

HKSEC 2011 - Business Summary Judges' Comments

Team No.: 26
Project Name: zloop

Judge	Concept	Context	People	Social Impact	Sustainability
Dick Chan	Idea is good to set up platform to re-use old or less frequently use material.	If it only target university student, the market is not large enough to support the cost of running the platform and the logisitc involve. Besides, if there is no other add value service, people can do it in a discussion group or yahoo auction.	Setup system is not difficult, but whether you can find the right person to design a platform that is user-friendly and can stimulate other to trade more is great challenge.	As only benefit the university student, the impact is not large. If you trade the old stuff from university to poor people, the market that can benefit from this platform is larger. Besides, you can have more buyer for your platform and more poor can improve life by buying thing at low price.	As there is lack of offline logisitc support and other add-value service, once the community set up. People may use other channel to do the trade. Besides, if the 2nd hand trade is not convenience, people less willing to use. What's more, the target group is too small, the trade amount is not enough to support the system and manpower.
Herbert Chau	這是一個相對互動的計劃, 買賣商方都是服務對象, 而透過這些服務, 達致減少棄置垃圾, 可是一個三贏局面.	這個計劃在營運上已經初步試運成功, 是一個有實際方案和運作模式的計劃, 值得推薦.	買賣商方都是服務對象, 雖然暫只局限於大專學生層面, 但相信假以時日, 一定會在社區取得更好成績.	買賣商方都是服務對象, 雖然暫只局限於大專學生層面, 但相信假以時日, 一定會在社區取得更好成績.	從收支表中所見, 以周期較短的大專學生作試點是一個很好的決定, 這至少可以從每年畢業和剛升讀大學的同學中, 取得足夠客源, 能否有效持續下去, 還要看同學在營銷手法和推廣的工作是否足夠.
Stephen Poon	It is an interesting idea to build a strong social networking site by leveraging on a common practice of using second-hand products and developing an exchange platform.	The context is clearly presented.		The social impact depends on how successful students build a common admiration of using second hand products. Building the consumer culture of using used products among students for reducing environmnetal pollutants becomes the determining factor of success in this project. It has to be more thoroughly explored how feasible this idea is.	This is not adequately addressed, particularly how to expand this consumption from university students to the society.
Sing Wong	概念 貼心, 實際及可行。無可否認在web2.0加上環保概念確實很好, 但網站的使用動機吸引力不足。而各種二手網站在網絡上已存在一段時間, 看不出這計劃跟它們有任何大的分別。如果分別在於有“社交網絡概念“, 何不使用現有的 Fackbook作基點,再以Apps 做平台?	內容可行性很高, 有條理, 不會想一步登天。優勢在於業務範圍很切身, 容易掌握市場動態, 彈性高。但預算過於理想。如果加上目標廣告客戶更為理想。因為付款那個才是你真正的客戶(主要收入來源), 但看不到你的目標客戶群..	沒有仔細題及, 其實可以零分。但在業務的實質層面考慮, 團隊本身主要是大專學生。緊貼目標用家市場, 本身是一個很強的優勢。	只限於大專院教之內...影響範圍效窄。但如果成功的話, 影響可能會比想象中深遠..	營運成本低, 可以守。可以守到有穩定的收入來源才加以大力發展.