



南海·青創服務中心



工合空間
GUNGHO SPACE

一個空間， 整個世界
ONE SPACE ,THE SPACE

GungHo Space

工合空間是一個源自香港的粵港澳創業服務平台，致力成為內地、港澳和海外的“超級聯繫人”。

在粵港澳大灣區背景下，通過與灣區內外政企、機構和院校的密切合作，為創業者對接豐富的創業資源、資訊和服務，從人才、法律、稅務、市場推廣、投融資等方面提供服務，打破內地與港澳之間的商貿壁壘、行政壁壘和文化壁壘，幫助港澳企業迅速落戶內地，推動內地企業進入國際市場，促進粵港澳創新創業深化合作發展。

服務平台的組成：（佛山）南海青創工合空間、天津和瀋陽服務中心及各地聯盟空間（香港、深圳、武漢、北京等）。

GungHo Space is a Guangdong-Hong Kong-Macau entrepreneurial service platform based in Hong Kong. We aims to connect startups and entrepreneurs in the Mainland, Hong Kong, Macau and overseas.

Based in the Greater Bay Area, we channel rich entrepreneurial resources and information to entrepreneurs and provide them with services from talents and compliance to marketing and fundraising through close relationship with governments, enterprises, and academic institutions inside and outside the bay area.

We break down the commercial, administrative and cultural barriers between the mainland and Hong Kong and Macao, help Hong Kong and Macao enterprises quickly settle in the mainland market, and mainland enterprises in the international market, and promote innovation and entrepreneurship in Guangdong, Hong Kong and Macao to facilitate cooperation and development.

Our service platforms: (Foshan) Nanhai Youth Entrepreneurship GongHo Space, Tianjin and Shenyang Service Centers and alliance spaces in various places (Hong Kong, Shenzhen, Wuhan, Beijing, etc.).

聯合創始人 Founding Team



邱達根
Duncan Chiu



聯合創始人
Co-founder

葉興華
Andy Yip



聯合創始人兼首席執行官
Co-founder & CEO

- Member of the 7th Legislative Council of Hong Kong (Technology and Innovation)
- President of Hong Kong Information Technology Joint Council
- Cofounder of Radiant Venture Capital
- Chairman of Lai Yuen Company Limited

第七屆中華人民共和國香港特別行政區立法會議員 (科技創新界)
香港資訊科技聯會會長
慧科資本聯合創始人
荔園有限公司主席

首屆粵港澳大灣區傑出青年企業家最佳社會責任獎
深港優秀青年企業家
電腦科技貢獻獎 (深圳)
電腦科技界“國慶70獎章”獲得者 (深圳)
佛山市南海區2019年度十大影響力人物
佛山市青年建功立業先進個人

- Social Responsibility Award for Outstanding Young Entrepreneurs in the Greater Bay Area
- Computer Technology Contribution Award (Shenzhen)
- Winner of the "National Day 70 Medal" in the field of computer science and technology (Shenzhen)
- Top 10 Influential People of Nanhai District, Foshan City in 2019
- Foshan City Youth Contribution Advanced Individual

佛山市科技企業孵化器行業優秀工作者
多地創新創業導師/多所高校校外導師
佛山南海區政協委員
佛山市青聯委員
佛山市南海區內地港人聯誼會副主席

Outstanding Worker in Foshan Science and Technology Business Incubator Industry
Innovation and Entrepreneurship Mentor in Multiple Places / Off-campus Mentor in Multiple Universities
Member of the CPPCC Committee of Foshan Nanhai District
Member of Foshan Youth Federation
Vice Chairman of Mainland Hong Kong People's Friendship Association, Nanhai District, Foshan City

如何做好BP

How to write a good Business
Proposal?

Speaker: Andy Yip
Date: 13 March 2023

核心內容

Key Content

- 投資人希望了解什麼？
What do investors want to know?
- 你需要告訴投資人什麼？
What do you need to tell the investors?

