



“Hong Kong Ani-Com & Games Intellectual Property Awards” and “Hong Kong Ani-Com & Games Entrepreneurship Programme”

Guidelines for Applicants

You are required to:

1. Read the website of “Hong Kong Ani-Com & Games Intellectual Property Awards” and “Hong Kong Ani-Com & Games Entrepreneurship Programme” before submitting your application.
2. Study the Guideline before submitting your application.
3. Contact Act Plus Education Foundation Ltd., The Organizer, by phone or email when you have any queries in the application.

1. Eligibility of “Hong Kong Ani-Com & Games Intellectual Property Awards”

- a) Applicants can be from Hong Kong or from other Asian regions.
- b) Applicants must be individuals or teams between the ages of 18 and 35 (inclusive) upon “Hong Kong Ani-Com & Games Intellectual Property Awards” application deadline.
- c) Applicants can propose to create and develop original Intellectual Property (“IP”) and commercialize the IP in designated area (i.e. Animation, Comics, Games, and related commercial products and services) with a business plan of a start-up, or to commercialize a developed, authorized or licensed IP with a business plan of a start-up.

(*Intellectual Property Rights” shall mean patents, trademarks, service marks, trade names, design rights, copyright, domain names, database rights, rights in know-how, new inventions, designs or processes and other intellectual property rights of whatever nature and wheresoever arising, whether now known or hereafter created, and in each case whether registered or unregistered and including applications for the grant of any such rights.)

d) In creating or commercialization of the proposed IP, applicants must have not received and will not receive funding granted by other organizations or programmes funded by the Government of the HKSAR.

e) Please note that “Hong Kong Ani-Com & Games Intellectual Property Awards” is open to eligible youth of Hong Kong and other Asian countries, and “Hong Kong Ani-Com & Games Entrepreneurship Programme” is open to eligible Hong Kong permanent residents only. “Hong



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Kong Ani-Com & Games Intellectual Property Awards” and “Hong Kong Ani-Com & Games Entrepreneurship Programme” are two parts of one integrated programme. That means when youth of other Asian countries who want to join “Hong Kong Ani-Com & Games Intellectual Property Awards”, he/she is required to team up with eligible youth of Hong Kong as applicants to “Hong Kong Ani-Com & Games Entrepreneurship Programme” at the same time.

2. Eligibility of “Hong Kong Ani-Com & Games Entrepreneurship Programme”

- a) Applicants can apply to “Hong Kong Ani-Com & Games Entrepreneurship Programme” as individuals or teams.
- b) Applicants should be Hong Kong permanent residents in age between the ages of 18 and 35 (inclusive) upon “Hong Kong Ani-Com & Games Entrepreneurship Programme” application deadline.
- c) This is not necessary for applicants to have established the proposed start up when the application is made, however, if applicants would like to submit an application with a company already established, the company has to be new and not in operation prior to application. Besides, companies planning for a change in business nature or to be taken over by the Applicants or franchises will not be eligible. The Organizer can request the Applicants to provide sufficient proof or sign a declaration if the companies concerned have been established but are not in operation.
- d) All shareholders of the company mentioned in c) above have to meet the eligibility stated in b)
- e) In creating or commercialization of the proposed IP and setting up of the proposed company, Applicants must have not received and will not receive funding granted by other organizations or programmes funded by the Government of the HKSAR.
- f) Applicants must not be subject to any bankruptcy order or proceeding.
- g) Applicants are required to make declaration on above in application form or in writing as deemed by The Organizer.
- h) Please note that “Hong Kong Ani-Com & Games Intellectual Property Awards” and “Hong Kong Ani-Com & Games Entrepreneurship Programme” are two parts of one integrated programme. Applicants should submit two parts of the programme together.



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3. Vetting procedures

- a) Upon receipt of an application, the Secretariat Office will conduct a preliminary screening on the eligibility of the applicant and may seek clarification or supplementary information from the applicant. The eligible applications will be submitted to Judging Panels to be responsible for vetting applications and monitoring the progress of the selected applications.
- b) The Judging Panels comprising industry experts, academia and association representatives in the animation, comic and/or game field will provide the necessary creative, commercial and technical input in the judging and monitoring processes. The membership list of the Judging Panels can be obtained from the Secretariat Office.
- c) Shortlisted applicants will be invited to make presentation to the Final Judges and answer questions related to the entry in final round of Judging Process.

4. Vetting criteria

In evaluating an application, due consideration will be given to, inter alia, the following wherever applicable:

- a) The applicant should submit a proposed IP in area of Comics, Animation, Games and related commercial products or services.
- b) The applicant should include a business plan to commercialize the IP and start a new company to be operated in coming 12-month period.
- c) The proposed IP Concept and Business Creation Plan are submitted by the applicant will be vetted by judging panels in criteria below:
 - Innovativeness and Creativity of proposed IP
 - Sound Business Plan
 - Milestones set for coming 12 months after being selected
 - Quality and competence of management team



5. Notification of result

- a) The Secretariat Office will notify successful applicants of the vetting result.
- b) Final decision is subject to the Judging Panel's expert judgment. No appeal or request for explanation of the decision will be considered.

6. Avoidance of conflict of interest

To avoid conflict of interest, members of the Judging Panels who are directly or closely related to an applicant will not have access to the application information on the applicant concerned and will be required to refrain from discussions of that application.

