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

Aa

Held In



Organised by

BOARD

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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

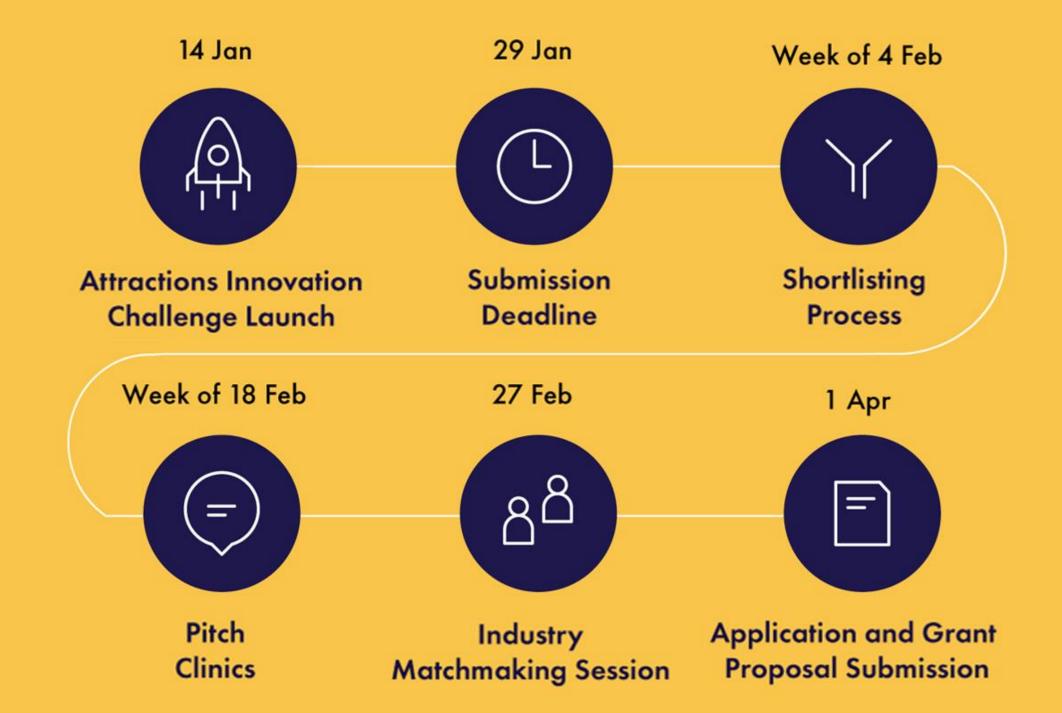
Padang & Co

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

Strength of Proposal (80%) Innovativeness of the solution and the ability to address the challenge statement effectively	 Effectiveness (30%) Innovativeness (30%) Feasibility and Scalability (20%) For more details, please refer to Challenge Document Section 6.
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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