

## **Proposal Format Guideline**

(Title of Project)

(Project Period<sup>1</sup>)

New/Renewal SSRI Seed Funding Programme Proposal  
(specify either "New" or "Renewal")

(Principal Investigators)

(Departments/Units)

### **1. Long-Term Goals and Significance**

In this section the long-term goals and significance of the proposed project leading to collaborative applied research projects are presented. (Note that the Programme awards are renewable, "long-term" may reflect periods greater than one year.) Why are these goals important? What is their relevance, if any, to Hong Kong and the region?

### **2. Background**

In this section the historical and/or the systematic context of the collaborative project under plan. What are the key development issues or problems? Upon what previous results or technical foundation will the proposed work build? What is the competitive edge of the technology? What are the previous efforts made to realize the collaborative project plan? Provide references and support as appropriate.

If this is a renewal proposal, provide a subsection which describes the goals and accomplishments of the previous project and its relationship with the work being proposed. What are the steps taken to the establishment of collaborative projects? Explain differences between this project and those of the previous project.

### **3. Collaborative Project Plan and/or Service Potential**

In this section the plan leading to the collaborative project seeking external funding is discussed. Provide details of the funding scheme(s) targeted by the collaborative project. What evidence is there that a market or need exists for the technologies and products? What was (or will be) the basis for identifying and analyzing the end-user requirements for the technologies and products? Are there known legal or business issues that need to be addressed at this time? What are the potential partners of the collaborative projects? Attachment of a draft of the intended collaborative project proposal in the format of the target external funding scheme is highly encouraged.

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<sup>1</sup> The proposed starting date should be two to four months after the submission date. The duration of the project is 6 months to 1 year.

What evidence is there that the strategy to be employed in the technologies or products to be developed will "scale up" - i.e., be applicable to real-world problems? What are the important efficiency issues in this regard? What is the market projection?

**4. Development Methods and Roadmap**

Describe the proposed development methods. How suitable is the approach to the work proposed? What are its advantages over alternative and existing approaches?

**5. Dependencies and Risks**

This section describes the critical materials, resources, events, timing, etc., necessary for project success, and the related risks. Examples of dependencies include tool acquisition, availability of key personnel, access to potential end-users, results of marketing studies or other projects, emerging technologies, substitutes, etc.

**6. Budget**

This section should present the estimated direct costs required to perform the proposed development in the coming year.

The proposed budget is up to HKD 100K (renewable). Support for all reasonable expenses related to proposal/software/business development may be requested. For each item listed in the budget, please write down the justification. If needed, please also give a quotation (e.g., software purchase).

Please use the model below.

Student/RA support (specify duration)	\$XXXX
Other expenses (provide details)	\$XXXX
TOTAL BUDGET	\$YYYY

**7. Current and Pending Support**

Describe all current and pending support for ongoing projects and proposals of all investigators involved.

All current project support from whatever source must be listed. The list must include the proposed project and all other projects requiring a portion of time of the investigator and other senior personnel, even if they receive no salary support from the project. The number of person-months or percentage of effort to be devoted to the projects must be stated, regardless of the source of support.

If the proposal is being submitted to other possible sponsors, all of them must be listed as well.

IF ANY CURRENT OR PENDING PROJECTS ARE RELATED TO THE PRESENT PROPOSAL, DESCRIBE THE RELATIONSHIPS. Clearly identify both complementary and overlapping research, development, or business activities.

**8. Project Deliverables**

This section should describe in detail the expected output of the project in terms of deliverable items such as development milestone documents, software, demonstrations and proposals

seeking for external funding. In addition to the above, each project is required to provide two videos within one month after the project ends. The short videos will be uploaded to the [SSRI webpage](#) for promotion and the long videos will be used internally only.

- a short video for 2-3 minutes (to describe an overview about the project), and
- a longer video for 4-5 minutes (to describe the whole project including the overview and some details of the project)

#### **9. Project Presentation**

Key members of the project are required to give project presentations on SSRI demo days within the project period and one year after project completion. Key members of the project are committed to:

- attend the SSRI demo day
- prepare a poster for the project
- present their work orally and answer questions from participants

#### **10. Ownership Issues**

If external organizations will be involved in supporting the development of software or other intellectual property in connection with this project, describe the proposed means by which rights will be shared between the University and such external organizations. If no such involvement is anticipated, state this fact.

For your information, HKUST guidelines regarding royalty income from software are contained in the "HKUST Intellectual Property Policies", available from TTC home page. Software development associated with SSRI projects are normally considered to be a University Assigned Effort. Briefly, this means that:

- A. Rights to software shall vest with the University, and
- B. Licensing income shall be distributed to the Creator(s) who developed the software as described in HKUST IP Policy.

See the Policies document referenced above for further details.

#### **11. References**

Citations from the technical proposal and key background readings should be included in this section.

#### **12. Resumes**

Attach resumes for all key personnel. Resumes should provide evidence of appropriate experience and knowledge in software development and project management.