



WHAT IS IDEATION PROGRAMME ?

Turn your brilliant ideas into reality and begin your entrepreneurial journey with the Ideation Programme, up to one-year startup support programme for tech-focused entrepreneurs.



Through the programme, learn the fundamental skills you need to kickstart your business idea. We provide all-round support from designing your business model to finding investment. We guide you every step of the way, to fine-tune your ideas for technical development. We also provide mentor for business advice.

WHAT WILL IDEATION PROGRAMME GIVE YOU ?

Seed Funding

- HK\$100,000 financial grant

Coaching

- Mentor for business advice



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- Topics include: Hong Kong's startup ecosystem, Business modelling, Pitching and investment etc.

Centre Facilities

- Co-working space access*

Potential to bridging programmes

- Prepare for HKSTP incubation programmes admission

*Subject to availability

IS IDEATION PROGRAMME RIGHT FOR YOU ?

We're looking to cultivate the next generation of entrepreneurs. You are welcome to join Ideation Programme if you:

- Have an innovative idea supported by R&D and business planning AND
- Are a HKID holder aged 18 and above, OR
- Have a limited company incorporated in Hong Kong for less than 2 years by the application start date, OR
- Have a team (must incorporate a limited company in Hong Kong before the programme starts)

HOW DO YOU APPLY FOR IDEATION PROGRAMME ?

- Submit your proposal for the assessment on Evaluation Criteria, with reference to the template provided below.
- Complete the online application with supporting documents.
- Evaluation Criteria
 - Team competency
 - Business development potential
 - Innovativeness
 - Research & Development



APPLICATION TIMELINE

May 2023 (Cohort 23-13)

- **Application Period:** 3 May 2023 noon to 31 May 2023 noon
- **Panel Assessment (shortlisted applicants only):** Late June/early July 2023
- **Result Announcement:** Late July 2023



September 2023 (Cohort 24-14)



Period: 1 September 2023 noon to 29 September 2023 no EN ▾



• Panel Assessment (shortlisted applicants only): Late October/early November 2023

• Result Announcement: Late November 2023

*Detailed application schedule will be shared with applicants after application submission.

ENQUIRE NOW

DOWNLOAD BUSINESS PLAN TEMPLATE

APPLY NOW

FAQ

Applications

1. Do I need to give up my job or drop out from school to join IDEATION?

No, you don't have to. As long as you're aged 18 or above and interested in pursuing a career in the Innovation and Technology industry, you're welcome to join the programme on a part-time basis! We want to help you turn your amazing ideas into reality!

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2. Is there an admission limit for each IDEATION cohort?

3. Do we need to incorporate a company if we apply as a team applicant for IDEATION?

4. How long does the application and admission process take?

Programme offers





1. How can I get the HKD\$100,000 seed funding after admitted into IDEATION?

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We will assist in the formation of a development 1-year plan, the funding will be released in 3 tranches according to the progress of the plan.

2. Is IDEATION's training mandatory? Can I skip part of the training if I have enough entrepreneurial knowledge already?

3. Any other offerings can I get from IDEATION?

4. Are there any other programmes that I can join after IDEATION?

VIEW OTHER PROGRAMMES

INCUBATION

ACCELERATION

ELITE

