**HONG KONG BUSINESS HUB  
IGNITE BN(O) ENTREPRENEURS**

**MENTORING PROGRAMME**

1. **INTRODUCTION**

Hong Kong Business Hub (“HKBH”) is an independent international business organisation, committed to representing Hong Kong-related businesses of all sizes, and individuals who have a stake in developing trade in, with, or through the UK and USA.

We aim to support, accelerate, and connect Hong Kong entrepreneurs and businesses through our business services, incubation program, training, company profiling and networking opportunities; and at the same time, promote and safeguard the interests of the Hong Kong entrepreneurial community in the UK and USA.

At HKBH, we live these values:

* Creating bridges for synergy - through bridging stakeholders, financial resources and strategic partnerships, we create collaboration and synergy
* Sharing knowledge for growth - we seek and share insights, ideas and innovations, and leverage off the knowledge and experience of each other to grow together
* Building community for change - we have a shared goal of uniting and scaling the Hong Kong business community overseas to deepen our social impact

1. **ABOUT THE PROGRAMME**

With the funding from the UK Government’s Hong Kong BN(O) Welcome Programme Regional VCSE Grant Scheme, we are excited to launch the “Ignite BN(O) Entrepreneurs Mentoring Programme” to support BN(O) Visa holders who are looking to start, improve or expand their new business in the UK.

We will connect ambitious BN(O) entrepreneurs with senior business executives, all with over 20 years of entrepreneurial and management experiences, for a one-on-one mentoring relationship, complemented by free consultations delivered by our team of professional business coaches, who are industry experts from different sectors including legal, accounting and taxation, IT, finance, human resources and marketing.

Each participant will be asked to set short-term and long-term business goals to record their commitments they are signing up to. Throughout the 5-month programme, participants will strengthen their entrepreneurial mindset, gain new business knowledge, and benefit from professional and personal development.

1. **ELIGIBILITY**

We welcome applications from newly founded businesses. Businesses not yet started may also be considered if applicants can provide a detailed one-year business plan. Selected applicants will be required to undergo mandatory screening, assessment, interview and due diligence process. Below is a list of eligibility:

* Your business must be based in Greater London, North West England, or West Midland; or you are residing in Greater London, North West England, or West Midland with business activity in the UK, and
* Your business has been established for less than 2 years and currently employ fewer than 5 full-time employees, or you are planning to launch your business in the coming 6 months and able to provide a detailed one-year business plan, and
* At least one of the Directors of your company is residing in the UK as a BNO Visa holder, and
* Legal status of your company must be:
  + Sole trader
  + Private company limited by guarantee
  + Private company limited by share
  + Community interest company
  + Partnership
  + Limited Liability Partnership

1. **SELECTION CRITERIA**

Eligible applicants will be assessed against the following evaluators, each will be scored on a 1 to 5 scale. Shortlisted applicants will be matched with a mentor:

* You can identify concrete support and resources needed to help your business succeed.
* You can explain how your team can foresee challenges ahead and are confident in overcoming them with sound measures.
* You have identified a clear and strong market need and business potential.
* You have demonstrated a strong distinctive advantage in your products and/ or services.
* Your business has an innovative edge.
* You have shown a clear milestone of short term and long term goals.
* Your business plan appears to be feasible, practical and achievable.
* You have demonstrated a commitment towards achieving your business goals.
* You have had solid knowledge and experience in the industry you are venturing into.
* It’s an advantage if your business addresses the needs of BN(O) Hongkongers, social or environmental issues in the UK, but not a requirement.

