



The 6th Hong Kong Game Enhancement and Promotion Scheme

Application form

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 **5:00 pm on 24 Feb 2025 (Tuesday)**.

* Note: The Hong Kong Digital Entertainment Association (HKDEA) is applying sponsorship from the Cultural and Creative Industries Development Agency (CCIDA) for this support scheme and pending for approval. Details of this scheme may be subject to changes without prior notice.

Application Guideline

- The deadline for application is **24 Feb 2025 (Tuesday) at 5:00 pm**.
- 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) 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 of 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 6 March 2026.

Rights and obligations of the 5 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 550,000) to promote a new game to be released after admitted to the scheme;
- Total expenses spent on promoting the new game shall be reimbursed for a maximum of HKD 450,000 for each Participating Company whose promotion performance is found to be satisfactory by the assessment committee.
- Events of the Scheme must be attended and completed, including training courses, mentor guidance, opening ceremony, Tokyo Game Show 2026 (TBC), progress meetings with the assessment committee and industrial sharing session (TBC).
- Each Participating Company, as required by the organiser, shall conduct a total of 7 meetings with their mentors between Apr 2026 to Dec 2026 to evaluate and improve the new game's promotion. Each Participating Company should also submit reports of their marketing campaign during mentoring for mentors to review the status.
- 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 Ashley Wong/Ms Pansy Cheung of the Scheme's secretariat (Tel: 2836 3632; email: hkgeps@gmail.com).

Application Eligibility

The company is required to submit the following information:

- The game 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 less than 20 full-time employees.
- The applicant should have developed a new game and the dedicated game should be 90% completed **OR**
- **(Newly added eligibility) games that have conducted the Pilot Testing Stage* within 1 year prior to the program's application deadline (from February 24, 2025, to February 23, 2026) are also eligible to participate (see *Remarks below)**
- 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 the previous editions who meet the above listed eligibility are welcome to apply (each eligible company could join the program for maximum 3 times only)

**Remarks:*

- *The dedicated game is in the Pilot Testing Stage, also known as the open-beta or early access stage in the industry.*
- *The applicant could gather feedback from small quantity of real paid users during pilot testing stage and based on the collected testing data, to further finetune their game play and monetization features, or the promotional strategies.*
- *The applicant needs to present / provide the testing data of the said game to HKDEA during interview, to demonstrate that the dedicated game has potential for improvement to enhance the game's quality and profitability before a FULL market launch.*
- *Based on the above explanation, the dedicated game should not be officially FULL launched.*

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 after being admitted to the scheme, must be submitted for 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 550,000) 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 **24 Feb 2025 (Tuesday) 5:00pm**.

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 5 start-ups, which will be selected by an assessment committee comprised of experts in industry and academia.

- *Vetting to shortlist for interview:* Among all collected application forms, the assessment committee will select the eligible companies to advance to an interview according to a series of objective criteria.
- *Vetting interview 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 assessment 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:

| 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: <input type="checkbox"/> 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 their full names must be listed) Required* : 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: <input type="checkbox"/> The Company's principal business is computer game production. | | | |
| Have you been enrolled in any previous edition of the program? <input type="checkbox"/> Yes (Please specify which edition and the name of the enrolled game: 按一下或點選這裡以輸入文字。) <input type="checkbox"/> No | | | |
| Has the enrolled game conducted the pilot testing? <input type="checkbox"/> Yes (Please specify the name and the testing period of the enrolled game: 按一下或點選這裡以輸入文字。) <input type="checkbox"/> No | | | |

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。

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。)

2. Declaration on subsidies application:

(i) 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 Domestic 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。)

(ii) 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 Domestic 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.

(iii) 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。)

(iv) 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。)

(v) 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。)

(vi) Declaration on previous IP usage in game development Required*:

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 pilot testing 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。

