



Enterprise Mobility Call for Proposals

Public Document

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ANNEX A – IMPORTANT NOTICES

1. IMPORTANT NOTICES

1.1. For the avoidance of doubt, this Public Document for the Enterprise Mobility Call for Proposals (CFP) shall be read with and shall be subject to the Important Notices as set out in **Annex A**.

1.2. The awarded proposals will receive an application form to be filled and submitted to IDA.

2. OBJECTIVES

2.1 The objective of this CFP is to nurture the development of innovative enterprise mobility solutions that will bring about quantifiable benefits¹ to enterprises and are commercially viable and exportable.

2.2 This CFP aims to uncover mobility solutions that are :

- i) Innovative (First-of-its-kind to be developed or implemented in Singapore);
- ii) Involving new mobile technology / product areas (e.g. NFC, Augmented Reality, LBS, M2M etc);
- iii) Addressing a critical gap for Enterprise Users; and
- iv) Commercially viable and exportable.

Most importantly, these solutions must be accompanied by committed adoption from user enterprises.

2.3 The types of solutions expected from this CFP include:

- 2.3.1. Enterprise-level solutions developed by individual ICT Start-Ups and ICT SMEs for identified Enterprise Users
- 2.3.2. Multi-party collaborative solutions involving Enterprise Users, ICT MNCs or technology/device partners, and multiple ICT SMEs and Start-Ups

2.4 The grant call will support proposals from conceptualisation to commercialisation stage, while encouraging innovation in enterprise mobility.

¹ Cost savings, process improvement, improved customer experience or engagements, etc.

3. BACKGROUND

3.1 The CFP aims to catalyse the development of innovative and exportable enterprise mobility solutions that can deliver quantifiable benefits and new value for businesses.

3.2 The CFP is a multi- agency effort led by the Infocomm Development Authority of Singapore (“**IDA**”), in collaboration with SPRING Singapore (“**SPRING**”).

3.3 The beneficiaries of enterprise mobility solutions include:

3.3.1. **Infocomm (ICT) Start-Ups and SMEs** – To build innovative and exportable solutions with sustainable business models.

3.3.2. **Enterprise Users** –To improve their operational efficiency, optimize workforce productivity and engage and reach out to their consumers more effectively.

4. TERMS OF REFERENCE

The terms used in this CFC document are defined below:

4.1 **ICT Start-Ups** refers to a business which meets the following criterion:

- Registered in Singapore with the Accounting & Corporate Regulatory Authority (ACRA), or the relevant government authorities for less than 5 years,
- At least 30% local shareholding²;
- Company group annual sales turnover of not more than \$100 million or group employment size of not more than 200 workers;
- Incorporated and physically present in Singapore.

² Local shareholding refers to owned by at least one Singaporean or Singapore permanent resident

- At least one in-house Research Scientist/Engineer

4.2 ICT Small-Medium-Enterprise (SME) refers to a business which meets the following criterion:

- Registered in Singapore with the Accounting & Corporate Regulatory Authority (ACRA), or the relevant government authorities;
- At least 30% local shareholding;
- Company group annual sales turnover of not more than \$100 million or group employment size of not more than 200 workers;
- Incorporated and physically present in Singapore.

4.3 Enterprise User refers to any ACRA-registered Singapore company that is committed and/or interested to use the mobility solutions proposed.

5. SCOPE OF CFP

5.1 This CFP invites ICT SMEs, Start-Ups and MNCs, as well as Enterprise Users, to submit proposals based on various themes such as:

- Mobile workforce
- Field Services automation
- Operations Efficiency
- Customer engagement or interaction
- Supply Chain Management
- Data transactions

5.2 Companies can propose new ways to enable the mobile workforce, such as equipping the mobile sales force to engage customers effectively by giving them the tools to access detailed product information, confirm product availability and reserve materials. For field services automation, enterprises can be enabled with mobile field service applications where the field service and field engineers have on-device access to the resources and information they need to get to customers on time, complete more work orders faster, and reduce processing time. Field engineers can also be alerted to new assignments on mobile devices, where they can accept or reject them. They can have on-device access to service, customer, and product information

stored in CRM systems while in the field – eliminating paper-driven processes and saving time and money.

