



澳門大學
UNIVERSIDADE DE MACAU
UNIVERSITY OF MACAU

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創新創業中心公司入駐及孵化遴選辦法

1. 背景

- 1.1 澳門大學矢志成為國際公認的優秀學府，對學生為本教育、具影響力重點研究、及專注的公共服務作出承諾；旨能在多元文化和富於啟迪的環境內培育具自省能力、關愛精神和社會責任感的人才。
- 1.2 在本身的願景與使命下，大學積極幫助師生將其創意理念轉化成實踐，加以扶持以建立起其事業，與當地社區和政府合作，推動促進澳門大學和澳門社會進步發展，使澳門成為一個創新社會。大學亦同時幫助澳大人定位未來，培養一個積極創新，銳意進取的研究創新氛圍，在促進產業發展的同時也形成新型人才培養機制。

2. 目標

- 2.1 大學正招募銳意創業的公司，通過委員會評估和審批，讓合乎標準的公司入駐創新創業中心，為其提供適切的孵化指導，從前期的創業諮詢建議，到定期的專家輔導等；更可為入駐公司提供短暫的辦公室空間、會客室及配備辦公室設施。大學將透過創新創業中心，積極協助各入駐公司爭取對接校內及校外各種可能的創業資源、投資和協助，當中包括基金機構、公司或投資人投資、相關孵化基地的入駐及起步資金申請、推薦及資助參與各地區主辦的創新創業比賽等。期望他們的創意項目可在入駐期內成功轉化成商業成品或服務。

3. 對象

- 3.1 入駐公司的股東必須最少一人來自澳門大學，包括在讀學生，校友，教職員工均有資格申請¹，且持股比例最少為公司資本的百分之二十。

¹被確定違反創新創業中心規則者，兩年內不具獲入駐資格。



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4. 入駐公司遴選標準

4.1 遴選程序由校外專業人士與大學教師共同組成的孵化公司遴選會議（簡稱遴選會 Incubation Team Selection Committee），通過審查申請人所提交的商業計劃書及面試表現進行評選及建議，最後由中心主任根據建議挑選出合適的入駐公司和試行孵化團隊/公司。

4.2 基本遴選考量：

- 4.2.1 創新成果能對澳門社會、澳門大學能夠產生非常積極的影響則優先考慮
- 4.2.2 技術與商業模式的可行性，並可通過完善而得到驗證
- 4.2.3 計劃的整體內容，例如項目概念能解決的問題及方案、市場策略以至計劃內容的清晰、簡潔等
- 4.2.4 計劃的創造性、創意性
- 4.2.5 團隊擁有成立公司的軟實力，例如基本會計金融知識和團隊管理方案
- 4.2.6 公司領導人擁有帶領企業成功的特質，有熱情、專注、負責、有行動力
- 4.2.7 跨學科、跨學院優先考慮
- 4.2.8 其他相關因素

註：除獲挑選入駐的公司、試行孵化團隊/公司外，歡迎每個有創業想法和創新夢想的學生，通過創新創業中心提供的其他服務，包括創業課程、講座、中心網站的基本諮詢等，實現自己的創業目標。

5. 入駐公司申請程序與遴選方式

5.1 入駐公司招募為恆常化程序，原則上在每學年第一學期及第二學期各進行一期，經過孵化公司遴選會議建議，中心主任得以決定准許入駐的初創公司名單及試行孵化團隊/公司名單，詳細流程如下。

5.2 提交申請（第一學期截止日期：8月31日，第二學期截止日期：1月31日）：

- 5.2.1 申請人需填寫所需表格（於創新創業中心的官方網站下載），創始股東人數上限最多5人，其中至少1名來自澳大，以及提交創業團隊的商業計劃書（5至10頁A4紙，以中文或英文書寫）和創業項目有關之一切證明文件；商業



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計劃書內容可參考樣本，當中需要包括項目概念、進展情況、所需資源等基本情況。

- 5.2.2 院長推薦：無截止日期，各學院院長、書院院長或研究院院長可向創新創業中心推薦項目(每人每年不超過兩個名額)，需提供文件包括:推薦陳述、聯絡人資訊及倘有的申請表及商業計劃書(參考5.2.1)，以便創新創業中心跟進。
- 5.2.3 特殊情況：澳大有權在任何時候邀請團隊/公司申請入駐，包括但不限於各創新創業比賽的隊伍；亦可考慮接受截止日期以外的申請。

