

**The 2nd Hong Kong Game Enhancement and**

**Promotion Scheme**

**Application form**

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| Ref. no.： |
| Date： |
| （Office use） |

Note：

* This application form could be downloaded from support scheme official website (http://geps.hk/).
* Applicant MUST read the “Application Guideline” that could be downloaded from support scheme official website (http://geps.hk/) before filling in the form.
* This form must be typed. The completed and signed application forms must be submitted online in word / pdf format via our official website (<http://geps.hk/>).
* Application deadline is 5:30 pm on 18 May 2020 (Monday).
* HKDEA has applied funding from CreateHK, the details of the project may have variations pending on approval status.

**Application Guideline**

* The deadline for application is 18 May 2020 (Monday) at 17:30.
* Application forms must be completed in both Chinese and English typewriting before being printed, signed, stamped and submitted online in Word or PDF format.
* Please upload the application form and a copy of the business registration certificate to the online application system on the official site (http://geps.hk/)
* All related attachments (e.g. trial/test versions, videos, PowerPoints (.ppt), valid business registration certificates and other related information) must be accessible via secure cloud platforms (e.g. Google Drive, Dropbox, Tencent Weiyun and Baidu Cloud) and shared via a URL so that all files can be downloaded by the secretariat of the Scheme. Please note that the organiser (Hong Kong Digital Entertainment Association) is not liable for the information safety of application documents uploaded to the cloud platforms.
* Personal information on application forms and additional documents will be used by the organiser and the secretariat of the Scheme to handle applications. To retrieve or modify personal information, please contact Hong Kong Digital Entertainment Association or the secretariat of the Hong Kong Game Enhancement and Promotion Scheme.
* Submission of application shall be understood as permission for the organiser to upload application information to the Scheme’s website.

Regardless of the selection results, all applicants will receive an email notification on or before 31 July 2020.

Rights and obligations of the 12 selected gaming start-ups (the “Participating Companies”):

* + Each Participating Company shall implement a Marketing plan approved by the assessment committee (with a promotional budget above HKD 500,000) to promote a new game to be released on 1 September 2020;
  + Total expenses spent on promoting the new game shall be reimbursed for a maximum of HKD 400,000 for each Participating Company whose promotion performance is found to be satisfactory by the assessment committee. Each of the four top-performing companies among the 12 Participating Companies shall apply for an additional HKD 100,000 reimbursement as an encouragement (i.e. HKD 500,000 in total).
  + Events of the Scheme must be attended and completed, including training courses, mentor guidance, opening ceremony, Tokyo Game Show 2020, progress meetings with the assessment committee and industrial sharing sessions;
  + Each Participating Company, as required by the organiser, shall conduct monthly meetings with their mentors between July 2020 to February 2021 to evaluate and improve the new game’s promotion.
  + Three progress meetings shall be conducted during the new game’s promotional period as formulated by the Scheme and reports shall be submitted;
  + Each Participating Company shall provide a sharing on its benefits from the Scheme in industry sharing sessions.
* Should there be any enquiries, please contact Ms Pansy Cheung of the Scheme’s secretariat (Tel: 3594 6723; email: [hkgeps@gmail.com](mailto:hkgeps@gmail.com)).

**Application Eligibility**

The company is required to submit the following information:

* The gaming start-up must have been registered in Hong Kong in not more than 8 years ago on the date of application deadline.
* The company must have fewer than 20 employees.
* The company should have produced a new game available for release from 1 September 2020. The game should be 90% complete and have room for modifications before market release to enhance its quality and profitability.
* The participating company must apply the Scheme with a new game and declare in the application form that the game has not been released commercially in any market before.
* Participants from last edition are also encouraged to enroll.

**Application Rules**

* The applicant must carefully read the *Application Guidelines* before filling in the application form.
* The application form must be completed on a computer before being printed, signed, stamped and submitted online.
* A valid Hong Kong business registration certificate must be submitted.
* A new game of the company, which should be available for release on 1 September 2020, must be submitted for the application. The company shall provide a trial/test version of the game for the reference of the assessment committee and/or submit a Powerpoint/video showcasing the game’s current test version for more than 1 minute. The document should be saved on a secure cloud platform (e.g. Google Drive and Dropbox). **A URL** linked to the downloading site of the file should then be listed on the application form so that the Association can take further actions.
* A Marketing plan of the new game (with a budget no less than HKD 500,000) and its expected outcome must be submitted; selected companies shall later implement the Marketing plan agreed by the assessment committee to promote the new game.
* A completed and signed application form must be submitted to the online registration system on the official site along with other attachments by 18 May 2020 (Monday) 5:30pm.