5.3 The Enterprise Mobility solutions proposed can be for any sector and need not be limited to areas as listed in paragraph 4.1 as long as they support the objectives described in paragraph 2.2.

6. CFP Requirements

6.1 For Proposals Submitted by Individual ICT Start-ups

- 6.1.1. The proposed service(s) must be developed in Singapore wholly or in part;
- 6.1.2. Each ICT Start-ups may submit more than one proposal; but not for the same mobility solution; or even if it is a different mobility solution, it should not be for addressing the same application function;
- 6.1.3. Proposals shall include a letter-of-intent (LOI) to deploy the proposed solution by at least two (2) committed Enterprise Users³.

6.2 For Proposals Submitted by Individual ICT SME

- 6.2.1. The proposed service(s) must be developed in Singapore wholly or in part;
- 6.2.2. Each ICT SME may submit more than one proposal; but not for the same mobility solution; or even if it is a different mobility solution, it should not be for addressing the same application function;
- 6.2.3. Proposals shall include a letter-of-intent (LOI) to deploy the proposed solution by at least two (2) committed Enterprise Users.

³ Committed Enterprise User refers to user enterprises that are committed with a Letter of Intent (LOI) or Memorandum of understand (MOU). For proposals where the committed Enterprise User is a multinational with global deployment plans for the proposed solution, one (1) committed Enterprise User will suffice.

6.3 For Proposals Submitted by a Consortium

6.3.1. Consortium Composition

- a. Each Consortium shall clearly identify a Consortium Lead for the purpose of managing and coordinating the activities of the Consortium. The Consortium Lead shall be responsible for submitting the Proposal on behalf of all its partners. The Consortium Lead can be an Enterprise User, ICT MNC, technology/device partner or ICT SME.
- b. The Consortium shall minimally comprise of:
 - One (1) Enterprise User or ICT MNC or technology/device partner; and
 - At least three (3) ICT SMEs or Start-Ups.
- c. The Enterprise User in this case will need to have significant market presence in their respective domain;
- d. The proposed service(s) must be developed in Singapore wholly or in part;
- e. Each participant may submit more than one proposal; but not for the same mobility solution; or even if it is a different mobility solution, it should not be for addressing the same application function;
- f. Proposals with Enterprise User(s) as part of the consortium shall include a letter-of-intent (LOI) by the Enterprise User(s) to deploy the proposed solution;
- g. Proposals without an Enterprise User as part of the consortium shall include a letter-of-intent (LOI) to deploy the proposed solution by at least two (2) committed Enterprise Users.

7. PROJECT FUNDING

7.1 Funding source will primarily be from SPRING and IDA.

7.2 The funding support for selected Proposal(s) will be determined upon the assessment of the merit of the successful proposals.

7.3 The qualifying costs could include the following:

- Manpower-related costs
- Professional Services
- Equipment / Software
- Intellectual Property Rights
- Materials & Consumables
- Other Operating Expenditure

7.4 For start-ups who are eligible for SPRING's Technology Enterprise Commercialisation Scheme (TECS), companies will be requested to complete the standard application form in the TECS portal. Proposals will then be evaluated and recommended for support under one of the two categories below:

Proof-of-Concept	Project done by an individual ICT start-up consisting of at least one active local shareholder. Maximum grant amount \$250,000	Up to 100% support
Proof-of-Value	Project done by an individual ICT start-up consisting of at least one active local shareholder. Maximum grant amount \$500,000	Up to 85% support

7.5 Other projects may be eligible under SPRING's grant scheme, where support may be extended at three different levels:

Enterprise-level	Project done by an individual ICT SME	Up to 70% support
Consortium-level	Project done by at least 3 companies, half of which must be ICT SMEs	Up to 50% support for all participants (including non-SMEs)

Industry-level	Consortium-level projects which can benefit other members of the industry	Up to 70% support for all participants (including non-SMEs)
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7.6 Funding support for projects making use of IDA funds will be subject to IDA's standard funding guidelines.

