

ATTRACTIONS INNOVATION CHALLENGE

Launch Day 14 January 2019



Held In



Passion
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Possible

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新加坡旅游景点协会

Programme

Opening Speech

Mr. Poh Chi Chuan, Director Digital Transformation,
Singapore Tourism Board (STB)

An Introduction to Attractions Industry

Mr. Kevin Cheong, Executive Committee Member /
Immediate Past Chairman, Association of Singapore
Attractions (ASA)

Panel Sharing: Managing labour more effectively to
enhance productivity

Attractions Spokespersons

Panel Sharing: Designing world-class customer service

Attractions Spokespersons

Break

Panel Sharing: Enhancing visitor experience and
driving revenue (Part I)

Attractions Spokespersons

Panel Sharing: Enhancing visitor experience and
driving revenue (Part II)

Attractions Spokespersons

The Challenge Process

Padang & Co

Networking



The Challenge Process

Derrick Chiang

CEO

Padang & Co

padang&co



14 Jan



**Attractions Innovation
Challenge Launch**

29 Jan



**Submission
Deadline**

Week of 4 Feb



**Shortlisting
Process**

Week of 18 Feb



**Pitch
Clinics**

27 Feb



**Industry
Matchmaking Session**

1 Apr



**Application and Grant
Proposal Submission**



Proposal for shortlisting

- **Submission Deadline - 29 January 2019 - 1800hrs**

Submit your application according to the Application template

- Send it to - submissions@padang.co and copy innovation@stb.gov.sg with the email title “Attractions Challenge – Proposals for Shortlisting”
- Got a question? Send it to - submissions@padang.co





What to submit

- Shortlisting Template - **Annex A** - bit.ly/stb-aic
- Contents
 - Company and project team background information
 - Details of proposed solution



**Challenge
Website**





Overview of evaluation criteria

<p>Strength of Proposal (80%) <i>Innovativeness of the solution and the ability to address the challenge statement effectively</i></p>	<ul style="list-style-type: none">• Effectiveness (30%)• Innovativeness (30%)• Feasibility and Scalability (20%) <p>For more details, please refer to Challenge Document Section 6.</p>
<p>Company Assessment (20%)</p>	<ul style="list-style-type: none">• Credentials (20%)

The following factors will count against the quality of the proposal:

- Replicating commercial off-the-shelf solutions without any customisation for the industry
- Consultancy services (i.e. only expert advice without actual solutions / prototypes)
- Increasing resources (e.g. manpower, time, etc)





Pitch Clinics

- **Pitch Clinics - Week of 18 February 2019**
 - Shortlisted teams will have a 40 minute one-on-one session with Padang & Co directors
- Shortlisted teams will be notified on **12 February 2019**





Industry Matchmaking

- **Industry Matchmaking - 27 February 2019**
 - Only shortlisted technology companies will be invited to pitch to the Attractions industry representatives to pilot a solution with them





Grant Proposal Submission

- **Submission of Grant Proposal - 01 April 2019**
 - Further details to be released at the Industry Matchmaking
 - This submission must be made with **at least one Attractions industry partner**



Summary

Challenge
Website



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Send it to - submissions@padang.co and copy innovation@stb.gov.sg
with the email title “Attractions Challenge – Proposals for Shortlisting”
- **Industry Matchmaking - 27 February 2019**
- **Challenge Website** - For details of the Innovation Challenge, shortlisting criteria, application template and deadlines
bit.ly/stb-aic



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