**Vetting Process and Assessment Criteria**

Once an application is received, the Secretariat will screen all the submitted documents and check if there is any missing information.

The program has quota for 12 start-ups, which will be selected by an assessment committee comprised of experts in the industry and academia in two rounds of vetting.

* *First round of vetting to shortlist the finalists*: Among all collected application forms, the assessment committee will select the eligible companies to advance to the second round of vetting according to a series of objective criteria.
* *Second round of vetting to select participating companies*: The assessment committee will conduct interviews with finalists, which shall introduce and display the submitted new game on site and present a marketing plan for the game.

Factors of the two assessment rounds include:

* 1. Market potential of the new game
  2. Creativity of the new game
  3. Performance of the new game
  4. Quality of the new game
  5. Marketing plan of the new game and its expected outcome
  6. Marketing experience of the participating company

**Application Form**

The following must be completed:

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| **Part I: Basic information of the applying company** | | | |
| Name of the applying company: | (Chinese) 按一下或點選這裡以輸入文字。 | | |
| (English) 按一下或點選這裡以輸入文字。 | | |
| Declaration of company founding date:  The Company was founded on (DD/MM/YYYY) 按一下或點選這裡以輸入文字。, which is not more than 8 years ago. | | | |
| Business Registration Certificate Number (A copy of the business registration certificate must be attached): 按一下或點選這裡以輸入文字。 | | | |
| Name of company stakeholders (If there is more than one stakeholder, all of their full names must be listed):  按一下或點選這裡以輸入文字。 | | | |
| Name of contact person: | 按一下或點選這裡以輸入文字。 | Title of contact person: | 按一下或點選這裡以輸入文字。 |
| Office contact number: | 按一下或點選這裡以輸入文字。 | Mobile number: | 按一下或點選這裡以輸入文字。 |
| Email address: | 按一下或點選這裡以輸入文字。 | | |
| Company website: | 按一下或點選這裡以輸入文字。 | | |
| Correspondence address: | 按一下或點選這裡以輸入文字。 | | |
| No. of full-time employees: | 按一下或點選這裡以輸入文字。 | | |
| Company business declaration:  The Company’s principal business is computer game production. | | | |
| Have you been enrolled in the first edition of the program?  Yes (Please specify the name of the enrolled game: 按一下或點選這裡以輸入文字。)  No | | | |

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| **Company profile**  **\*Please also submit a PowerPoint (.ppt) file and related files for the assessment committee’s reference** |
| Please fill in the company profile below: |
| (Chinese) (150 - 300 words) |
| 按一下或點選這裡以輸入文字。 |
| (English) (100 - 200 words) |
| 按一下或點選這裡以輸入文字。 |

