**Executive Summary**

*This executive summary 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 eventually be structured. As the executive summary is a key consideration as part of the evaluation process, please provide as much relevant information as possible.*

**Overview**

|  |  |
| --- | --- |
| **Company Name** |  |
| **Company Description**  |  |
| **Industry** |  |
| **Project Title** |  |
| **Project Summary** **(no more than 200 words)**  |  |

**Project Information**

1. **Project Concept**

Please provide details on the following:

* + 1. **[Mandatory]** Overall concept of the project: theme, narrative
		2. **[Mandatory]** Proposed format: Exploration, treasure hunts, missions/ quests, popup booths
		3. **[Mandatory]** Proposed locations (at least 5); attractions, precincts, museums,

cultural/ historical sites, public spaces, parks, shopping malls,

campaigns/ festivals e.g. Singapore Art Week, F1

* + 1. Sample 3d Assets which will be used in the experience
		2. Proposed target market: age group, spending power
		3. User journey: Start point, end point
		4. User experience: mobile app, AR glasses
		5. Others
1. **Project Benefits**

|  |  |  |  |
| --- | --- | --- | --- |
| **S/No** | **Projected Impact**  | **Please select at least one** | **Remarks** |
|  | **Increase in visitor satisfaction** | ☐ |  |
|  | **Increase in footfall**  | ☐ |  |
|  | **Increase in project revenue**  | ☐ |  |
|  | **Branding and PR value**  | ☐ |  |

1. **Project Plan**
2. Marketing plan & activities – e.g. travel magazines/ social media channels
3. Monetisation Strategy
	* Please elaborate on how your company plans to monetize the experience e.g. freemium, platform transaction fees, in app advertising/ purchases, commissions from partnerships, etc.
4. Key project milestones and implementation timeline[[1]](#footnote-2)
5. **Estimated Costs (add additional rows, where necessary)**

| **S/No.** | **Cost Items**(Indicate all projected expenditure items for the project) | **Cost Categories[[2]](#footnote-3)** | **Cost Estimates** |
| --- | --- | --- | --- |
|  |  | Choose an item. |  |
|  |  | Choose an item. |  |
|  |  | Choose an item. |  |
|  |  | Choose an item. |  |
|  |  | Choose an item. |  |
|  |  |  | **Total:**  |

1. **Project Partners (add additional rows, where necessary)**

Applicants are encouraged to adopt a collaborative approach for your proposed project. Please provide further details on partners whom you may be working with; this could include but is not limited to **tech providers and/or creative agencies and/or tourism stakeholders**, their involvement in the project, and their relevant competencies.

|  | **Partner Name** | **Partner Roles & Responsibilities** | **Partner Competencies** |
| --- | --- | --- | --- |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |

1. Upon grant approval, applicants will have up to 15 months to have the experience delivered. [↑](#footnote-ref-2)
2. Cost Categories:

Professional Services​ - Consultancy,​ subcontracting & prototyping, creative design & creation of media content, ​feasibility studies, external audit

Hardware / Equipment & Software - Purchase price and any cost related to commissioning and operation of the equipment e.g. delivery, insurance, handling and installations costs

Material & Consumables - Materials and consumables (including freight charges) used in the fabrication of prototypes or in the project are supported. ​

Production Costs - Costs for the production of the product and/or prototypes, production of media content etc

Marketing - Creative design and creation of marketing collaterals, marketing collaterals production costs of qualifying media for overseas promotion/ distribution ​

Internal manpower - In-house technology development team (e.g. developers) dedicated to the direct development of the technological product or solution to be supported through providing technology expertise; it will exclude scope of works which does not involve the direct development of the technological product or solution such as providing inputs on the user requirements and UAT. [↑](#footnote-ref-3)