**Web3 Proof-of-Concept Subsidy Scheme (the "Web3PoC Scheme")**

**Project Proposal Writing Guideline (For Reference Only)**

Section 1: Project Summary

- Executive Summary of the Proposed Solution
- The benefits of the solution to relevant stakeholders.

Section 2: Problems statement and corresponding improvements

- What are the existing problems/pain points?
- How can your solution address those problems/pain points?
- What improvements will your solution deliver?

Section 3: Proposed Solution

- Solution description
- High-Level Conceptual Architecture of the proposed solution
- Applicable use case diagram and brief use case description.
- Benefits of your solution
- Details of your solution
    - Business/Technology Impact.
    - Innovation/Creativity of conceptual architecture.
    - High-level assessment of the potential for commercial adoption?
    - Relevant project functionalities and benefits.
- How can your proposed solution differentiate itself from other existing solutions?
- List of NEW components and functionalities which will be implemented.
- High-level business model of the solution during commercial deployment.
- MANDATORY - Proposed Project Scope, High-level ESTIMATED project schedule, high-level estimated cost breakdown and deliverables
- Please describe the importance of this solution to the relevant industries/stakeholders.

Section 4: Project Sponsor

- Name / Title / Business Unit and Organization of project sponsors representative
- Describe the involvement of the project sponsor and other relevant stakeholders in the proposed project

Appendix A: Company Overview (Optional but recommended)

- Web3/Web2 project activities of your company
- Core product and services
- Key achievements of your company

Appendix B Pitch Deck and pitching video (Mandatory):

To ensure the vetting team and external proposal reviewer can understand the core concept of the proposed solution:

1. Please prepare a simple pitch deck should be provided during the proposal submission (less than 5 content page is recommended)
2. A short pitch video should also be provided as part of the proposal submission (the applicant should try to make use of the pitch deck mentioned above to go through the solution in the pitch video (less than 5 minutes is recommended and the content should focus on the proposed solution instead other supporting information e.g., company background). Making use of the recording feature of Zoom would be a good way to prepare the video.

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