N/A	
(3.6) Number and Nature of Fund Raising Activities (e.g. HK Business Angel Network, Youth Business Hong Kong...etc)	N/A	HK Business Angel Network	Youth Business Hong Kong
(3.7) Number and Nature of Headcount (Full or part time) at end of the period	FT: 2 PT: 1	FT: 3 PT: 1	FT: 3 PT: 2
(3.8) Sales Revenue in the period (HK\$'000)	HK\$100	HK\$250	HK\$350