



Frequently Asked Questions (FAQ)

SC WIN Now & Next Challenge Applications

General Information

1. What is the SC WIN Now & Next Challenge?

The SC WIN Now & Next Challenge is an initiative designed to empower female entrepreneurs in Hong Kong by providing them with funding, mentorship, and business support. It helps innovative women-led businesses scale and succeed in their industries.

2. Who is eligible to apply?

Applicants must be a spokesperson in an organisation that meets the following criteria:

- (A) (i) at least 51% owned by woman or women; OR (ii) the business is founded by a woman (i.e. 50% shareholding); OR
(B) (i) at least 20% owned by woman or by women; AND (ii) with a woman as CEO, COO, President or Vice President; AND (iii) has a board of directors at least 30% comprised of women, where a board exists.
- Incorporated in Hong Kong with valid Business Registration (BR)
- The company must have been established for at least one year

3. What industries are eligible?

The challenge welcomes applications from all industries.

4. When does the application open and close?

Applications open on 6 March 2025 and close on 9 May 2025 (both dates inclusive).



Application Process

5. How do I apply?

Visit this link :

sventures.io/fintechbridge/entrepreneurship/challenge/08258153-5998-4be0-9e78-e485b6592da1 to complete the online application form on the SC WIN community platform before the deadline.

6. Do I need to have an SC WIN client (a SME banking account with SCB) before I can apply?

You do not need to be a SC WIN client at the time of application. However, to progress beyond the shortlisted stage, you would need to be a SC WIN client as the initiative is intended to benefit our clients. If you are not a SC WIN client at the time of application, we encourage you to open a Standard Chartered account right after you submit the application.

7. Do I need to create a profile on the SC WIN Platform's Challenge page to apply?

Yes, creating a profile on the Challenge page will only take two minutes to fill in a few fields such as company name and email address.

8. What documents do I need to submit?

Applicants must submit:

- A completed application form
- A business registration certificate (or proof of registration application)

9. Can I save my progress if I can't finish the application in one go?

Yes, you can save your progress by clicking "Save and Exit." You can retrieve your draft application under "My Space" in your SC WIN profile.



10. How are applications evaluated?

Applications will be reviewed based on:

1. Viability - financial, business model, growth potential
2. Scalability - product, business strategy, cross-border potential
3. Desirability - leadership / team, innovation, social / environmental impact

11. What happens after I submit my application?

The selection process includes:

- Screening: A detailed review of all applications.
- Due Diligence: Shortlisted applicants may be asked for additional documents.
- Interviews: Selected applicants will be invited for an interview.
- Final Pitch: Finalists will join an 8-week accelerator program with LIFTWOMEN and pitch for funding in August.

Program Benefits

12. How many winners will be selected?

Up to 10 finalists will be selected, with 5 winners receiving grant funding at the final pitch event.

- Grand Prize – HKD 500,000
- Innovative Award – HKD 100,000
- Best Social Impact/ESG Award – HKD 100,000
- Most International Business Award – HKD 100,000
- People's Choice Award – HKD 100,000

Each finalist will receive dedicated mentorship and professional guidance. Support for marketing and branding to enhance brand visibility.



Finalists will have the opportunity to join SC WIN Community, expanding business connections and collaboration opportunities.

Program Structure & Timeline

13. What is the timeline of the program?

- Application Deadline: 24 April 2025 (Now extended to 9 May 2025 due to overwhelming response!)
- Finalist Announcement: May 2025
- Program Start: Jun 2025 (8-week accelerator)
- Pitch Night & Awards: 28 August 2025

14. What is the time commitment for the program?

Participants are expected to be fully engaged in the 8-week accelerator program, with a minimum commitment of 3-4 hours per week, which includes:

- 1.5 hours of online sessions
- 1.5-2.5 hours of offline preparation, homework, 1on1 mentorship and coaching
- Mandatory attendance at the Pitch Night event in August

Active participation is essential to the program's benefits and ensure meaningful progress.

15. Do I need to give up equity in my company?

No, this is a non-dilutive grant program, meaning winners will receive funding without giving up equity.



Final Steps & Contact Information

16. What happens after the program ends?

Graduates will become part of the SC WIN Community and LIFTWOMEN's LiftHER Alumni Network, gaining access to:

- Ongoing mentorship and networking opportunities
- Investor matchmaking and growth support
- Future funding and business expansion resources

17. How can I get more information?

For further inquiries, please visit www.sc.com/hk/business/sc-win/

For technical issues during the application, please email SC.NowandNext@sc.com