5.3 參加創新營 / 相關課程：

入駐公司必須於入駐期間委派代表參加創新營或相關培訓課程和活動，一至三人股東最少派1名，四至五人股東最少2名，以強化相關知識及技能。

5.4 項目考察及評估：

在瞭解申請人的基本情況後，創新創業中心的導師（澳大教授、專家等）將根據團隊/公司提交的商業計劃書給予意見及建議，冀可進一步完善創業團隊/公司的不足和以後的發展方向。經過孵化公司遴選會議評估，擬定候選入駐公司及試行孵化團隊/公司的名單。

註：在這期間，初創公司及試行孵化團隊/公司可以申請相關課程或諮詢，讓其項目更豐滿具體，從而提高項目競爭力。

5.5 深化商業計劃書：

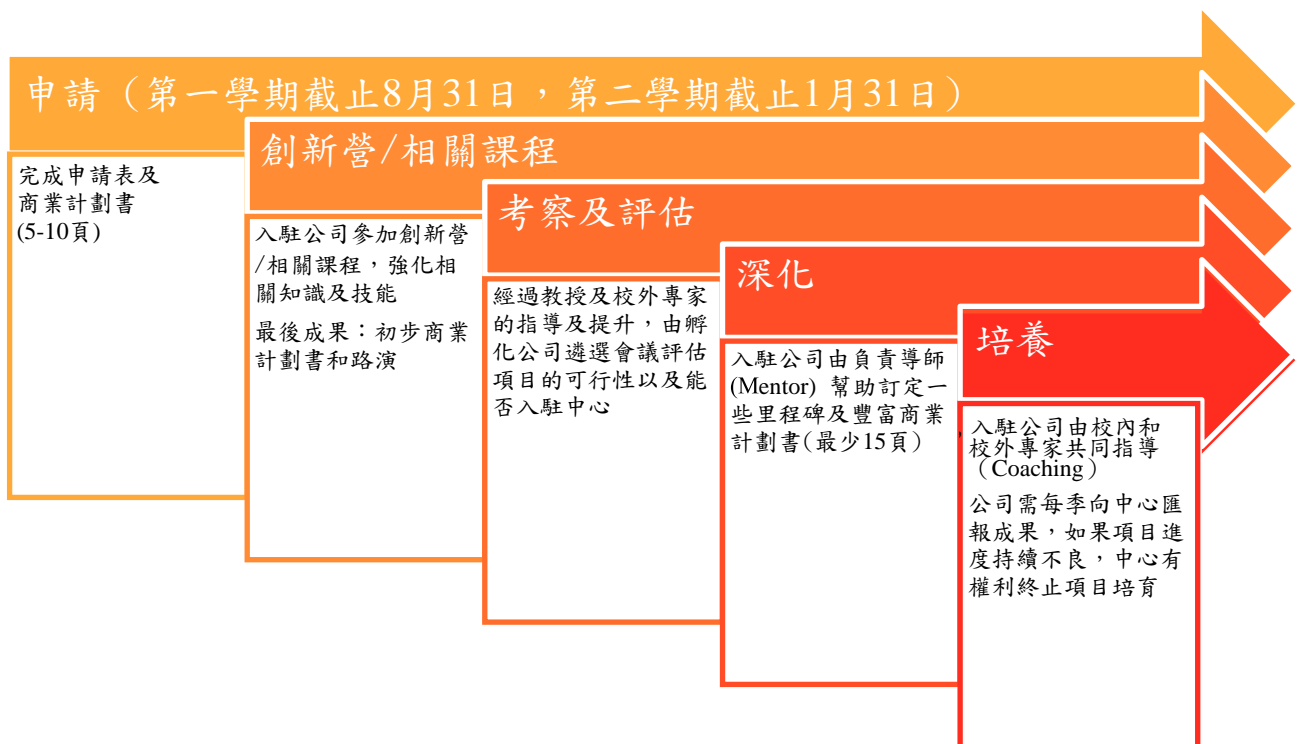
經孵化公司遴選會議擬定的候選入駐公司，需定期與輔導人員交流，在負責導師(Mentor)及顧問的幫助下訂定一些里程碑式的目標及豐富商業計劃書的內容。候選入駐公司需以中文或英文書寫最少15頁經深化的商業計劃書，內容包括創業項目所需的財務規劃，並且需要為該深化的商業計劃進行10分鐘的簡報演講介紹，最後經過專家的評估後確認進駐並進行更深入培養。



