**ANNEX A: SUBMISSION FORMAT FOR SHORTLISTING PROPOSALS**

Please fill in the following categories:

*\*Please be succinct, all fields are mandatory and the format is fixed. Incomplete or improper proposals will be penalised.*

1. **Background Information** 
   1. Company details, i.e. company name, address, incorporation date, funding details (self-funded, seed, series A, etc)
   2. Company background (less than 100 words)
   3. Core project team and project lead details, i.e. name, job title, LinkedIn profile, short bio & relevant experience (less than 50 words per person)
2. **Proposed Solution**
   1. Which Challenge Statement(s) are you addressing?

Please focus on the challenge statements that you can clearly demonstrate how your solution addresses the challenges.

* 1. Who is the intended target group of the Attractions industry?

Please illustrate where you think there would be a market fit within the existing Attractions ecosystem.

* 1. In less than 200 words, please describe how your solution addresses the challenge statement(s) and the potential business impact to your identified target group. Note that business impact should be focused on either one or more of these four outcomes, i.e. productivity gain, cost savings, revenue increase, enhanced visitor experience.
  2. What business assumptions does your proposed solution take into account in order to drive success?
  3. How does your proposed solution compare to the next best alternatives for the Singapore Attractions industry today?
  4. What is the proposed scale-up plan in order to ensure that the solution is commercially viable?

1. **Annex**

You may attach any other relevant information which might be useful in our evaluation along with your email submission.