# ATTRACTIONS **INNOVATION CHALLENGE** Launch Day 14 January 2019

Aa

Held In



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景点协会

### Programme

**Opening Speech** 

An Introduction to Attractions Industry

**Panel Sharing:** Managing labour more effectively to enhance productivity

Panel Sharing: Designing world-class customer service Attractions Spokespersons

Break

**Panel Sharing:** Enhancing visitor experience and driving revenue (Part I)

**Panel Sharing:** Enhancing visitor experience and driving revenue (Part II)

The Challenge Process

**Networking** 

Mr. Poh Chi Chuan, Director Digital Transformation, Singapore Tourism Board (STB)

Mr. Kevin Cheong, Executive Committee Member / Immediate Past Chairman, Association of Singapore Attractions (ASA)

**Attractions Spokespersons** 

Attractions Spokespersons

**Attractions Spokespersons** 

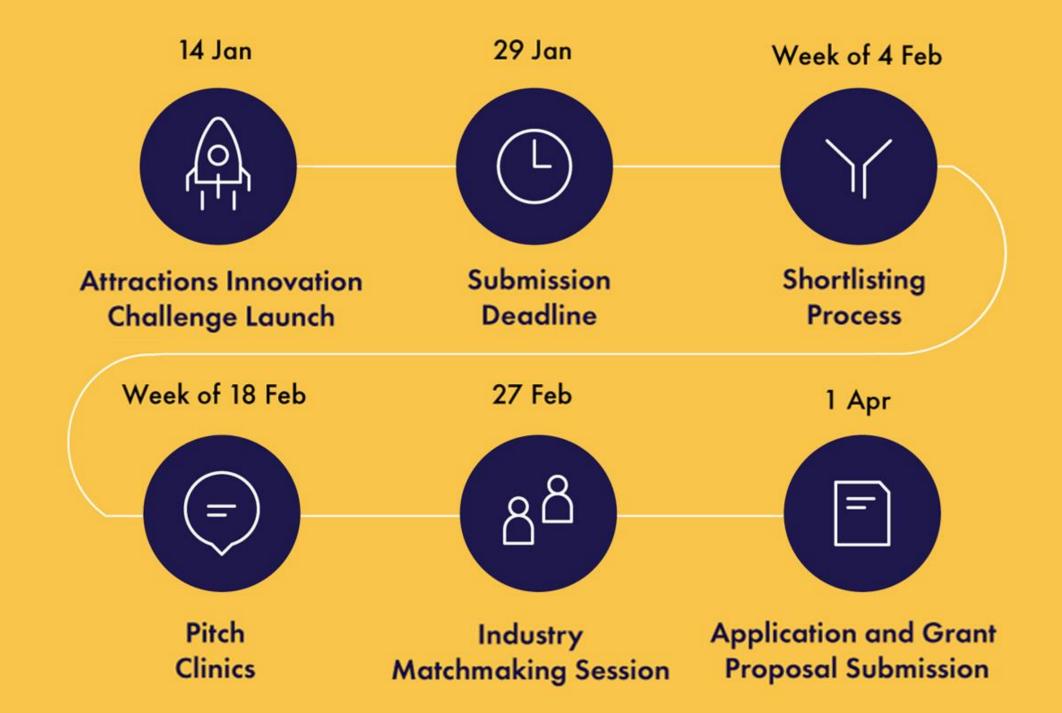
Padang & Co

## The Challenge Process

#### **Derrick Chiang** *CEO* Padang & Co









- Submission Deadline 29 January 2019 1800hrs
   Submit your application according to the Application template
  - Send it to <u>submissions@padang.co</u> and copy <u>innovation@stb.gov.sg</u> with the email title "Attractions Challenge – Proposals for Shortlisting"
  - Got a question? Send it to <u>submissions@padang.co</u>





- Shortlisting Template Annex A <u>bit.ly/stb-aic</u>
- Contents
  - Company and project team background information
  - Details of proposed solution



#### Challenge Website





## Overview of evaluation criteria

<b>Strength of Proposal (80%)</b> Innovativeness of the solution and the ability to address the challenge statement effectively	<ul> <li>Effectiveness (30%)</li> <li>Innovativeness (30%)</li> <li>Feasibility and Scalability (20%)</li> <li>For more details, please refer to Challenge Document Section 6.</li> </ul>
Company Assessment (20%)	Credentials (20%)

The following factors will count <u>against</u> the quality of the proposal:

- Replicating commercial off-the-shelf solutions without any customisation for the industry
- Consultancy services (i.e. only expert advice without actual solutions / prototypes)
- Increasing resources (e.g. manpower, time, etc)



- Pitch Clinics Week of 18 February 2019
  - Shortlisted teams will have a 40 minute one-on-one session with Padang & Co directors
- Shortlisted teams will be notified on **12 February 2019**





- Industry Matchmaking 27 February 2019
  - Only shortlisted technology companies will be invited to pitch to the Attractions industry representatives to pilot a solution with them





- Submission of Grant Proposal 01 April 2019
  - Further details to be released at the Industry Matchmaking
  - This submission must be made with at least one Attractions industry partner





Challenge Website



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   with the email title "Attractions Challenge Proposals for Shortlisting"
- Industry Matchmaking 27 February 2019
- Challenge Website For details of the Innovation Challenge, shortlisting criteria, application template and deadlines <u>bit.ly/stb-aic</u>



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