About Singapore Tourism Accelerator

The Singapore Tourism Accelerator is a digital transformation initiative under Tcube by the Singapore Tourism Board (STB), with Ravel Innovation as the appointed corporate innovation partner.

The programme attracts the world's most promising technology companies to help Singapore's tourism businesses build new digital capabilities and reimagine business offerings. This can help solve perennial business pain points and open up new business opportunities.

The programme matches technology solution companies with Singapore businesses in the travel and tourism space, to testbed innovative technology solutions. These pilots are to be conducted in Singapore, and STB will be facilitating the relocation of overseas start-ups to Singapore for the duration of the Accelerator programme. At the end of the programme, there will be a Demo Day where tech teams present their pilot solutions to other tourism businesses and investors for the opportunity to scale up solution adoption.

Find out more about the Singapore Tourism Accelerator at
go.gov.sg/sgtourismaccelerator

Demo Day Program

3:45pm   Opening Remarks

4:00pm   Cohort 4 Presentation

5:45pm   For Virtual Audience
Virtual Networking
For Physical Audience
Guided Tech Showcase

Wong Ming Fai
Singapore Tourism Board
Chief Technology Officer

Grace Sai
Ravel Innovation
Founder & CEO

With the increased volatility and disruptions from COVID, we know for a fact that consumer behaviours and the norms for travel shall change for good. Digital transformation is the key to build and gain competitive advantage in the new operating environment post-COVID.

The Singapore Tourism Accelerator is the ideal platform in the digital transformation journey where ideas and innovative tech solutions are tested to address challenges and open up new opportunities to prepare your business for recovery. Since its launch in 2019, the Singapore Tourism Accelerator has supported 34 tech companies to develop 45 industry solutions, driving innovation in the tourism sector.

Today we proudly present the tech companies from the fourth cohort, who have worked tirelessly in workshops, and meetings across time zones to develop industry centric solutions. We hope the wide array of solutions presented will inspire you to think of new applications that are relevant to your business needs.

I sincerely thank all the industry partners for your tireless dedication as we progress towards recovery and partnering the Singapore Tourism Accelerator program in your transformation journey. May we continue to transform and take our tourism sector to ever greater heights.

Churchill once said - "Never let a good crisis go to waste". In other words, we cannot exit a crisis the same way we entered into it. Singapore's tourism industry definitely did not. They have evolved, adapted, and came out more elevated than before. We see that in Singapore Tourism Accelerator's 4th Cohort, which culminates at today's Demo Day. We saw the highest number of participating industry partners (37), the highest number of countries applying to this program (50) and we've been incredibly encouraged by the industry's hunger for innovation through 11 pilots from this cohort. Also, over 250 guests have registered for this Demo Day!

Today, we hear from 9 startups, who have worked very hard in the past months to present to you their solutions - from real-time human live chat translation for Marina Bay Sands to first-in-industry logistical solution for Pontiac Land's hotel suppliers, SATS predicting what to offer on board flights based on emerging consumer trends, to IoT applications that drive utilisation strategies for Mount Faber Leisure. We believe these pilots have the potential to scale, impacting our industry and bettering our lives.

Finally, thank you STB for your continued trust and to my team for your passion and dedication in bringing us another great cohort. We look forward to better versions of ourselves.

Cohort 4

215

applications from
50 countries

120+

affiliated ecosystem
partners

42

workshops & events for
in-depth industry
knowledge & exposure

11

industry pilots

250+

hours of expert
mentoring

gnowbe

Gnowbe is a leading performance enablement solution that equips, enables and educates teams to perform at their best. Gnowbe's microlearning and micro-authoring platform is Easy to Create. Fun to Engage. Powered by Analytics. Gnowbe's platform makes content fun, bite-sized, engaging and accessible anytime, anywhere.