1. **APPLICATION FORM**

| 1. **Organisational information** | | |
| --- | --- | --- |
| 1.1 | Name of company/ business |  |
| 1.2 | If applicable, please provide your company registration number. |  |
| 1.3 | Please state which of the following regions your company/ business is based in?  (a) Greater London  (b) North West  (c) West Midland  Please state the city name accordingly.  If your company/ business is not based in the abovementioned regions, please put “N/A”. |  |
| 1.4 | Please state which of the following regions you are residing in?  (a) Greater London  (b) North West  (c) West Midland  Please state the city name accordingly.  If you are not residing in the abovementioned region, please put “N/A”. |  |
| 1.5 | What is the structure of your company/ business?  Please put a cross [x] in the appropriate box. | [ ] Sole trader  [ ] Private company limited by guarantee  [ ] Private company limited by share  [ ] Community interest companies  [ ] Partnership  [ ] Limited Liability Partnership  [ ] Not set up yet |
| 1.6 | When was your company/ business set up? If you have not set up the company/ business yet, when do you plan to set up your company/ business? |  |
| 1.7 | Describe what your company/ business does and the products or services that you provide.  (no more than 100 words) |  |
| 1.8 | What is your mission and vision?  (no more than 100 words) |  |
| 1.9 | Which industry does your company/ business belong to?  Please put a cross [x] in the appropriate box. | [ ] Accommodation and food service activities  [ ] Administrative and support service activities  [ ] Agriculture, Forestry and Fishing  [ ] Arts, entertainment and recreation  [ ] Construction and maintenance  [ ] Education  [ ] Electricity, gas, steam & air conditioning supply  [ ] Financial and insurance activities  [ ] Human health and social work activities  [ ] Information and communication  [ ] Manufacturing  [ ] Mining and Quarrying  [ ] Professional, scientific and technical activities  [ ] Real estate activities  [ ] Repair of motor vehicles and motorcycles  [ ] Transportation and storage  [ ] Water supply, sewerage, waste management & remediation activities  [ ] Wholesale and retail trade  [ ] Others. Please state: |
| 1.10 | Registered address, including postcode (if applicable) |  |
| 1.11 | Telephone number |  |
| 1.12 | Email address |  |
| 1.13 | Website address |  |
| 1.14 | Facebook page |  |
| 1.15 | Instagram page |  |
| 1.16 | Twitter page |  |
| 1. **Contact details of an authorised representative** | | |
| 2.1 | Salutation |  |
| 2.2 | English first name |  |
| 2.3 | English last name |  |
| 2.4 | Title/ position |  |
| 2.5 | Contact number |  |
| 2.6 | Email address |  |
| 2.7 | Share code  You can generate a share code from this link: <https://www.gov.uk/view-prove-immigration-status>. It is used to prove your status as a BN(O) visa holder. |  |
| 1. **Your business** | | |
| 3.1 | In no more than 300 words, please explain the sales & marketing strategies of your company/ business.   * Who are your target customers? * What is your pricing and sales strategy? * How do you intend to promote your business? * Who are your existing or potential competitors? * What’s new or special about your product and service which can differentiate you from your competitors? | |
|  | |
| 3.2 | In no more than 300 words, please describe the problem or gap in the market that you are going to solve by your products or services. | |
|  | |
| 3.3 | Please describe your business goals or your expectations in the next 3 months and 1 year. | |
|  | |
| 3.4 | Please describe your team or yourself (for sole traders), including number of shareholders and directors, their roles and responsibilities. How many staff do you hire or intend to hire? Do you or your partners have any track records or experience in the relevant business field? | |
|  | |
| 1. **The mentorship** | | |
| 4.1 | In no more than 300 words, please describe the challenges or difficulties you are currently facing. | |
|  | |
| 4.2 | Which business areas of coaching will you need the most? Please specify the advice, knowledge or support that you are expecting from our professional business coaches.  Please put a cross [x] in the appropriate box. You can select one or more areas. | [ ] Entrepreneurship:  [ ] IT:  [ ] Marketing:  [ ] PR:  [ ] Accounting:  [ ] Finance:  [ ] Legal:  [ ] HR:  [ ] Business Development:  [ ] Others, please specify: |
| 1. **Supplementary information** | | |
| 5.1 | If your business has been established, you can email us supplementary materials with information that you find important or useful, along with the completed application form, but it is not a requirement.  If you have not launched your business, you are required to provide a detailed one-year business plan.  Please put a cross [x] in the appropriate box. You can select one or more boxes. | [ ] Business plan  [ ] Promotion materials, e.g. product catalogues or leaflets  [ ] Corporate structure or organisation chart  [ ] Others, please specify: |
| 1. **Terms and condition** | | |
|  | Hong Kong Hub Ltd. (hereinafter as “HKBH”, and “us”) provides related services for Ignite BN(O) Entrepreneur Mentoring Programme applicants (hereinafter referred to as “the service”) in accordance with these Terms and Conditions. When you start the programme application procedures of HKBH, it is to be regarded that you have read, understood and agree to accept all the contents of this clause, and fully accept the current and future derivative service items and contents of this service and the Terms and Conditions of this website.  HKBH reserves the right to modify or change the Terms and Conditions at any time. The revised Terms and Conditions will be published on the website and will not notify members individually. Applicants are advised to pay attention to such modifications or changes at any time. When an applicant continues to use this service after any modification or change, it is deemed that the applicant has read, understood, and agreed to accept such modification or change. If you do not agree to any of the above, the applicant should immediately stop using the service. We are not obliged to notify applicants through one-to-one text messages, letters or other means.  