### Experience Step-Up Fund

**Project Executive Summary**

*The project executive summary serves as a guide on the information required by STB to assess if your proposed project is eligible for grant and if you could proceed with the application.*

**Project Title:**

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| --- |
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|  |  |
| --- | --- |
| Organisation Name  |  |
| Unique Entity Number (UEN) *For foreign applicant, please fill in the company’s registration no.* |  |
| Travel Agent (TA) Licence No. *(if applicable)* |  |
| Contact Person\*  | Name:Designation:Contact no.:Email:  |
| Nature of Business | [ ]  | Arts |[ ]  Meetings, Incentive Travel, Conventions & Exhibitions (MICE) |
|  |[ ]  Attractions |[ ]  Retail |
|  |[ ]  Cruise |[ ]  Sports |
|  |[ ]  Dining |[ ]  Technology/IT-related |
|  |[ ]  Entertainment |[ ]  Tourist Guides |
|  |[ ]  Event Organisers |[ ]  Travel Agents |
|  |[ ]  Hotels |[ ]  Others: \_\_\_\_\_\_\_\_\_\_\_\_ |
| Date of Submission |  |

*\*Please provide the contact of the person who submitted this form*

**A. Project Description**

1. Please describe the objective of the project.
2. Please briefly describe the scope of the project.
3. Please clearly state the benefits of the project and how it meets the fund’s objective of enhancing tourists’ experiences and satisfaction. Please also elaborate how the project is able to achieve at least one of the following:
4. Improve visitor satisfaction (especially foreign visitors)
5. Increase footfall
6. Increase revenue
7. Significant branding and PR value

**B. Project Schedule |** Please provide a broad timeline of the project.

Expected date of commencement:

Expected date of completion:

Duration (months):

Short Description of implementation plan including key project phases and milestones:

|  |  |  |  |
| --- | --- | --- | --- |
| **S/N** | **Key Project Phases and Milestones** | **Start Date** | **End Date** |
| 1 |  |  |  |
| 2 |  |  |  |
| 3 |  |  |  |
| 4 |  |  |  |
| 5 |  |  |  |
| 6 |  |  |  |

**C. Project Cost |** Please provide an estimated breakdown of costs for the **entire** project, from pre-commencement to execution. If breakdown of the estimated costs is not available, please provide the total estimated project cost and the percentage of each type of costs versus the total project cost as a gauge for our assessment.

*Examples of cost categories include professional services, production costs, equipment & materials, marketing costs, etc. Do note that different types of costs are supportable under different funds. You may refer to* [*STB Corporate Website*](https://www.stb.gov.sg/content/stb/en/assistance-and-licensing/grants-overview.html) *for the types of costs that can be supported under each fund.*

|  |  |
| --- | --- |
| **Type of costs to be incurred** | **Estimated amount** |
| Professional Services *(e.g. Consultancy, Subcontracting, Prototyping Testing and Certification, Creative Design and Creation of Media Content, Feasibility Studies, Project Deliverables Audit/Survey, Project Expenditure Audit)* |  |
| Hardware, Equipment & Software |  |
| Materials & Consumables |  |
| Production*(e.g. Production of prototype, Initial batch production of new products and/or new packaging for souvenirs)* |  |
| Marketing*(e.g. Creative design and creation of marketing collaterals, Marketing collaterals production costs of qualifying media (print, digital and video) for overseas promotion / distribution, Cost of organising in-market trade / consumer roadshows)* |  |
| *<For costs that do not fall under any of the above mentioned category, please insert and add on the category from here>* |  |
|  |  |
|  |  |
| **TOTAL ESTIMATED PROJECT COST** |  |