We provide the digital backbone that connects multiple sales enablement and readiness activities (e.g., onboarding, product training, team communications and engagement) with sales teams all in one place with management dashboards to give instant visibility into what teams know, think and do. It's the 'salesforce for communications, engagement & training in-your-pocket.'
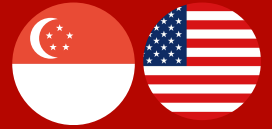
Singapore & USA

Team Size: 29

gnowbe.com

echua@gnowbe.com

Skanda Eshwar Chandra
Head of Sales, APAC

Eunice Chua
Client Success Manager

FRASERS
PROPERTY

Pilot Partner under the Accelerator

Gnowbe's authoring and analytics platform will help the industry partner, Frasers Hospitality, to meet the business need to enable the service staff through an engaging and integrated platform. For the project, Gnowbe will be used to create microlearning modules for the customer facing teams at five of Fraser's properties in Singapore.

synthesis

Shift provides a platform for marketing & innovation teams to discover change, collaborate on ideas & act with confidence.

Our proprietary models surface the shifting patterns in consumer conversations and search behaviours, helping our partners to arrive early to changing consumer preferences.

Our platform facilitates collaboration across marketing & innovation teams so that—be it a brand positioning, product launch or campaign plan—your teams align around the consumer needs every step of the way on the go-to-market journey.
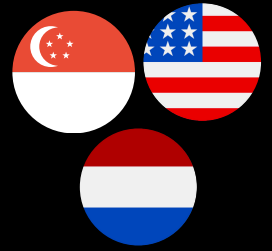
Singapore, USA & Netherlands

Team Size: 48

synthesis.partners

will@synthesis.partners

William Pratt
Founder

Ash Brar
Head of Partnerships

Aakash Gupta
Lead Engineer

Pilot Partner under the Accelerator

Synthesis provides a marketing strategy and planning platform, Shift, which enables marketing and sales teams to discover and validate trends and insights. SATS are using this to drive menu innovation and buy-on-board sales uplift opportunities for routes between China and Singapore. Our recommendation algorithm spots changes in consumer search and social behaviours to surface brands, ingredients and formats that are generating excitement, all served in a platform designed to enable seamless collaboration through the Marketing organisation.

LEDR Technologies Inc.

LEDR creates an up-to-date digital representation of the organization - the fundamental building block for any ML/AI aspiration. Instead of having to run or update reports and analyses, every piece of knowledge and insight is continuously updated in real-time.

LEDR Orchestra overlays standalone systems to enable organizations to integrate all relevant knowledge (data, policy, rules, etc.) assets to generate insights for decision making. Our approach disaggregates solutions into key building blocks of "knowledge assets", "algorithms", and "user applications". All components interoperate to create an extensible framework for organizations to build more custom applications
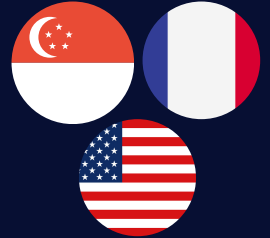
Singapore, USA & France

Team Size: 12

ledr.io

edwin.lau@ledr.io

Edwin Lau
CEO

Albert Pozo
Chief Commercial Officer

Pilot Partner under the Accelerator

LEDR is enabling SATS and their partners to be able to share data without giving up the information. Data owners are always be in control of their data including how their data can being used by partners. By eliminating the need to centralize data, SATS and their partners have a more secure and private way for seamless sharing of knowledge.
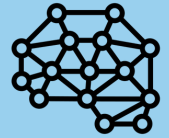
kotozna

Kotozna develops SaaS solutions, equipped with high-level multilingual translation, developed for hotels and other businesses to enable staff and guest communication via text, voice, or video.

Our products provide cost-efficient, streamlined, multilingual digital concierge services for guests to easily communicate with staff while promoting a hygienic, contactless environment for hotel safety. Guests can access a wide range of services: from F&B ordering, booking transport, finding local deals and events like wellness-related activities, etc.