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| **Part II: Past Performance**  **\*Please also submit a PowerPoint (.ppt) file and related files for the assessment committee’s reference** | |
| Please summarise the company’s experience and successful cases in computer game operation. The scope includes:   * Games produced and related download/browsing websites * Experience in game promotions and their results (e.g. sales/download counts) * Experience in raising working capital (e.g. application of governmental/private grants, participation of online crowd-funding) * Other operation details (e.g. annual revenue) | |
| 按一下或點選這裡以輸入文字。 | |
| **Part III: The Submitted New Game**  **\*Please also submit a PowerPoint (.ppt) file and related files for the assessment committee’s reference**  (Please refer to the “Q & A” section on the Scheme’s official website for the definition of a new game and relevant application information) | |
| Name of the game: | (Chinese) 按一下或點選這裡以輸入文字。 |
| (English) 按一下或點選這裡以輸入文字。 |
| Game type: 按一下或點選這裡以輸入文字。 | |
| Game profile: | (Chinese) (150 - 300 words) 按一下或點選這裡以輸入文字。 |
| (English) (100 - 200 words) 按一下或點選這裡以輸入文字。 |
| 1. **Declaration on development location:**   The above game is developed mostly in Hong Kong.  Yes  No (Please specify: 按一下或點選這裡以輸入文字。) | |
| 1. **Declaration on subsidies application:** 2. The Company has not applied for other subsidies from the HKSAR Government and related organisations (Such as: **“The SME Export Marketing Fund (EMF)”, “Overseas/Mainland Market Development Support Scheme (MDSS)”, “Dedicated Fund on Branding, Upgrading and Domestics Sales (BUD fund)”** for promoting the specified game.   Yes  No (Please specify: 按一下或點選這裡以輸入文字。)   1. If being selected to join the scheme, the company will commit NOT to apply for other subsidies from the HKSAR Government and related organisations (Such as: **“The SME Export Marketing Fund (EMF)”, “Overseas/Mainland Market Development Support Scheme (MDSS)”, “Dedicated Fund on Branding, Upgrading and Domestics Sales (BUD fund)”** for promoting the specified game within the project period.   Yes, we will commit NOT to apply other government subsidy to avoid double-funding. | |
| 1. **Declaration on intellectual property rights:**   The Company holds the intellectual property rights/legitimate interests of the above game.  Yes  No (Please specify: 按一下或點選這裡以輸入文字。) | |
| 1. **Declaration on commercial release:**   The above game submitted to the Scheme has never been released commercially on any market.  Yes  No (Please specify: 按一下或點選這裡以輸入文字。) | |
| 1. **Declaration on new game development:**   The above game submitted to the Scheme is brand new work developed by the Company.  Yes  No (Please specify: 按一下或點選這裡以輸入文字。) | |
| 1. **Declaration on previous IP usage in game development:**   Does the above game submitted to the Scheme use game elements/intellectual property rights of previous works? (e.g. Storyline, Character design, Game music and Game play)  Yes **(Please answer question 6a-6d below)**  No  6a. If game elements/ intellectual property rights of previous works are used, please specify them:  按一下或點選這裡以輸入文字。  6b. Names of the works from which game elements/ intellectual property rights are borrowed:  按一下或點選這裡以輸入文字。  6c. Download/browsing websites for previous works:  按一下或點選這裡以輸入文字。  6d. Please specify in detail the major distinctions and new ideas in this game compared with the previous games (such as modifications/improvements in game play, game data, game parameter and marketing methods): **\*Please submit a PowerPoint (.ppt) file and related files for the assessment committee’s reference**  按一下或點選這裡以輸入文字。 | |