P1 封面 Cover
P2 痛點 Pain Point(s)
P3 產品 Product
P4 競品 Competitors
P5 團隊 Team

P6 里程碑 Milestones
P7 壁壘 Challenges
P8 發展計劃 Roadmap
P9 融資規模 Fundraising

10頁 白底 簡潔

左右 黑字 清晰

- Around 10 pages
- Black text on white background
- Clear and concise

這裏輸入項目名

Your Project Name

這裏是項目的一句話介紹

One-liner summary of your project

痛點

解決了什麼問題
為什麼尚未解決

Pain point(s)

What problems you have solved

Why these problems are not yet solved

1. 最痛的痛點
The **ultimate** pain point
2. 與產品功能對應
Relevance to the product functionality
3. 展現對領域的深入理解
Show **in depth understanding** about the field
4. 不要寫一整段，只列關鍵詞
List only the **key words**
5. 與自身需求和體驗相關
Relevance to **personal needs and experience**
6. 用戶群
Target customers

產品 圖片

Product
Photo

產品 Product

1. 要提核心功能
Do mention unique selling points
2. 要提對產生於對領域深入洞察的功能
Do mention functions based on deep insights into the industry
3. 不要提競品都有的常規功能
Do not mention general functions your competitor products have
4. 不要提人人都能想到的輕功能
Do not mention the generic functions

竞品甲 Competitor A

垂直於其他
細分領域

Focus on
different
vertical
market

沒有解決
我說的問題

No solutions
to the
problems
mentioned

竞品乙 Competitor B

並未
獨霸市場

Market
Domination
(Incomplete)