Japan

Team Size: 20

kotozna.com/en/

kae@kotozna.com

Genri Goto
Founder & CEO

Matthias Hofmann
Lead Developer

Eileen Kae Relao
Product Manager

MARINA BAY Sands
SINGAPORE

Pilot Partner under the Accelerator

Kotozna developed a multilingual live chat for Marina Bay Sands. Boasting an unparalleled translation technology, tested to be more accurate than today's most advanced machine translation engines, Kotozna Live Chat will support Marina Bay Sands' intended expansion in the Japanese market by allowing seamless, barrier-free communication between MBS contact center and Japanese customers. Kotozna Live Chat is designed to be a growth, global expansion IT solution as it translates to over 100 languages and realizes high-touch customer service.

NextOrbit

NextOrbit AI-driven SaaS forecasting and pricing improves sales for retailers and brand by typically 5%. This is accomplished by better pricing, demand forecasting and pricing solutions.

Our competitor monitoring platform scours your competition and obtains daily information on pricing, in-stock status, offers, customer rating and so on. This can be used to improve your pricing, and improve your assortment.

Kishore Rajgopal
Founder & CEO

Asrar Ahmed
Principal Data Scientist

Tarooqh Arjetlam
Data Scientist

Pilot Partner under the Accelerator

NextOrbit is enabling Changi Travel Services (CTS) to expand its assortment and become more price-competitive by understanding its competitors' assortment and prices. The NextOrbit platform uses machine learning to identify matching products on 11 competitor websites. The platform creates a prioritized list of products and brands for on-boarding at CTS. Consistent price monitoring of products across competitors provides an understanding as to where prices can be revised – downwards or upwards. The outcomes of this project enable CTS to have a more complete assortment and implement competition-aware pricing strategies.

Quincus

Quincus is a global tech-logistic company that provides end-to-end delivery network visibility, routing, and capacity optimization solutions via separately deployed modules for easy deployment and immediate benefits.

Quincus is an all-in-one platform that uses real-time data, analytics, and AI/ML to enable all parties in the supply chain to make decisions in a shared ecosystem. Quincus tackles operational problems through configurable deployments, which result in immediate cost-savings, faster growth, and more efficient staff.

Jonathan Savoir
CEO & Co-Founder

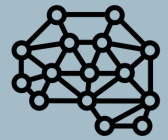**Martin Dudek**
Global Vice President
Partnership & Strategy

Olivier Adam
Chief Revenue Officer

Sutrishni Lestary
Senior Account Executive

Saibal Gupta
Lead Solutions Consultant

Artificial Intelligence, Data Analytics (Logistics)

Singapore, India, Malaysia, Indonesia, UK, UAE, USA, Mexico

Team Size: 132

quincus.com

martin.dudek
@quincus.com

PONTIAC LAND

Pilot Partner under the Accelerator

Quincus is working with Pontiac Land Group and their selected suppliers, to pilot point-to-point as well as Hub and Spoke deliveries using Quincus technology. With its robust API integration, our technology can be implemented without disrupting current operations and is scalable by replication. The outcome will help reduce delivery costs, increase delivery flexibility, end-to-end real-time visibility, and de-congestion at Hotel delivery bays. Using our technology and 3PL's EV (Electric Vehicle) delivery in a Hub and Spoke model outside CBD will allow us to assess the significance of scaled economies in unit cost reduction, carbon footprint reduction, and congestion in the CBD area.

skyfii iO

Skyfii is a publicly listed (ASX:SKF) international technology company. We help venue-based organisations activate the power of data to find new ways to optimise the spaces where we live, work, travel and play.

We provide a robust, secure & scalable data intelligence & communications platform with applications designed for operational and commercial teams to improve visitor experiences.

With over 1,000 clients in 35 countries, our platform has been deployed by some of the world's best known venues including Heathrow Airport, Wembley Stadium, & San Francisco Museum of Modern Art to name a few.