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| **Part IV: Marketing plan of the New Game**  **\*Please also submit a PowerPoint (.ppt) file and related files for the assessment committee’s reference**  Please present a plan promoting the new game mentioned in Part III for the assessment committee’s consideration.  Please note that:   * The Marketing plan should have a duration of nine months (July 2020 - March 2021) * Budget of the plan must be no less than HKD 500,000 * The Marketing plan and its budget shall not include participation of Tokyo Game Show 2020 * Recommended writing procedure:   **4.4 Overall investment result of the plan**  **(total expense of the Marketing plan, the game’s total revenue induced by the plan, reach of the Marketing plan, impacts on the game’s branding)**  **4.3 Specific items of the Marketing plan**  **(details, period, rationale of organisation, expected outcome, cost, related documents)**  **4.2 Positioning of the new game and concepts of the Marketing plan derived therefrom**  **4.1 Analysis of the new game’s target market (e.g. competition of related markets, types and characteristics of target customers)** | | | | | | | | |
| **Marketing plan overview** | | **(Chinese) (150 - 300 words)**  按一下或點選這裡以輸入文字。 | | | | | | |
| **(English) (100 - 200 words)**  按一下或點選這裡以輸入文字。 | | | | | | |
| **4.1 Analysis of the new game’s target market (e.g. competition of related markets, types and characteristics of target customers)**  按一下或點選這裡以輸入文字。 | | | | | | | | |
| **4.2** **Positioning of the new game and concepts of the Marketing plan derived therefrom**  按一下或點選這裡以輸入文字。 | | | | | | | | |
| **4.3** **Specific items of the Marketing plan (details, period, rationale of organisation, expected outcome, cost, related documents)** | | | | | | | | |
|  | **Item** | | **Details** | **Period** | **Rationale of organisation** | **Expected outcome** | **Cost (HKD)** | **Related documents** |
| *Example* | *Social media promotion* | | *Promoting the new game on three social media platforms (e.g. Facebook)* | *July - August 2020* | *Social media platforms can help reach target customers and create buzz online* | *Information of the new game is expected to reach over 10,000 views, of which 500 are expected to become new users, bringing a revenue of HKD 50,000 to the new game.* | *30,000* | *If applicable* |
| 1 | 按一下或點選這裡以輸入文字。 | | 按一下或點選這裡以輸入文字。 | 按一下或點選這裡以輸入文字。 | 按一下或點選這裡以輸入文字。 | 按一下或點選這裡以輸入文字。 | 按一下或點選這裡以輸入文字。 | 按一下或點選這裡以輸入文字。 |
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| 4 | 按一下或點選這裡以輸入文字。 | | 按一下或點選這裡以輸入文字。 | 按一下或點選這裡以輸入文字。 | 按一下或點選這裡以輸入文字。 | 按一下或點選這裡以輸入文字。 | 按一下或點選這裡以輸入文字。 | 按一下或點選這裡以輸入文字。 |
| 5 | 按一下或點選這裡以輸入文字。 | | 按一下或點選這裡以輸入文字。 | 按一下或點選這裡以輸入文字。 | 按一下或點選這裡以輸入文字。 | 按一下或點選這裡以輸入文字。 | 按一下或點選這裡以輸入文字。 | 按一下或點選這裡以輸入文字。 |
| 6 | 按一下或點選這裡以輸入文字。 | | 按一下或點選這裡以輸入文字。 | 按一下或點選這裡以輸入文字。 | 按一下或點選這裡以輸入文字。 | 按一下或點選這裡以輸入文字。 | 按一下或點選這裡以輸入文字。 | 按一下或點選這裡以輸入文字。 |
| 7 | 按一下或點選這裡以輸入文字。 | | 按一下或點選這裡以輸入文字。 | 按一下或點選這裡以輸入文字。 | 按一下或點選這裡以輸入文字。 | 按一下或點選這裡以輸入文字。 | 按一下或點選這裡以輸入文字。 | 按一下或點選這裡以輸入文字。 |
| 8 | 按一下或點選這裡以輸入文字。 | | 按一下或點選這裡以輸入文字。 | 按一下或點選這裡以輸入文字。 | 按一下或點選這裡以輸入文字。 | 按一下或點選這裡以輸入文字。 | 按一下或點選這裡以輸入文字。 | 按一下或點選這裡以輸入文字。 |
| *(Please insert new rows to complete the form if necessary)* | | | | | | **Total amount** | 按一下或點選這裡以輸入文字。 |  |
| **4.4** **Overall investment result of the plan (total expense of the Marketing plan, the game’s total revenue induced by the plan, reach of the Marketing plan, impacts on the game’s branding)**  按一下或點選這裡以輸入文字。 | | | | | | | | |

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| **Part V: Related Attachments and Additional Information**  Attachments related to this application form (such as trial/test versions of the game, videos, PowerPoints (.ppt), a valid business registration certificate, other related information) must be stored on secure cloud platforms (e.g. Google Drive, Dropbox, Tencent Weiyun and Baidu Cloud) and shared via a URL so that all files can be downloaded by the secretariat of the Scheme. Please note that the organiser and the secretariat are not liable for the information safety of application documents uploaded to the cloud platforms.  Related attachments:   * A copy of the business registration certificate * PowerPoint (.ppt) and related files for company profile, past performance, profile of the submitted new game and the Marketing plan * A trial/test version of the new game and/or a video displaying the new game’s current test with a duration of around 1 minute |
| Link for downloading the attachments:按一下或點選這裡以輸入文字。 |

Terms and Conditions

The gaming start-up applying for this Scheme (the “Applicant”) agrees to be bound by the terms and conditions applicable to the application of this Scheme as formulated by Hong Kong Digital Entertainment Association, i.e. the Scheme’s organiser (the “Organiser”):

1. **Eligibility**

The Applicant must meet the following criteria:

* 1. On the date of the deadline for application, the Applicant must be a gaming start-up registered in Hong Kong in not more than eight years ago and with no more than 20 employees.
  2. The Applicant must be a company registered in Hong Kong (i.e. a holder of a valid Hong Kong business registration certificate).

