

Application Details for “Well Being • Start-Up 2.0” Programme

Team Eligibility

- All applicants and team members must be Hong Kong Permanent Residents aged 35 or below.
- If a team includes members who are over the age of 35, such members cannot act as the applicant or hold equity/shares in the project. However, they may participate in operations in a non-partner capacity, such as an advisor or employee.

Shop Locations

- Teams may state their preferred locations in their business proposal. However, the final allocation of retail premises will be subject to the matching and decision of the Housing Authority (HA), taking into account the nature of the business, its innovativeness, market potential, target customer base, and the overall trade mix of the shopping centres.

Tenancy Arrangement

- The first phase of the programme offers a 7-month rent-free period. If a participant generates a profit during this period, the HA will collect 20% of the net profit to reinvest into the programme to support its ongoing development.
- Prior to the expiry of the first phase, the HA will review the operational performance of the participant. Subject to satisfactory performance, consideration will be given to offering a 3-year staged rental at discounted market rents. Please note that there is no guarantee of “priority renewal”.
- In the event of poor operation, prolonged closure, or other unsatisfactory conditions, the HA reserves the right to require the participant to cease operations and return the premises back to the HA.

Other Supporting Measures

- Apart from the rent-free arrangement, the HA will provide selected teams with basic fitting-out and facilities (e.g., carpeting, wall refurbishment, basic lighting, and electrical supply) to lower the capital barrier to entry, alongside marketing and publicity support as appropriate.
- If a business proposal is evaluated as outstanding but no suitable HA premises or retail space is currently available, the HA may consider referring the application to partner commercial organizations to expand matching opportunities and entrepreneurial avenues. Commercial partners will formulate tailored arrangements based on the characteristics of their retail spaces to support the diverse entrepreneurial needs of young people.

Terms and Conditions

By submitting the business proposal, the applicants and team members agree that the HA may transfer their basic information, contact details, and relevant proposal contents (including but not limited to business concept, operational model, and team background) to the programme's commercial partners for matching and collaboration assessment.

1. The HA reserves the right to make the final decision on all aspects of the Programme.
2. Selected participants must apply for a business registration for their business operations in accordance with the Business Registration Ordinance (Cap. 310).
3. Successful participants are required to submit monthly operational and financial reports to the HA.
4. Selected participants must provide the required supporting documents (e.g., copy of Hong Kong Identity Card, proof of address, copy of business registration certificate, etc.) as requested by the HA.
5. Upon selection, participants are deemed to grant the HA the license to use the Intellectual Property Rights subsisting in their respective photographs and/or videos. The foregoing license shall provide the HA the right to edit, publish, print, use, adapt, translate, exploit, modify, include in a compilation, copy, disseminate, dispose, load onto servers, broadcast and/or transmit each participant's photographs and/or videos for advertising, promotional, display, and/or publicity purposes without any compensation, further permission, or notification.
6. By participating in the Programme, participants agree to be bound by the terms and conditions of the Programme.
7. The HA reserves the right to make the final decision in case of any dispute, including the right to suspend, modify, or terminate the Programme and its terms and conditions at any time without prior notice.
8. Notwithstanding anything to the contrary in the Terms and Conditions of the Programme, the HA reserves the right to disqualify a participant on the grounds that:
 - (a) the participant (in the name of persons / limited companies) has engaged, is engaging, or is reasonably believed to have engaged or to be engaging in acts or activities that are likely to cause or constitute the occurrence of offences endangering national security or otherwise;
 - (b) the disqualification is necessary in the interest of national security; or
 - (c) the disqualification is necessary to protect the public interest, public morals, public order or public safety of Hong Kong.

For the avoidance of doubt, the word "engage" or its variants in this paragraph shall include but not be limited to aiding, abetting, counselling or procuring, and the HA shall not be liable to justify the said necessities.

Personal Information Collection Statement

1. The personal data collected in this Programme, including personal data as defined under the Personal Data (Privacy) Ordinance, will only be used for the purposes of this Programme, including communication, business plans discussions, and related matters.
2. Providing your personal data is voluntary. Refusal to provide certain information may hinder application processing.
3. Personal data may be disclosed or transferred to agents, contractors, or third-party service providers ('Third-Party Service Providers') for data processing and storage for the aforementioned purposes. All Third-Party Service Providers are bound by confidentiality agreements with the HA and may only use the data subject's personal data for the purposes stated in Paragraph 1 above, and not for their own purposes (including direct marketing).
4. In accordance with the Personal Data (Privacy) Ordinance, data subjects have the right to access and correct their personal data. To access or modify the personal data you submitted on the application form, please email to startup@housingauthority.gov.hk °