**TOURISM INNOVATION CHALLENGE**

**FOR ATTRACTIONS**

### CHALLENGE DOCUMENT

### ANNEX B – PROPOSAL SUBMISSION TEMPLATE

### Project Title: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Participant

Company Name:

Unique Entity Number (UEN):

Number of Employees:

Industry partner (“Committed Pilot Partner”)

Company Name:

Unique Entity Number (UEN):

Contact person:

### Challenge Statement | Which challenge statement does your proposal aim to address? (Note: You may select more than one Challenge Statement: please submit one proposal for each Challenge Statement).

### Executive Summary | In less than 100 words, please describe how your solution addresses the challenge statement(s) and the potential business impact to your identified target group .

### Project Description | Please describe your proposed solution in detail. Please include diagrams, process flows etc to illustrate your solution proposal if necessary.

### Project Benefits | Please clearly state the benefits of your proposed solution based on the following factors for the assessment of your proposal.

1. **Project Impact for Committed Pilot Partner** | Please elaborate on the quantifiable business impact for the Committed Pilot Partner adopting the proposed solution, in terms of either one or more of these areas: productivity gain, cost savings, revenue increase, enhanced visitor experience.
2. **Technology Innovation** | Please elaborate how innovative your proposed solution is, in terms of (i) what the strengths are compared to its next best alternatives and existing solutions, and (ii) what the incremental development efforts are from your existing products and/or services.
3. **Scalability** | Please describe how your proposed solution can be scaled up to the rest of the Attractions industry (e.g. business plan for expansion beyond Committed Pilot Partner) which should include the implementation model and indicative costs for adoption that an attraction needs to expect.

### Project Schedule | Please provide the timeline of the project.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Phase** | **Task/Description** | **Duration** | **Start Date** | **End Date** | **Remarks** |
| *E.g. 1* | *Product development* | *2 months* | *1 May 2019* | *30 Jun 2019* |  |
| *2* | *Complete implementation* | *1 month* | *1 Jul 2019* | *31 Jul 2019* |  |

### Project Costs | Please provide an estimated breakdown of costs for the entire project from conceptualisation to development of the prototype, to deployment at the Committed Pilot Partner. Please use the excel sheet provided.



**Please also attach the following documents together with your submission:**

1. Expression of Interest letter from the Committed Pilot Partner (using their company letterhead)
2. Latest 2019 ACRA Search or Instant Information of the Participant, Holding Companies and Subsidiaries if applicable
3. Audited financial statements of the Participant for the last two (2) financial years  
   *[and Consolidated financial statements of the Participant’s ultimate parent company for the last financial year (if applicable)][[1]](#footnote-1)*
4. Project team (e.g. capabilities/specialisation and experience/past projects/track record relevant to the project, project team structure, project roles and scope of work for team members)
5. Participant’s projected **project** profit & loss statement for three (3) financial years from the project end date
6. Any other supporting documents relevant to the project
7. Declaration Form – Please fill in the excel sheet provided.



### Declaration

I, on behalf of the proposing organisation, declare that the information furnished in this Proposal Submission (including attachments) is true and correct and I undertake the responsibility to timely inform the Singapore Tourism Board of any changes to the information provided.

|  |  |  |
| --- | --- | --- |
| Name: |  |  |
| Designation: |  |
| Telephone: |  |
| Email: |  |
| Date of Submission: |  | Signature |

1. For companies without audited financial statements, please submit unaudited financial statements. For companies which have been in operation for less than 1 financial year, please submit to-date financial statements. [↑](#footnote-ref-1)