7. Awards

"Hong Kong Ani-Com & Games Intellectual Property Awards" applicants will be awarded. Award list as below:

| Award Name | Prize |
|---|---------------------------|
| Gold (1 winner) | HK\$100,000 & trophy |
| Silver (1 winner) | HK\$60,000 & trophy |
| Bronze (1 winner) | HK\$30,000 & trophy |
| Excellence (1 winner) | HK\$20,000 & trophy |
| Best Presenter (1 winner) Best Team Spirit (1 winner) Best Proposal (1 winner) Best Design (1 winner) Best Creative (1 winner) Best Innovation & Technology (1 winner) | HK\$5,000 and trophy each |



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8. Funding

- a) The best 10 “Hong Kong Ani-Com & Games Intellectual Property Awards” applicants will be selected to be funding recipients of “Hong Kong Ani-Com & Games Entrepreneurship Programme”: A grant totalling HK\$400,000 grant and HK\$50,000 loan shall be made available to each “Hong Kong Ani-Com & Games Entrepreneurship Programme” Grant Recipient.
- b) For winners of “Hong Kong Ani-Com & Games Entrepreneurship Programme” selected by the Judging Panel to be Fund Recipients will be required to sign a formal agreement with The Organizer to comply with all the terms and conditions laid down in the formal agreement, this Guideline and all instructions and correspondences issued by the Secretariat Office from time to time in respect this programme.
- c) If The Organizer does not receive the signed “Hong Kong Ani-Com & Games Entrepreneurship Programme” Grant Recipient Agreement from a successful applicant within one month, The Organizer shall assume that the applicant has withdrawn its applications. The subject application will be dismissed without further notice.

9. Obligations of Applicants

To ensure openness, fairness and integrity of “Hong Kong Ani-Com & Games Intellectual Property Awards” and “Hong Kong Ani-Com & Games Entrepreneurship Programme”, each applicant shall:

- a) Observe the Prevention of Bribery Ordinance (Hong Kong Legislation - Cap. 201) and shall advise its employees, agents, subcontractors and other personnel who are in any way involved in its application (the "Personnel") that they shall observe the same and that they are not allowed to offer to or solicit or accept from any person any advantages as defined in the Prevention of Bribery Ordinance in relation to the application;
- b) Not offer or give or agree to give any person employed by The Organizer, the members of the Vetting Team or acting on its behalf, any gift or consideration of any kind as an inducement or reward for doing or forbearing to do or for having done or forborne to do any act in relation to “Hong Kong Ani-Com & Games Intellectual Property Awards” and “Hong Kong Ani-Com & Games Entrepreneurship Programme” or for showing or forbearing to show favour or disfavour to any person in relation to “Hong Kong Ani-Com & Games Intellectual Property Awards” and “Hong Kong Ani-Com & Games Entrepreneurship Programme”;



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- c) Promptly declare and notify The Organizer in writing of any potential or actual conflict of interests upon becoming aware of the same. "Conflict of interests" shall include (but are not limited to) any situation where the personal/financial interest of an applicant or its Personnel, conflict or compete, or may be expected to conflict or compete, with the role, duties and/or impartiality of such applicant;
- d) Ensure that the development, completion and use of the IP will not infringe the rights or intellectual property rights of any other party (whether registered or not), including but not limited to patent rights, trade mark rights, and copyright;
- e) The Organizer and the Government of the HKSAR will not be liable for any loss of business or profit or opportunity or goodwill, lawsuit or claims, which in any case arise directly or indirectly in connection with the participation "Hong Kong Ani-Com & Games Intellectual Property Awards" and "Hong Kong Ani-Com & Games Entrepreneurship Programme" by the Applicant.
- f) Not give away, share or otherwise use any grant to be received from the "Hong Kong Ani-Com & Games Intellectual Property Awards" and "Hong Kong Ani-Com & Games Entrepreneurship Programme" in contravention of the law or any of the terms which apply to application for funding from the "Hong Kong Ani-Com & Games Intellectual Property Awards" and "Hong Kong Ani-Com & Games Entrepreneurship Programme";
- g) Take all necessary measures (including by way of a code of conduct or contractual provisions) to ensure that its Personnel are aware of and comply with the requirements under these Guides, the "Hong Kong Ani-Com & Games Intellectual Property Awards" and "Hong Kong Ani-Com & Games Entrepreneurship Programme" Application Form and any other relevant agreement(s) between the applicant and
- h) The Organizer has absolute discretion to revoke any application and call for refund of the full amount of awards cash prizes received by "Hong Kong Ani-Com & Games Intellectual Property Awards" and winners or grant received by the "Hong Kong Ani-Com & Games Entrepreneurship Programme" Grant Recipient if any member of the applicant breaches any of the terms and conditions in these Guides, the "Hong Kong Ani-Com & Games Intellectual Property Awards" and "Hong Kong Ani-Com & Games Entrepreneurship Programme" Application Form and any other relevant agreement(s) between The Organizer and the applicant. If any of the conduct of the applicant amounts to or may amount to a breach of criminal law, The Organizer would report their conduct to the relevant law enforcement body.



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10. Application form and deadline

a) The application form can be downloaded from the website at www.acgcapitalplus.hk as from 20th July, 2017. All sections of the application form have to be completed with supporting documents wherever required. Before filling in an application form, please read this Guideline carefully.

b) The completed and signed application form and supplementary documents should be submitted in Online Application (<http://www.acgpluscapital.hk>) on or before 6:00 p.m. 29th September, 2017. Late application will not be accepted.

11. Enquiries

Any enquiries about the “Hong Kong Ani-Com & Games Intellectual Property Awards” and “Hong Kong Ani-Com & Games Entrepreneurship Programme” may be directed to:

Hotline: (852) 3594 6722 (9 a.m. - 5 p.m., Monday - Friday)

Fax: (852) 3594 6720

Email: dantelau@acgpluscapital.hk