**Start-up Clinic (初創問診)**

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| **Event Date:** | **17/5/2018 (Thu) 2 p.m. to 5 p.m** |
| **Venue:** | **Hong Kong Convention and Exhibition Centre** |
| **Language:** | **Mainly in Cantonese, supplemented with English**  **粵語為主，可輔以英語** |

**Overview計劃概覽**

When Start-ups are at its inception or striving for scaling up, they definitely got to face many problems, including those that have driven some start-ups out of business. These “causes of death” factors may include business model problem, legal issues, customer acquisition issues or simply ran out of cash, which are in fact avoidable or solvable. In light of this, a new event “Start-up Clinic” will be launched in E-day 2018 “Start-up Clinic” to offer one-on-one customised business consultation/advisory services to start-ups.  So that they could avoid those common pitfalls. The Clinic will engage serial entrepreneurs and industry experts to address problems arising from three major areas, including Accounting / Financial Management; Information Technology applications; and Branding and Marketing, and help start-ups to equip themselves for enterprise transformation.

初創企業在成立初期及擴充業務期間，肯定會面臨一些難題，部分初創企業若處理不善，更可能導致停業。這些「致命因素」可能包括﹕商業模式問題、法律難題、客源拓展困難或流動資金短缺，其實都是可以避免或妥善解決的。有見及此，是次創業日特意開設名為「初創問診」的全新活動，就會計／財務管理、資訊科技應用和品牌營銷與市場推廣三個初創企業較易患上痛症的部分，提供免費一對一「問診」服務，安排連續創業者及行業專家擔任醫師，作出診斷並提供治療良方，協助初創企業解決痛症，強化企業能力，為企業轉型做好準備。

**WHO should participate?　參加對象？**  
Start-ups who would like to seek for business advice in Accounting/ Information Technology applications/Branding and Marketing areas.   
***\*Definition of start-ups: Registered in Hong Kong for NOT more than 5 years  
\*Business registration certificate and business card may be required for registration***

任何想咨詢關於會計、資訊科技應用和品牌營銷與市場推廣等範疇專業建議之初創企業。

***\*初創企業之定義：已成立的公司並於香港註冊不多於5年  
\*於登記時或須出示商業登記證及公司名片***

**WHO are “Clinic doctors”? 誰是「門診醫師」？**

Serial entrepreneur/industry experts who are familiar in Accounting/ Information Technology applications/Branding and Marketing areas and able to provide professional advice.

多名熟悉會計／財政管理、資訊科技應用和品牌營銷與市場推廣領域的連續創業者及企業專家將擔任醫師，為初創企業提供專業建議。

**How to join? 申請辦法**Please complete the application form as below and email to [vivian.ys.luk@hktdc.org](mailto:vivian.ys.luk@hktdc.org).  
For enquiries, please contact Vivian Luk (Tel: 2584 4408)

請填妥以下表格，並電郵至[vivian.ys.luk@hktdc.org](mailto:vivian.ys.luk@hktdc.org)。  
如有任何疑問或查詢，請聯絡陸雨羨小姐 (Tel: 2584 4408).

**Start-up Clinic Session**

**Registration Form (For Start-ups)**

**初創問診**

**登記表格（初創企業適用）**

***Points to note注意事項 :***

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| *a)* | *Definition of start-ups: registered in Hong Kong for NOT more than 5 years 初創企業之定義：已成立的公司並於香港註冊不多於5年* |
| *b)* | *Business registration certificate and business card may be required for Registration*  *於登記時或須出示商業登記證及公司名片* |
| *c)* | *If the number of applications exceeds the number of enrolment spaces available, ballot will be conducted. Successful applicants will be contacted.*  *如申請數量多於提供名額，將以抽選方式處理。成功申請者將會個別通知* |
| *d)* | *All opinions from Serial entrepreneur/industry experts are for reference use only*  *所有來自連續創業者及行業專家的建議僅作參考* |
| *e)* | *Information provided may be disclosed to interested parties for matching.*  *閣下提供之資料可能會向相關的第三方團體披露為配對用途* |
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| **I. General Information基本資料** | | | | | | | |
| Name姓名: | Mr/Mrs/Miss/Ms | | (First Name) | | | | (Last Name) |
|  |  | |  | | | |  |
| Company  公司名稱: |  | | | | | | |
| Position職位: |  | | | | | | |
| Date of Company Establishment 成立日期: | | | | |  | | |
| Tel No.  聯絡電話 : |  | |  | | Email Address  電郵地址: |  | |
| Company Website 公司網頁 : | |  | | | | | |
| Business Registration No.商業登記編號: | | | |  | | | |
| Company Business Nature 商業性質: | | | |  | | | |
|  | | | |
| **II. Interested area(s) 問診領域** | | | | | | | |

Looking for (Pick ONE only) 咨詢範疇 (只可選一項) :

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| Accounting / Financial Clinic Doctor  會計／財務管理醫師 | Information Technology Applications Clinic Doctor  資訊科技應用醫師 |
| Branding and Marketing Clinic Doctor  品牌營銷與市場推廣醫師 |  |

\* Please use less than 100 words to specify the problem you are currently   
 encountering and wish to be addressed :

請以少於100字說明你正在面對並想要咨詢的問題：

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| --- |
| Click or tap here to enter text. |

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| **III. Preferred timeslot(s) 理想時段** |

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| Please check 2 available timeslots for meetings *(Each meeting: within 15 mins):*  **請選擇 2節 適用的「問診」時段** *(每節「問診面談」時間不多於15分鐘*):***\* The organiser will try to schedule meetings, but cannot guarantee, according to your preferred timeslots.　主辦單位會盡量，但不保證能根據您的首選時段安排會面。*** | |
| **17 May 2018 (Thursday),**  **HKCEC** | 2:00pm – 2:30pm |
| 2:30pm – 3:00pm |
| 3:00pm – 3:30pm |
| 3:30pm – 4:00pm |
| 4:00pm – 4:30pm |
| 4:30pm – 5:00pm |

**Terms and Conditions 細則及條款**

By submitting your application, you certify that you agree to comply and be bound by the Entrepreneur Day terms and conditions stipulated. If it is found that any of the submitted information is or at any time becomes untrue or inaccurate, or any terms and conditions applicable to your registration or use of the website is breached. You agree that the Organiser can use the information submitted by you from time to time for internal administration, marketing, promotional, research and statistical purposes. The Organiser may also share the information with third parties in connection with the operation of Entrepreneur Day or with any other persons interested.

一旦遞交申請，即表示閣下已細閱香港貿易發展局創業日的細則及條款並同意受其約束。閣下同意以上提供的一切資料均為正確無訛並同意主辦方能使用閣下所提供的資料作為內部行政，市場策劃，宣傳，資料搜集及統計用途。同時主辦方有權向其他相關團體及人士分享有關資訊。我們有權隨時修正、更改或更新本使用條款，而閣下同意受該修正、更改或更新之約束。此等細則及條款之中文譯本僅作參考，在任何情況下均應以英文為準。

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| Name: |  | | |
| Signature: |  | Date: |  |