

### Memorandum

To: Social Enterprise Units and Related Organizations  
From: Jessica Tam, Head of Social Enterprise Business Centre  
Subject: Social Enterprise Seminar Series – Proposal Writing and Pitching Skills  
Date: 23 February 2017

Pitch funding is an essential step for starting up or scaling up a social enterprise. How can you pitch your ideas to potential investor accurately and effectively? What are the fundamental elements of engagement and discussion with the potential investors? SEBC has invited Mr. Howard Ling, an experienced consultant to share skills on the proposal writing and pitching. Limited seats available, please register in advance. Details as follow:

- Fundamentals of Proposal Writing and Presentation
- Relationship between financial analysis and critical thinking
- Definition of Audience and Stakeholders
- Process of Engagement, Discussion, and Feedback
- Listening and Responding at Right Timing
- Importance of Continuous Improvement

Date : 21 March, 2017 (Tuesday)  
Time : 3:00 p.m. – 5:00 p.m.  
Venue : Rm 202, 2/F., Duke of Windsor Social Service Bldg., 15 Hennessy Rd.,  
Wanchai, H.K  
Trainers : Mr. Howard Ling, Chief Consultant of Social Enterprise Business Centre  
Mr. Ling is the founder of various social enterprises. He has also been involved in different government and private funds to assess on proposal submissions and presentations, which include but not limited to Partnership Fund for the Disadvantaged, Enhancing Self-reliance Fund, Social Innovation and Entrepreneurship Fund, Youth Development Fund, and several Family Foundations.  
Target : Social Enterprise Practitioners, entrepreneurs and related organizations  
Priority given to granted projects under Social Innovation and Entrepreneurship Development Fund or DBS Social Innovators  
Seat : 60  
Fee : Free Admission  
Enquiry/RSVP : Y.W. Wong (2876 2491; yw.wong@hkcss.org.hk)