

Sponsor:



Organizer:



The Innovative Entrepreneur Association (IEA) (the Organizer) will launch the 2nd *Design Licensing And Business (DLAB) Support Scheme (DLAB)*, under the sponsorship of Create Hong Kong (CreateHK) of the Government of the Hong Kong Special Administrative Region, to help young character designers and owners of other young intellectual properties (IPs) promote their IPs and grow their businesses with training, business matching, sales pitching and exhibition promotion in the Hong Kong International Licensing Show 2020.

DLAB is the acronym of "Design Licensing and Business". We hope designers can fully utilize the Support Scheme to learn more about licensing their design IPs with a view to growing their businesses successfully.

DLAB can also be read as "D'esign "Lab", a pun with association of meaning that when *Design* meets *Business*, collaboration will be fostered and positive chemistry will be inspired with unlimited potentials. In this "Lab", designers can share their bright ideas freely and let their creative synergies collide here.

BENEFITS OF JOINING THE SUPPORT SCHEME

- Local character designers/ designers and companies with licensable design IPs are eligible.
- 45 local design companies and owners of young IPs selected to participate in the DLAB (participants) can receive up to 85% sponsorship from the DLAB to set up a 6 square metre booth in the DLAB Hong Kong Pavilion at the "Hong Kong International Licensing Show 2020" at discounted rental of HK\$4,000 for first-time participants of the DLAB and HK\$6,000 for past participants of the 1st DLAB (original rental fee at HK\$26,698)¹.
- Free participation in the comprehensive trainings, and workshops on marketing, business operations and brand building, etc.²
- Free consultation by programme advisors who are industry experts.
- Free business matching and sales pitching sessions to meet with potential buyers to generate more business opportunities.
- Free promotion of the participants' designs in the channels under the DLAB (such as advertisements/ advertorials in newspapers, internet, social platforms and websites, etc.)

¹ The booth will be allocated by drawing lots by the Organizer. Participants will be notified by separate emails on the arrangement of the ballot.

² Each participant is required to pay a reservation fee of HK\$500, which will be refunded to the participants if their attendance rate at the trainings and workshops reaches 75%, or else will be forfeited and used by the DLAB as operational income.

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ELIGIBILITY

	Tier 1	Tier 2
Eligibility	<ul style="list-style-type: none">● Companies with a history of not more than 6 years, as at the application deadline (i.e. established within period from 9 August 2013 to 8 August 2019) and with design or licensing as the major business● Registered in Hong Kong with a valid Hong Kong Business Registration Certificate● The submitted intellectual property (IP) should be launched in not more than 6 years, as at the application deadline● Have full ownership of the IP right of the creative content, such as original character designs, pattern designs, illustrations, etc.	<ul style="list-style-type: none">● Companies with a history of not more than 12 years, as at the application deadline (i.e. established within period from 9 August 2007 to 8 August 2019) and with design or licensing as the major business● Registered in Hong Kong with a valid Hong Kong Business Registration Certificate● The submitted IP should be launched in not more than 6 years, as at the application deadline● Have full ownership of the IP right of the creative content, such as original character designs, pattern designs, illustrations, etc.

VETTING CRITERIA

The Vetting Panel members will evaluate the applications in accordance with the below criteria :

- Originality and creativity of the submitted IP
- Business potential of the submitted IP
- Business track record and business development plan of the submitted IP
- Commitment of the applying company's professional team to developing the submitted IP
- Creativity to IP development in the past one year (only applicable to participants of the 1st DLAB which also applies for the 2nd DLAB with the same IP submitted to the 1st DLAB)

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VETTING PROCEDURES

Upon receipt of the applications, the secretariat will check the completeness.

The eligible applications will then be submitted to the Vetting Panel for consideration. All applicants are required to attend an interview of 10-15 minutes on 22 August 2019 (Thursday) to present their submitted applications and answer the questions from the Vetting Panel. Applicants should reserve the date for the interview. The schedules and other details of the interviews will be announced by the Organizer in around mid-August 2019. The Vetting Panel is comprised of representatives of the Organizer, industry professionals, well-known designers, licensing professionals and representatives of education institutions.

Notification emails of the application result will be sent to all applicants on or before 26 August 2019 (Monday), regardless if they are selected or not.

APPLICATION METHOD

- Application deadline is 5:30pm on 8 August 2019 (Thursday).
- The application form must be typed. The completed and signed application forms must be submitted online in word / pdf format via the DLAB's official website (dlab.hk).
- Applicants must upload the completed application forms onto the online submission system of the DLAB's official website (dlab.hk).
- All attachments (i.e.: Presentation Powerpoint (.ppt), a copy of valid Business Registration Certificate, other related information) must be uploaded onto a secure cloud storage platform (such as Google drive, Dropbox, 騰訊微雲, 百度雲, etc...) with a URL inserted into the application form for the secretariat to download the files.
- The personal data in the application form and all attachments submitted via the online submission system will only be accessed by the Organizer (Innovative Entrepreneur Association, IEA) and the secretariat to process the application. If applicants wish to amend the stated personal data, please contact the Organizer or the secretariat at secretariat.ieacms@gmail.com.
- Submitting the application means that the applicant allows the organizer to upload the information on the applying company and its designer onto the DLAB's official website.

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Key Dates

NOTE : The below dates are subject to change. Please refer to the website for the latest information.

Event	Date
Call for Applications	Mid-Jun 2019
Kick-off Ceremony and Briefing Seminar	21 June 2019
Application Deadline	8 August 2019
Announcement of Interview Details	Mid-August 2019
Interviews to Select Participants	22 August 2019
Announcement of Selection Results	26 August 2019
Drawing of Ballots for Allocation of Booths at Hong Kong International Licensing Show 2020	2 September 2019 (Tentative)
Trainings	9 & 11 October 2019 (Tentative) 14 & 15 November 2019 (Tentative)
Workshops	21 & 22 November 2019 (Tentative)
Face-to-face Mentoring Meetings with Industry Experts	November – December 2019
“Hong Kong International Licensing Show 2020” (Business Matching Sessions on 7 January 2020)	6-8 January 2020

ENQUIRY

Secretariat of *Design Licensing And Business (DLAB) Support Scheme*

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