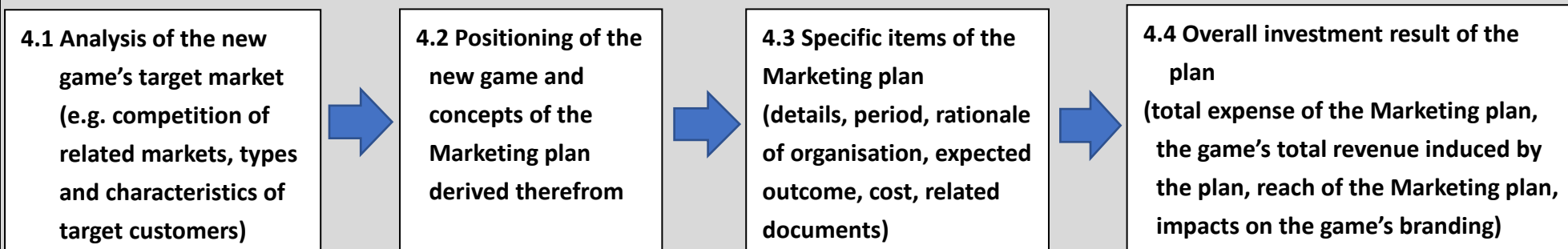
Part IV: Marketing plan of the New Game

***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 (Apr 2026 to Dec 2026)
- Budget of the marketing plan must be no less than HKD 550,000, with at least \$60K will be used for promotion engaging "Art Technology" element such as Augmented Reality (AR), (Virtual Reality) VR, (Extended Reality) XR, and real time animation technology.
- The Marketing plan and its budget shall not include participation of Tokyo Game Show 2025
- Recommended writing procedure:



| | |
|-------------------------|---|
| 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)

Please specify the use of at least \$60K marketing fund with activities / elements engaging "Art Technology"

| | 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 |

| | | | | | | | |
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| 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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| 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 Please specify the use of at least \$60K marketing fund with promotion items “Art Technology” (what is the promotion item, what kind of Art Tech elements involved, its execution plan, estimated cost and expected outcome etc.)

按一下或點選這裡以輸入文字。

4.5 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。

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:

- 1.1. 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.
- 1.2. The Applicant must be a company registered in Hong Kong (i.e. a holder of a valid Hong Kong business registration certificate).

2. Application Procedures

- 2.1. 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.
- 2.2. 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.

- 2.3. The Applicant must also upload a copy of its business registration certificate and related information to the cloud platform for the secretariat to download.
- 2.4. The quota of participating companies is 5 start-ups. Regardless of the selection results, all applicants shall receive an email notification on or before 20 Mar 2026 . A list of companies selected for participation will also be published on the Scheme's official site (<http://geps.hk/>)

3. Terms

- 3.1. Applicants and their respective companies are required to abide by all rules and regulations of the Hong Kong Game Enhancement and Promotion Scheme.
- 3.2. The Organiser reserves the right of final decision to the Scheme.
- 3.3. The Organiser and the Committee shall be entitled to the final decision of assessment for any application in any circumstances.
- 3.4. 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.
- 3.5. Participating Companies shall comply with all the terms and conditions 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/>).
- 3.6. 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 to final decision.
- 3.7. The Organiser and the Cultural and Creative Industries Development Agency (CCIDA) 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 purposes 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.
- 3.8. 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. the Cultural and Creative Industries Development Agency) 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.

- 3.9. The Applicant must confirm its acceptance of all requirements in these 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.
- 3.10. This Agreement shall be governed by and construed in accordance with the laws of the Hong Kong Special Administrative Region including the law on safeguarding national security in Hong Kong. Both parties agree that the courts of Hong Kong are to have jurisdiction to settle any proceedings, suit or action arising out of or in connection with this Agreement and both parties agree to submit to the exclusive jurisdiction of such courts.
- 3.11. The Organiser reserves the final decision in the interpretation and modification of the above terms and conditions.

4. Disqualification

- 4.1. 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.
- 4.2. The Applicant should fully own the intellectual property right, otherwise the Organiser will reject its application without prior notice.
- 4.3. 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.
- 4.4. If the Applicant violates the terms and conditions of the Scheme, the Organiser has the right to deprive its application.

5. Declaration

- 5.1. 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.
- 5.2. 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.
- 5.3. If selected to participate in this Scheme, the Company agrees to attend training sessions and related activities.
- 5.4. The Company allows the Organiser, its implementation agent and the Cultural and

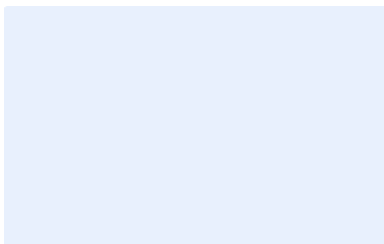
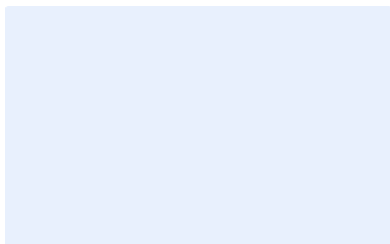
Creative Industries Development Agency (CCIDA) to disclose and save information submitted to the Scheme by the Company (if selected for participating in this Scheme) and the information below as listed on this application form for promotional purposes of the Scheme :

- (a) Promotional materials produced by the Company for the new game (if the Company is selected for participating in this Scheme)
- (b) Name of the Company
- (c) Email address of the Company
- (d) Overview of the Company

6. Personal Information Collection Statement

- 6.1. 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.
- 6.2. Applicants 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 Ashley Wong, the project secretariat, at hkgeps@gmail.com

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。