6. 入駐孵化管理及方式

- 6.1 入駐於創新創業中心進行孵化的公司和試行孵化團隊/公司，將由校內及校外專家共同指導(Coaching)，並需要按季度提交報告，具體報告的必要內容及提交日期由中心公佈。當沒有取得階段性進展或達到訂定的里程碑式目標，中心有權終止入駐或試行孵化。
- 6.2 將由澳門大學各個學院、研究中心以及實驗室的專家、教授為創新創業中心的入駐公司和試行孵化團隊/公司提供指導，本中心會定期舉辦專題講座及考慮開設專門的課程為創新創業公司的成長提供支援。
- 6.3 創新創業中心可為入駐公司和試行孵化團隊/公司提供短期的辦公室空間、會客室、基本設施如桌椅、互聯網、郵箱、電話、影印、列印，以及多媒體製作空間、開放式工作空間、休閒交流區等。
- 6.4 入駐公司除可從更多專家與教授指導中獲得豐富的知識資源外，更可在創新創業中心推薦下，通過澳大對外申請政府及有關創業基金支持，並與基金公司、機構以及投資人作投資對接。

注意事項：澳門大學保留本辦法及相關文件的最終解釋權及決定權。





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7. 時間表 (僅供參考)

日期 / 時間	事項
第一學期：8月31日 第二學期：1月31日	入駐申請截止(院長推薦及特殊情況除外)
學期中	參加創新營 / 相關課程
學期中	項目考察及擬定候選入駐公司
學期中	深化商業計劃書及確認入駐名單
學期末	按個別計劃進度，公司開始培養

註：入駐公司招募為恆常化程序，每學年第一學期及第二學期基本按上述時間表進行。
大學保留更改上述時間表的最終權利，倘有之修改隨後公佈。



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Company Selection and Criteria for Incubation at the Centre for Innovation and Entrepreneurship

1. Background

- 1.1 The University of Macau (UM) aspires to be an outstanding, internationally-recognized institution of higher learning, firmly committed to learner-centred education, focused research with impact, and dedicated public service. It aims at nurturing self-reflective, caring, and socially responsible persons within a culturally diverse and intellectually challenging environment.
- 1.2 Under its vision and mission, UM provides assistance to staff and students in transforming their innovative ideas into reality. The University provides a supportive platform for innovation and entrepreneurship so that members of UM can establish their businesses and collaborate with the local communities and government in order to bring progress and development to UM and the Macao society, which in turn will enable Macao to become an innovative society. Moreover, the University helps members of the UM community position themselves for the future, cultivating an enthusiastic atmosphere for research and innovation while stimulating industrial development and establishing a novel talent training mechanism.

2. Objective

- 2.1 The UM is recruiting innovative start-ups for intensive incubation at the Centre for Innovation and Entrepreneurship. After committee assessment, the Centre will provide the incubation companies with appropriate advice from entrepreneurial guidance at the initial stage to regular expert consultations. The Centre may also offer incubation companies with temporary office spaces, meeting rooms, and office facilities. The UM will actively assist the companies through the Centre for seeking every possible internal and external entrepreneurship funding, investment and assistance, including from fund institutions, companies or investors, application for incubation and start-up funds from relevant incubation bases, recommendation and sponsorship in participating innovation and entrepreneurship competitions hosted by various regions. We expected their creative projects could be successfully converted into commercial products or services during the period of incubation.



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3. Target

3.1 At least one company shareholder must have a connection with the University of Macau. All current students, alumni, and current staff are eligible to apply¹, and the share held is at least 20% of the company's capital.

4. Incubation Company Selection Criteria

4.1 The selection of incubation companies will be conducted by the Incubation Company Selection Committee, which is composed of professionals outside and/or inside UM. Through the submission of business proposal and interview, the Committee will examine and advise the applicants, and finally, the head of Centre select the appropriating incubation companies and trial incubation teams/companies according to the advice.

4.2 Basic Selection Criteria:

4.2.1 Innovations that bring about positive impacts on Macau society and the University are advantageous

4.2.2 The feasibility of technicality and business model, that can be verified through improvements

4.2.3 The quality of submission, such as the problems and solutions identified, marketing strategies, clarity and brevity of the proposal

4.2.4 The creativity and originality of the business proposal

4.2.5 The soft power capabilities for establishing a business by the team, such as basic accounting and financial knowledge and team management

4.2.6 The characteristics of the company leader for business success, such as passion, concentration, responsibility, and dynamics

4.2.7 Cross-discipline and cross-faculty innovative ideas are advantageous

4.2.8 Other relevant factors

Note: Besides the selected incubation companies, trial incubation teams/companies, the Centre for Innovation and Entrepreneurship welcomes every student who has creative ideas and entrepreneurial dreams to join and use other services or resources that provide by the Centre, including entrepreneurial courses and training, talks and basic consultation through web platform.