In the case of any disputes, HKBH reserves the right of final decision.  **USE AND DISCLOSE OF INFORMATION**   * Where the applicant is asked to submit any information, content or material to HKBH (“Information”) for the purposes of enabling HKBH to assess the application, or for inclusion on HKBH’s website, the applicant must ensure that all Information is up-to-date, accurate, legal, honest, decent, truthful and complies with all applicable laws, regulations, standards and codes of practice. * The applicant must ensure that all Information submitted to HKBH does not infringe copyright, design, privacy, publicity, data protection, trade mark or any other rights of any third party, and is not obscene, abusive, threatening, libellous or defamatory of any person. * The Information submitted to us will be used primarily for the purpose of creating successful matches between the applicant and mentors and professional business coaches. Any information received is necessary to provide a level of certainty of intent and to maximise credibility. It is also needed in order to aid with the continual improvement of HKBH services, compile basic demographic data and to generally improve the service offered to you. * The applicant shall have sole responsibility for the Information which it submits to HKBH and the applicant shall indemnify and shall keep HKBH fully and effectively indemnified on demand from and against all actions, claims, losses, liability, proceedings, damages, costs, expenses, loss of business, loss of profits, business interruption and other pecuniary or consequential loss (including legal costs and expenses) suffered or incurred by HKBH and arising directly or indirectly from the Information submitted by the applicant to HKBH being in breach of these terms and conditions. * The applicant shall be aware that the Information in the application will be checked, vetted and assessed by HKBH employees, the programme’s mentors and professional business coaches. * HKBH may disclose the information to any person for any purpose directly related to the service of HKBH. * The applicant must not use the name of HKBH or any of HKBH’s directors, employees, members, the programme’s mentors and professional business coaches, or any adaptation of their names, logo, etc. in any promotional materials, other public announcement, events or disclosure without the prior written consent of HKBH, thay company or individual.   **RIGHT TO REFUSE APPLICATIONS**   * HKBH reserves the right to refuse any application at any time without disclosing any reason.   **PERSONAL INFORMATION**  When you apply for the programme, it will be necessary for us to obtain certain information from you. The personal data provided to HKBH as required will be used by the HKBH in relation to the following activities:   * Processing and counter-checking of your application and your claim for the mentoring and coaching support of the programme; * Matching of the personal data provided against other databases as may be required; * Activities/matters related to the communication or exchange of views with the applicant for the purpose of services administration; and * Statistics and research.   We will treat this as personal data for the purposes of data protection law. HKBH will collect, hold and process your personal data in accordance with our [Privacy Policy](https://www.hkbusinesshub.net/privacypolicy).  **APPLICATION WITHDRAWAL**   * You may withdraw your application by giving HKBH a 14 days written notice.   **LIABILITY**   * HKBH may contain information provided by third parties or sourced by us from business information sources and other references or sources. HKBH is not responsible if any such information is not up-to-date. We do not separately verify the information provided by such a third party or agency and you are cautioned thus to the reliability and accuracy of the Information accordingly. We do not accept any responsibility whatsoever in respect of any such information. Any use of and reliance on such information is at your own risk. * HKBH shall have no liability to you or to any other third party for any loss of profit, or any special, incidental or consequential damages (however arising, including negligence) arising out of, or in connection with services, benefits and/or products supplied by HKBH or any company associated with HKBH. * The applicant shall not at any time be obliged to act on any information, suggestion, advice or guidance given by HKBH’s employees, the programme’s mentors and professional business coaches as part of the mentoring programme, but if and to the extent that it does so, it shall do so at its own risk. * The applicant is advised to take independent financial, legal or other appropriate professionals (if relevant) before acting on any information, suggestion, advice or guidance given by HKBH’s employees, the programme’s mentors and professional business coaches. * HKBH is not liable to the programme’s mentor, professional business coaches, applicants or to any third party for any loss, damage, costs or liabilities suffered as a result of this agreement, the existence of the relationships between the parties, the programme or the act or omissions of the programme’s mentor, professional business coaches and applicants. | |
| 6.1 | Please put a cross [x] in the below boxes to confirm:  [ ] I have read, understood and agreed to the above Terms and Conditions and HKBH’s [Privacy Policy](https://www.hkbusinesshub.net/privacypolicy).  [ ] I give my permission for HKBH to share my data with the programme’s mentor and professional business coaches.  [ ] I agree HKBH or the programme’s mentor to contact me to discuss my application further.  [ ] If my application is successful, I agree to return a final evaluation report at the end of the programme. | |

* **The End -**