模式驗證
不成功

Business Model
Verification
Unsuccessful

團隊 Team

CEO

CTO

COO

Advisors

里程碑 Milestones

有數據 w/ data

表現運營成績
Proven track record

沒數據 w/o data

表現執行力
Execution Capability

Chart

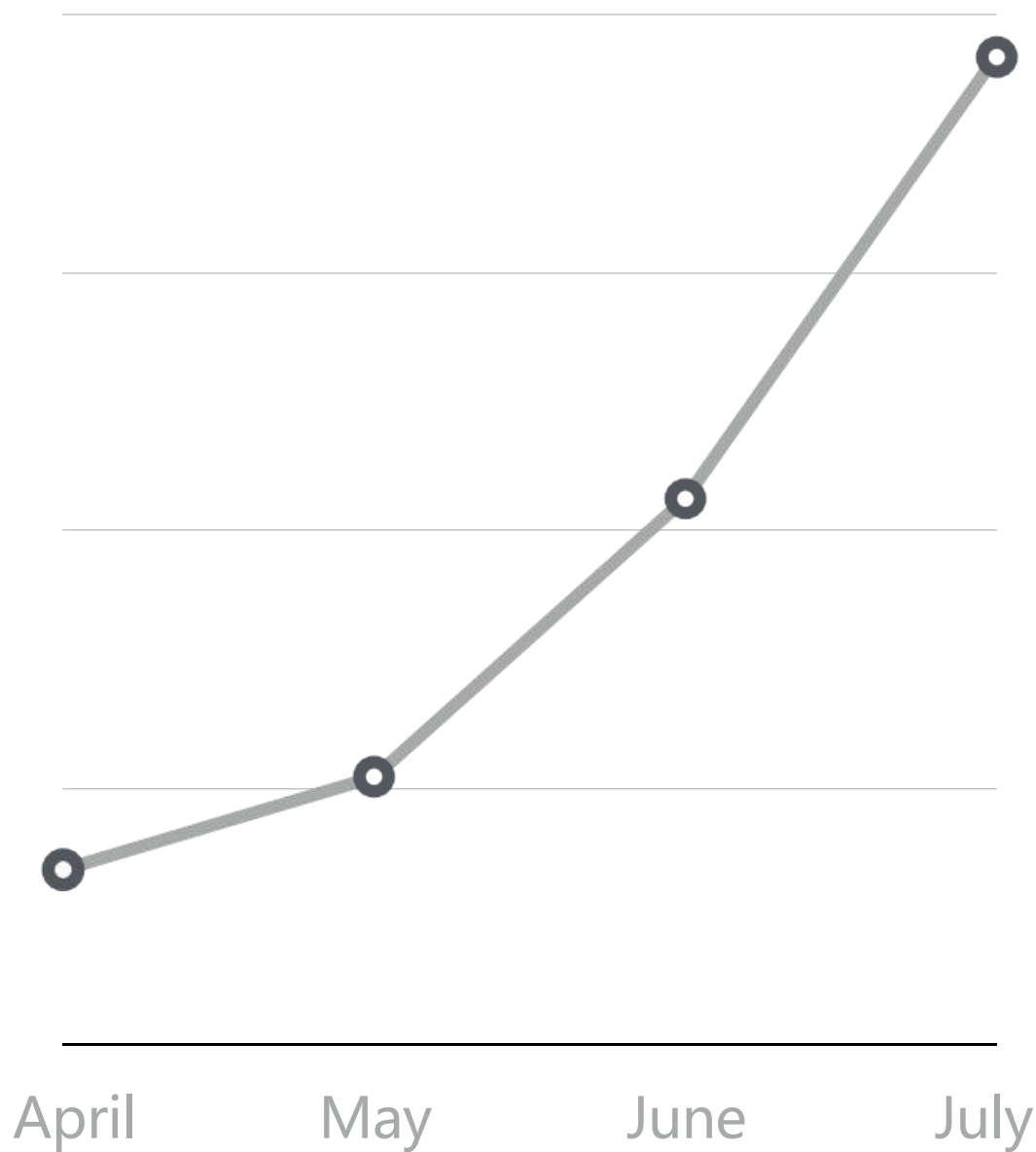
圖表

Concise

簡潔

Growth

增長



Primary
Secondary

重點
次重點

盈利數據
用戶數據

Profit Margin
User Data

數據增長速率
靜態數據結果

Growth Rate
Static Data

執行速度
執行進度

Execution Speed
Progress

壁壘 Challenges

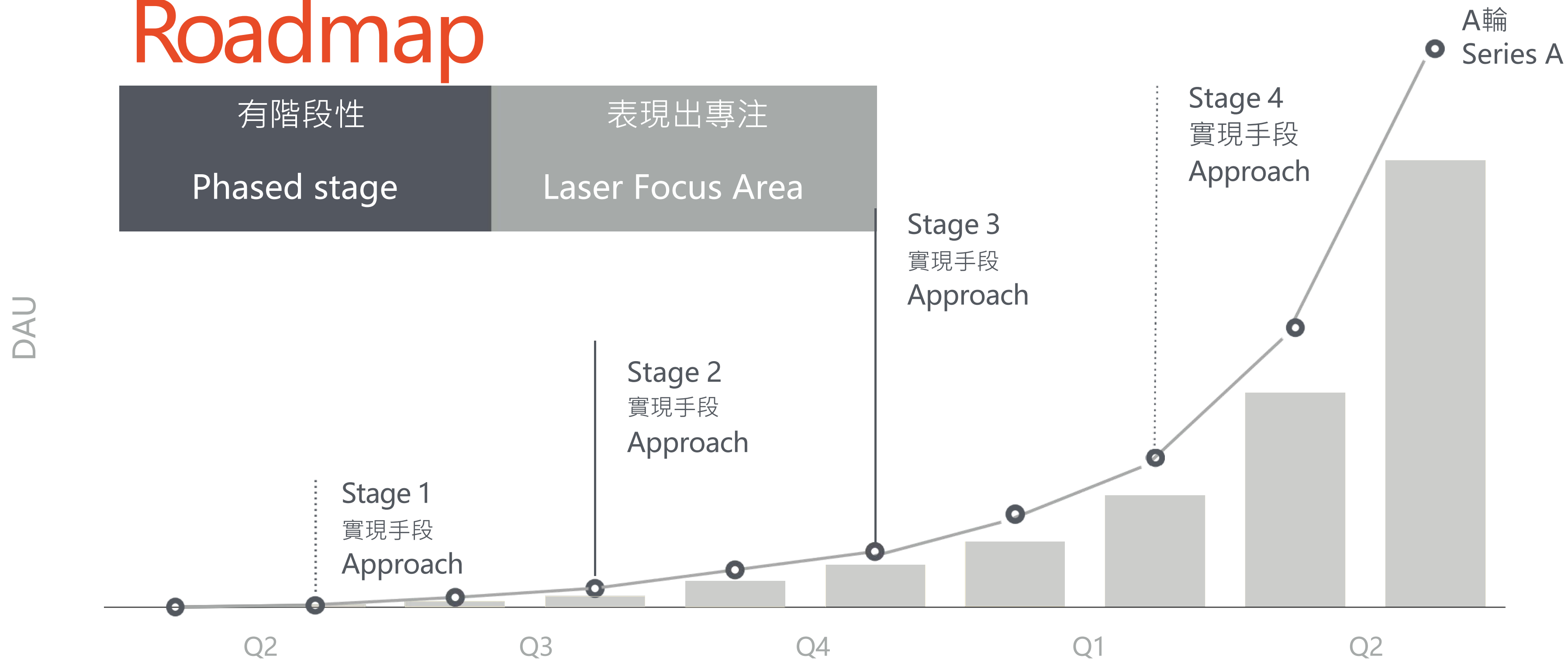
 技術會被模嗎
Will this technology be duplicated?

