

# SC WIN Now & Next Challenge

## Application Form - Preview

### Application questionnaire

There are **23 questions** split into **five parts**. All five parts are mandatory unless otherwise stated:

**Part 1.** Spokesperson's particulars (estimated time: 1 minute)

**Part 2.** Business particulars (estimated time: 5 minutes)

**Part 3.** Competition specific questions – the answers to these questions are crucial to the outcome of the applications (30 minutes)

**Part 4.** Supplementary content – additional materials to include in the application to pitch your case. This is optional.

**Part 5.** Consent and confirmation.

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#### Application process

Application opens on 6th March 2025 and closes on 24th April 2025 (both dates inclusive)

- **Screening:** All applications to be reviewed in detail to produce a shortlist.
- **Due diligence:** Shortlisted applications to be contacted to provide supporting documents or additional information.
- **Interview:** Selected shortlist to be invited for an interview to decide on the finalists.
- **Pitch:** Finalists to join an 8-week global accelerator programme by LIFTWOMEN and the final pitch event.

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#### Important terms & conditions

Please note requirements below before you start the application.

- **Spokesperson:** please ensure you are 18 years old or over and have been granted the appropriate authorisation by the business indicated in this application to enter the competition on behalf of the said business.
- **Standard Chartered Bank (Hong Kong) Limited (“Bank”) clients:** the competition is intended to benefit the Bank’s SME Banking clients. In the scenario where the business in the application is not yet a SME Banking client of the Bank, the business can still submit an application to the competition while opening an account with the Bank’s SME Banking. However, once the application is shortlisted, the business must be the Bank’s SME Banking client to progress to the next stage.

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#### **Application Questions**

##### **Part 1: Spokesperson's particulars**

1. Name
2. Business phone number
3. Business email
4. Company name
5. Spokesperson's position
6. Spokesperson's LinkedIn profile

##### **Part 2: Business particulars**

7. Business Name
8. Month and year of business registration
9. Place of business registration
10. Business registration number
11. Spokesperson's shareholding percentage
12. Business website
13. Link(s) to the Business Profile on social media

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#### **Application Questions**

##### **Part 3: Grant specific questions**

14. Please describe the business (example points to cover could include the below):

- What products / services does it provide?
- Who are the target customers?
- How are the products / services distributed or provided?
- What competitive advantages does your business have?

15. What is the annual revenue and profit of the business?

16. What is the business plan for your business in the next 1-2 years?

17. What are the top three challenges that you are facing with your business?

18. What motivates you to participate in this campaign? e.g., grant, publicity, something else.

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#### **Application Questions**

##### **Part 3: Grant specific questions**

19. How would you use the grant if you win? e.g., new product, market expansion, scale of customer base, e-commerce, additional staff.

20. What sets your business apart? Why should we choose your business? Please share any reasons or stories.

21. Have you previously raised any funding for your business, including grants and equity? If so, how much was raised?

##### **Part 4: Supplementary content (optional)**

22. Please share a video introducing yourself and the business you are representing.

23. Please share any pitch deck or business plan proposal (Optional).

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#### **Part 5: Consent and confirmation**

- I hereby confirm that I have been granted the appropriate authorisation by the business indicated in this application to act as the spokesperson and to enter the grant competition on behalf of the said business.
- I hereby confirm that all information provided in this application is true and correct. I also understand that any wilful dishonesty may render this application to be disqualified from the grant competition.
- I hereby provide my consent to be contacted via the email address provided in this application regarding this application and/or the grant competition, which may include updates about the application status, notifications on finalists selection, SC WIN grant announcements and reminders.
- I hereby confirm, on behalf of the business indicated in this application, that we have read and understood, and agree to be bound by the grant competition terms and conditions.