¹ Those who are determined to violate the rules of the Centre for Innovation and Entrepreneurship are not eligible for incubation for two years.



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5. Selection Procedures and Management Method

5.1 The recruitment of incubation companies is an ongoing procedure with regular schedule. In principle, it will be carried out once in each semester.

5.2 Application (Deadline for the batch of 1st semester: 31 August; deadline for the batch of 2nd semester: 31 January)

5.2.1 Applicants on behalf a team should fill in the application form (available at the official webpage of the Centre for Innovation and Entrepreneurship). The maximum number of founding shareholder is five for each team including at least one having a connection with UM. Besides the application form, the team should also submit all supporting documents related to entrepreneurial project and a Business Proposal (5 to 10 pages of A4 paper in Chinese or English), which should contain the project concept, current progress, and required resources as referred to the Business Proposal Template.

5.2.2 Dean's Recommendation: No deadline, the faculty deans, college masters or institute directors may recommend teams or projects to the Centre for Innovation and Entrepreneurship (no more than two projects every year per person). Besides their recommendation letter, the required documents include the contact information of the recommended projects, and if available a completed application form and business proposal (please refer to item 5.2.1).

5.2.3 Special circumstances: UM can invite applications from any teams/companies for incubation at the Centre for Innovation and Entrepreneurship at any time. For instance, the teams of related innovation and entrepreneurship competitions. UM can also consider to accept applications submitted out of the deadline.

5.3 Innovation Camp / Related Course

During the selection period, applying companies are required to send representative(s) to participate in either the Innovation Camp or related course and activities in order to strengthen the relevant knowledge and skills. A team of 1 to 3 shareholder should send at least 1 representative while another of 4 to 5 shareholder at least 2 representatives.



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5.4 Proposal Review

After the first review of submissions by applicants, the appointed mentors (UM professors and experts) will give suggestions and comments on the Business Proposal and hope to improve the weaknesses and the future development direction. The Incubation Company Selection Committee will make assessment and recommend a short-list of incubation companies and trial incubation teams/companies.

Note: During this review period, start-ups and trial incubation teams / companies can apply for relevant courses or use the consulting services of the Centre, in order to improve the quality and competitiveness of their proposal.

5.5 Proposal Enrichment

The short-listed incubation companies selected by the Incubation Company Selection Committee should take initiatives to communicate with the assigned mentors to define a set of milestones and enrich their proposals. The companies have to submit at least 15 pages Enriched Business Proposal in Chinese or English. It should include financial planning for entrepreneurial project and the teams need to make a 10 minutes presentation to introduce their project. The expert will make assessment and confirm the final selected project(s) for in-depth incubation and nurturing at the Centre.

6. Incubation Process and Management

6.1 Internal and external experts will coach the selected companies after the incubation in the Centre and trial incubation teams/companies. They have to submit quarterly progress reports and the center will announce the necessary content and the date of submission. Failing to make progress or achieving milestones may result in the termination of incubation status or trial incubation.

6.2 In order to provide enough support to the development of incubation companies and trial incubation teams/companies, the Centre will invite experts and professors from various faculties, research centers and laboratories of the UM to provide guidance to them, also the Centre will regularly hold talks and courses under the selected topics.

6.3 The Centre could offer incubation companies and train incubation teams/companies with temporary office spaces, meeting rooms, and office facilities such as tables and chairs, Internet, mail box, telephone, photocopying, printing, as well as multimedia production space, open workspace, leisure exchange area, etc.



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6.4 Besides, the incubation companies can obtain rich knowledge resources from the guidance of experts and professors, also the teams can apply the support from the government and relevant entrepreneurship support fund through the UM under the recommendation of the Centre, and cooperate with fund company, institutions and investors.

Notes: UM reserves the right of final interpretation and discretion of this and related documents.

7. Schedule (For reference only)

Date / Time Frame	Item
1 st semester: 31 August 2 nd semester: 31 January	Application Deadline (Except Dean's Recommendation and Special Circumstances)
Mid-semester	Participation of Innovation Camp / Related Course
Mid-semester	Review of Proposals and Release of Short-list
Mid-semester	Proposal Enrichment and Confirmation List of Incubation Companies
End of semester	Incubation Starts depending on Individual Progress

Remarks: The recruitment of incubation companies is an ongoing procedure with regular schedule and will be carried out once in each semester normally. The University reserves the right to modify the schedule above and will announce accordingly.

