**Hong Kong Monetary Authority**

**e-HKD Pilot Programme Phase 2–Application Form**

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| **Section 1. Background information of the company** | | | | | | |
| 1. Name of company |  | | | | | |
| 1. Date of establishment |  | 1. Business registration number | | |  | |
| 1. Office address |  | | | | | |
| 1. Company website |  | | | | | |
| 1. Nature of business |  | | | | | |
| 1. Is the company a spin-off or subsidiary of a parent company? | | |  | YES  (Go to Questions 8 and 9 below) |  | NO  (Go to Section 2) |
| 1. Name of parent company |  | | | | | |
| 1. Country of origin |  | | | | | |
| **Section 2. Contact person** | | | | | | |
| 1. Name |  | | | | | |
| 1. Department and post title |  | | | | | |
| 1. Phone |  | | | | | |
| 1. Email |  | | | | | |
| **Section 3. Proposed Use Case(s)** | | | | | | |
| *Please elaborate your proposed solution in plain language and answer each of the questions below in* ***no more than 5 lines*** *if possible.* | | | | | | |
| 1. Please tick ONE box that best describes your proposed use case.   If you intend to submit more than one use case, please submit a separate application form for each use case.  Applicants may only submit ONE application form per use case. | |  |  | | --- | --- | | ☐ | Deeper dive into Phase 1 use case | | ☐ | New use case not explored in Phase 1 (e.g. corporate, cross-border)  If you have selected this option, please indicate the area or overarching theme:  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | | | | | | |
| 1. What is your **use case**? Please consider adding details on:  * Product/service flow * Unique value proposition |  | | | | | |
| 1. What are your **target customer segment**(s) (e.g. individuals, corporates)? |  | | | | | |
| 1. What is the **commercialisation model** of your use case? Please consider adding details on:  * Size of unrealised market opportunity * Potential revenue models / uplift * Required ecosystem partners / intermediaries for the use case to thrive and what incentivise them to participate |  | | | | | |
| 1. What **hypotheses** related to your use case would you like to validate through the e-HKD Pilot Programme? |  | | | | | |
| 1. To what extent has the use case been **validated by the market** already? Please consider adding details on:  * Necessary endorsements from customer segments or industry partners (please include names if possible) * Partnership with household names and their roles in this pilot, if any |  | | | | | |
| 1. Do you have existing product prototypes / developments that will support your use case? If so, what stage of development are they at, and have they been tested with clients and/or users before? |  | | | | | |
| 1. Do you foresee any risks in testing your use case? If so, what are potential mitigating measures? Please consider adding details on:  * Internal development / resourcing priorities |  | | | | | |
| 1. Do you foresee any licensing and compliance implications for your use case? |  | | | | | |
| 1. If your use case is selected, what is the overall project timeline for developing and validating your use case? |  | | | | | |
| *We will base our assessment and decision pertaining to your proposed use case solely on the information provided in this application form and any supplementary materials submitted with this form. You are thus strongly encouraged to consider including relevant supplementary materials to substantiate your application for our assessment (e.g. project proposal, business plan, presentation decks, etc.).*  ***Please submit this form and any supplementary materials to*** [***cbdc@hkma.gov.hk***](mailto:cbdc@hkma.gov.hk) ***with the subject “e-HKD Pilot Programme Phase 2 - Application ([Your Company Name])”.***  *For questions about the application process, please reach out to us at cbdc@hkma.gov.hk.* | | | | | | |