1. **Application Procedures**
   1. The Applicant must complete, sign and stamp this application form. Thereafter, the application form must be submitted online in Word or PDF format on or before the application deadline. Applications submitted through other methods will not be considered.
   2. The Applicant can upload attachments to cloud platforms (e.g. Google Drive, Dropbox, Tencent Weiyun and Baidu Cloud) and share them via a URL so that all files can be downloaded by the secretariat.
   3. The Applicant must also upload a copy of its business registration certificate and related information to the cloud platform for the secretariat to download.
   4. The quota of participating companies is 12 start-ups. Regardless of the selection results, all applicants shall receive an email notification on or before 31 July 2020. A list of companies selected for participation will also be published on the Scheme’s official site (http://geps.hk/)

1. **Terms**
   1. Applicants and their respective companies are required to abide by all rules and regulations of the Hong Kong Game Enhancement and Promotion Scheme.
   2. The Organiser reserves the right of final decision to the Scheme.
   3. The Organiser and the Committee shall be entitled to the final decision of assessment for any application in any circumstances.
   4. Applicants selected to participate the Scheme (the “Participating Companies”) shall sign a funding agreement with the Organiser. The agreement shall be presented together with the notice of selection.
   5. Participating Companies shall comply with all the terms and conditions as stipulated under this Scheme. The final version of the contents thereof shall be the *Funding Guidelines* uploaded to the official site of the Scheme (http://geps.hk/).
   6. The Organiser reserves the right to amend the regulations of the Scheme without advance notice. Should there be any dispute, the Organiser reserves the right of final decision.
   7. The Organiser and Create Hong Kong of HKSAR have the right to use all or any of the promotional materials created under this Scheme and reserves the rights to use or allow any party to use the entries for publication, exhibition, and publicity for non-commercial purpose at no extra cost to the respective entrants. Such publication, exhibition and publicity need not be limited to organizing and / or promoting of the Hong Kong Game Enhancement and Promotion Scheme.
   8. The Organiser reserves the right to request the Participating Company to express their gratitude to the Organiser (i.e. Hong Kong Digital Entertainment Association), the sponsor \*(i.e. “Create Hong Kong” of the HKSAR Government) and other parties along with displaying a disclaimer on promotional materials produced for the Scheme under specified formats (including names and organisation logos). The Organiser will provide information related to the gratitude message and the disclaimer.
   9. The Applicant must confirm its acceptance of all requirements in this terms and conditions. Should there be any modifications, the Organiser will announce it on the Scheme’s official site without prior notice. Also, the Organiser reserves the right to allow media to report on and publish promotional materials produced by the Participating Company for its new game in the Scheme.
   10. The Organiser reserves the final decision in the interpretation and modification of the above terms and conditions.

\* HKDEA has applied funding from CreateHK, the details of the project may have variations pending on approval status.

1. **Disqualification**
   1. Submitting an incomplete application form will be disqualified. The Organiser has the right to reject any application or to refuse to accept any application without prior notice.
   2. The Applicant should fully own the intellectual property right, otherwise the Organiser will reject its application without prior notice.
   3. The Applicant should ensure that all information on the submitted application form is accurate and complete. The Applicant must not infringe the copyright or other rights of anyone with the contents submitted on its application form in any format. Any unearthed infringement of any third party will result in disqualification of the entry concerned.
   4. If the Applicant violate the terms and conditions of the Scheme, the Organiser has the right to deprive its application.
2. **Declaration**
   1. The Company agrees to comply with all rules in the Scheme and final decisions of all matters about the “Hong Kong Game Enhancement and Promotion Scheme” from the Organiser and the Committee.
   2. The Company makes the following declaration, guaranteeing that:

5.2.1. The Company is the responsible for this Application;

5.2.2. All information listed on this application form is accurate and complete.

* 1. If selected to participate in this Scheme, the Company agrees to attend training sessions and related activities.
  2. The Company allows the Organiser, its implementation agent and \*“Create Hong Kong” of the HKSAR Government to disclose and save information submitted to the Scheme by the Company (if selected for participating in this Scheme) and the information below as listed on this application form for promotional purposes of the Scheme︰

1. Promotional materials produced by the Company for the new game (if the Company is selected for participating in this Scheme)
2. Name of the Company
3. Email address of the Company
4. Overview of the Company

*\*HKDEA has applied funding from CreateHK, the details of the project may have variations pending on approval status.*

1. **Personal Information Collection Statement**
   1. Personal data provided by applicants is for record, and for the purpose of correspondence and promotion of the project by the Organiser. By submitting the application, applicant agrees that the personal information provided will be kept and used by the Organiser for this project.
   2. Applicant have the right to request access to and the correction of personal data as stated in the application form in accordance with the Personal Data (Privacy) Ordinance. For inquiry, please contact Ms Pansy Cheung, the project secretariat, at [hkgeps@gmail.com](mailto:hkgeps@gmail.com)

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| Authorized signature with company chop： |
| Name：按一下或點選這裡以輸入文字。 |
| Date：按一下或點選這裡以輸入文字。 |
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