Australia, New Zealand, Hong Kong, UAE, South Africa, Brazil, UK, Ireland, USA

Team Size: 109

skyfii.io

ian@skyfii.com

Ian Robinson
Co-Founder &
Chief Sales Officer

John-Paul Talbot
Director,
Product Research

Zoe O'Donnell
Digital Producer

David Fan
Lead Data Scientist

National Heritage Board

Pilot Partner under the Accelerator

The National Heritage Board (NHB) deploys web-based chatbots at many venues to engage with visitors and help guide and improve their experience. The chatbot at Sun Yat Sen Nanyang Memorial Hall (SYSNMH) typically sees hundreds of users every month. Skyfii have been engaged to help understand and derive value from the recorded data to provide insight and analysis. Outcomes from the analysis will optimise user journey opportunity and customer satisfaction.

ULISSE

Ulisse is a self-service IoT proprietary platform to deploy state-of-the-art Physical Space Analytics in under 30 Minutes.

Ulisse democratizes access to Physical Space Analytics by developing ultra efficient, modular AI on low-power compute platforms using best of breed sensing technologies like neuromorphic vision and radar.

Italy, Singapore, France, Korea, Mexico, Australia

Team Size: 26

ulisse.tech

info@ulisse.tech

Yann Aubry
CEO

Luca Nestola
CTO

Alberto Villa
CFO

Valerio Bianchi
CRO

Pilot Partners under the Accelerator

Mount Faber Leisure - Ulisse is enabling MFL to access Singapore Cable Cars with real time occupancy data. We are using innovative solution based on radar technology able to detect occupancy up to 70% accuracy. Our service allows MFL to implement operations cost savings and increase overall service security level.

Wildlife Reserves Singapore - Ulisse is developing a solution for tracking elephants, their well-being and identifying each single elephant from one another. The purpose is to make WRS aware of where the elephants are and help their overall well-being.

XCTUALITY

Xctuality offers a solution comprising of an innovative 360° immersive and interactive environment that provides realism as we typically shoot in 4k 360 video or photo, and has the ability to do multiple streams on desktop on mobile, without loss of content.

It can be as simple as accessing via URL, but can also be experienced via app (the app is an upcoming solution). Because of the way the experience is designed and constructed, each portion of the environment can be modularized, but seamlessly linked to provide a complete experience. Additionally, features such as gameplay, streaming, messaging, ticketing / registration, e-commerce and other functionalities can be incorporated to provide a customized solution for clients.

Singapore

Team Size: 10

xctuality.com

warren@xctuality.com

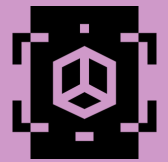| **Warren Woon**	**Adrian Oliveiro**	**Rachel Zuzarte**	**Nicholas Oh**
Managing Director & Co-Founder (IC)	Tech Director & Co-Founder	Project & Ops Manager	Digital Marketing Executive

National Heritage Board

FAR EAST HOSPITALITY

Pilot Partner under the Accelerator

National Heritage Board - Kampong Glam Virtual Tourism We're creating the first of its kind web-based experience featuring gamified interactives across 3 journeys with virtual, physical and hybrid touchpoints that connect visitors to the Malay Heritage Centre and various other Kampong Glam establishments.

Far East Hospitality - Sentosa Wedding Experience We're creating an interactive web-based wedding experience that connects wedding couples, vendors, the hotels and their sales and marketing team. This digital platform will showcase the wedding journeys available at the hotel venues, and also serves as a lead generation and prospecting tool that is available 24/7.

Singapore
Tourism Accelerator ^{SG}

Data Analytics

gnowbe

synthesis

Artificial Intelligence

kotozna

LEDR Technologies Inc.

NextOrbit

Quincus

Internet of Things

skyfii iO

ULISSE

AR/VR

XCTUALITY

Our Alumni
Cohort 1 | Cohort 2 | Cohort 3

Singapore TOURISM BOARD

ravel INNOVATION