**EXPERIENCE STEP-UP FUND (ESF)**

**PROJECT PROPOSAL TEMPLATE**

*The project proposal provides background information on your company and the project details, including its scope, outcomes, and impact. The following serves as a guide to how your project proposal can be structured to support your ESF application. As the project proposal is a key consideration during the evaluation process, please provide as much relevant information as possible.*

**Overview**

|  |  |
| --- | --- |
| **Company Name[[1]](#footnote-1):** |  |
| **Industry:** | [Please select from drop-down list] |
| **Project Title[[2]](#footnote-2):** |  |
| **Project Category:** | [Please select from drop-down list] |

**Completion Checklist [Only applicable to Tourism Companies]**

|  |  |
| --- | --- |
| **Have you completed the STB Tourism Transformation Index (TXI)\* assessment within the last 6 months?** | [Please select: Yes or No] |

\* **Tourism Transformation Index (TXI)** was designed to be a comprehensive assessment tool to measure all aspects of transformation in a tourism company. It covers not just technology but also customer engagement/marketing, human resource capability and literacy, business process, etc. **If you have not completed the TXI assessment within the last 6 months, please reach out to your contact person in STB immediately.**

**Project Information**

1. **Project Objectives**
	* Please provide details of the project such as aim and vision of the project, issues and/or opportunities that this project intends to address.
2. **Project Concept**
	* Please provide details on the following:
		1. Overall concept of the project
		2. Proposed initiative(s) and its unique selling point and how does it compare with similar tourism products internationally
		3. Nature of project (e.g. non-permanent projects that leverage innovation and technology, infrastructure enhancement projects to existing tourism products that are non-content generating in nature)
3. **Project Milestones**
	* Please indicate key milestones during the project lifespan (e.g. launch of campaigns, marketing plans/activities, completion of certain works/construction, appointment of vendors, etc).
	* Please note that any subsequent changes to milestones need to be highlighted to STB.

| **Key Milestones** | **Start Date**(DD MMM YYYY) | **End Date**(DD MMM YYYY) |
| --- | --- | --- |
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1. **Project Quantitative Benefits**
	* Please provide relevant information based on the organisation's existing operations and the projected impact associated with the project. Please choose at least one impact from the table below.

| **Impact** |  | **Current**(if available) | **Projected Improvement**(in percentage or absolute number) |
| --- | --- | --- | --- |
| **Visitor Satisfaction** |  |  |
| **Footfall** | **Total** |  |  |
| **Induced** |  |  |
| **Project Revenue** | **Total** |  |  |
| **Induced** |  |  |
| **Branding and PR Value** |  |  |
| **Company’s score of the TXI Customer domain** |  |  |

1. **Project Qualitative Benefits**
	* Please describe the qualitative benefits of the project per the considerations listed below, and how the project will meet the projected quantitative benefits outlined in the previous section.
2. Contribution to the Singapore tourism industry (e.g. desirability of project's content, economic contribution and/or spinoffs)
3. In-market and local marketing plan (include listing of target markets) and business plan
4. Qualitative and quantitative benefits of the project on the organisation's future operations
5. **Project Team Competency**
	* Please reflect the details of the company’s internal project team, their involvement in the project, and relevant competency of the project team. You may use the following table and/or attach CVs if necessary:

| **Name**  | **Designation** | **Project Role and Responsibilities** | **Description of Competency** |
| --- | --- | --- | --- |
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* + Please indicate the reasons for your choice of solution provider(s) for the proposed project, if applicable, and attach the relevant proposal(s) from solution provider.
1. **Project Costs**
	* Please provide details of the manpower involved (only applicable for tour development and tech enabler projects) per required in Annex A and justify how internal manpower would be more effective than engaging external professional service providers.
	* Please use the below Excel document to indicate **all** projected expenditure items for the Project and indicate the projected amount of project costs that would be paid to Singapore registered businesses.

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1. **Project Financials** (if applicable)
	* Please provide the project’s profit and loss financials, which includes the following:
2. The project’s past profit and loss financials, if the proposed is an enhancement to existing product and/or experience,
3. The project’s estimated profit and loss financials following product/experience implement or launch.
	* Please elaborate on how your company plans to fund the proposed project if the project cost is more than your company’s profits in the last FY.

**Annex A – Details of Internal Manpower (Only applicable for tour development and tech enabler projects)**

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| --- | --- | --- | --- | --- | --- | --- |
| **No.** | **Name** | **Designation** | **Role in Project** | **Project Involvement (in month(s))** | **Monthly Salary\* (SGD)** | * **If you are a tourism company:** Justify how internal manpower is more effective than engaging external professional service providers
* **If you are a technology developer:** Justify the need for the proposed internal manpower
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*\* Monthly salary refers to gross salary (including employee’s CPF contribution) plus employer’s CPF contribution. It excludes overtime payments, bonus payments, annual wage supplements (AWS), any other allowances, etc.*

**Appendix – Whistleblowing Policy**

*STB provides the Company with a platform to report any wrong-doings, unlawful conduct or malpractices of STB staff that are against the public interest. The details of STB’s whistleblowing framework are set out below.*

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1. Please ensure that the Company Name is the same as the ACRA Registered Company Name in the Company Profile on the Business Grants Portal (BGP). [↑](#footnote-ref-1)
2. Please ensure that the Project Title is the same as the Project Title in the Project Description of the BGP application. [↑](#footnote-ref-2)