 模式會被抄襲嗎
Will this business model be easily copied?

 市場份額能佔領住嗎
How to capture the market share?

 列出**關鍵字**即可
List the **keywords only**

發展 Roadmap



融資規模

To raise

X00 萬 \$

? %

版式 Template

個性化模版 Customized

字體 Text Format

建議導出為PDF，不會丟失字體。 Export as PDF to keep the text in place

頁面比例 Aspect Ratio

以 16:9 寬屏比例為宜/ 手機版本 16:9 is suitable in most situations

融資思路
Fundraising
Mindset

新模式，新市場

New model, new market

Copy to X

突出快速變現力

Profitability

小步快跑

Scrum

新模式，新市場

New model, new market

如果你的項目是原創創新類項目
沒有相似的競品 市場尚為
藍海
模式無前人驗證

If your project is new and innovative
NO similar products
Blue ocean market
NO historical proof to verify your business model

- 突出你所解決的新問題。

Highlight the new problem(s) you have solved

- 為何這個問題是問題？

Why is it a problem?

- 為何我能解決這個問題？

Why can I solve it?

- 講一個好玩的故事。

Tell a compelling story

讓投資人聽得懂。

Make it easier for investors to understand

不要恥於談自己的模式已有前人探索，
已有前人驗證過模式是你在資本市場 中的優勢。

Do NOT get embarrassed to talk about your
business model with historical proof /study

The historical proof of your business model
shows your advantage in the capital market

向投資人點明：我們是 P2P 領域的Airbnb，我們是中
國版的「Uber」, etc.

Tell the investors: we are the Airbnb in P2P
business, we are Uber (China), etc.

不要怕談競品，重點談自己的優勢。
Do NOT be afraid of talking about your
competitors. Laser Focus on your strengths.

Copy to X

如果你的項目模式模仿類項目
或者是 Copy to 二三線城市
又或者 Copy to 其他垂領域

If your product is imitating existing business models
OR Copy to Tier 2/3 cities
OR Copy to other vertical markets

突出快速變現力 Profitability

如果你的項目能夠快速變現

融資目標是快速擴展

選擇的方向正處於風口

大量競品湧入這個市場各自為戰

If your project can be achieved in short time

Fundraising Target: Quick Expansion

Turning point: Available Options

Competitors are trying to take the market shares

突出快速變現的能力，如現金流。

Demonstrate profitability, (i.e. cashflow)

強調你過往和接下來的里程碑，從中表現你的執行速率。

Emphasize the milestones achieved and future roadmap to show your execution capability

講清楚團隊擁有獲得融資後快速複製模式的能力。

Clarify that the team is able to duplicate the business models after fund raised.

突出團隊的背景與這個市場的匹配，降低了推進時的摩擦力，能夠快速搶占市場。

Highlight how the team match up with the market (Lower the resistance when the project gets rolling, Capture a dominant share of a market)

真實故事

Our Journey

第一次遇見天使投資人 Duncan Chiu First time meeting the angel investor, Duncan Chiu







展示自己 Presenting our ideas



聯合創辦工合空間 Cofounding GungHo Space





聯合創辦新華工合空間 Cofounding Sun Wah GungHo Space



做好自己

即是最好BP


The best Business Proposal
is to present your true self




葉 Andy-工合空間

離島區, 中國香港



 微信公众号



 Facebook