7.7 All terms and conditions of any approved funding shall be agreed between selected Participants and IDA.

8. SCHEDULE

8.1 Timeline of Events

Date	Event
28 March 2013	Issuance of CFP (Announcement @ SiTF Business Summit 2013)
26 April 2013* (3.00pm – 5.30pm)	CFP Public Briefing and Networking
26 July 2013 (5.00pm)	Deadline for CFP Proposal Submission
27 July 2013 - 31 March 2014*	Evaluation of Proposals and Awarding of Grants

* *Tentative, the exact dates are to be determined later*

8.2 Public Briefing and Networking

8.2.1. All interested parties (user enterprises, vendors, trade associations, banks, educational institutions etc) are invited to attend the CFP Public Briefing and Networking. This briefing will be conducted by IDA and will cover the details of the CFP, including the events leading to the final award of the grants, and expectations of the Proposals. Interested parties could also network with each other after the briefing to seek partnerships.

8.2.2. All parties interested to attend the public briefing are to register by email to ida_amplify@ida.gov.sg no later than 2.00pm on 24 April 2013.

8.2.3. Due to limited seating capacity at the CFP Public Briefing venue, each company is limited to register up to two representatives to attend the briefing.

8.2.4. In the registration email, please include the following information:

Subject:	Enterprise Mobility CFP Public Briefing
 Company Name: Description of the business: (Brief Description of Business in not more than 100 words) Attendees: Name: Designation: Department: Telephone Number: Mobile Number: Email Address:	

8.2.5. Details of the CFP Public Briefing will be made known to registered parties via email.

9. SELECTION PROCESS

9.1 The proposals will be reviewed and evaluated by an Evaluation Committee led by IDA and comprising representatives from IDA and SPRING.

9.2 Only complete proposals will be evaluated by IDA and considered for the award of a grant. Short-listed participants may be required to make a presentation of their Proposal(s) (at their own cost and expense) and answer questions on the project in response to the Evaluation Committee.

9.3 Proposals shall be evaluated based on the follow criteria :

- Innovativeness of proposal (e.g. First-of-its-kind solution to be developed or implemented in Singapore);
- Use of new mobile technology/product areas (for example, Near Field Communications (NFC), Augmented Reality, Head tracking and Virtual Reality or capabilities like Analytics, Location-Based-Services (LBS));
- Potential of commercial viability and export based on business plan;
- Ability to realise significant benefits to Enterprise Users;
- Strength of project team and ability to execute.

- 9.4 All committed and potential Enterprise users must indicate their intent to adopt the proposed mobility solution in writing; and must not have already adopted⁴ similar solutions in the outlets/branches that are participating in the proposal. IDA shall reserve the rights to interview the list of committed and potential user enterprises provided to verify the inputs and intent.
- 9.5 Where a Proposal is selected by IDA for consideration for the award of a grant, the relevant participant will be notified by IDA. The terms of the project, project milestones, and co-funding terms will be separately negotiated and agreed upon between the parties.
- 9.6 IDA reserves the right to interview every Enterprise User participating in the CFP, to verify any information provided in conjunction with their participation.
- 9.7 IDA reserves the right to disqualify or reject any Proposal in the event of a withdrawal of any Consortium member, or where any material representation within the Proposal is discovered to be inaccurate, misleading, false or out of scope.

⁴ Enterprise users that have undertaken trials and pilots on mobility solutions prior to the proposal are not considered as having adopted the mobility solutions.

10. DISCLAIMER

- 10.1 For the avoidance of doubt, the selection of any Proposal by IDA may not necessarily lead to the award of a grant.
- 10.2 IDA shall have the absolute discretion to accept or reject any Proposal submitted to IDA without being liable to give any reason thereof. IDA reserves the right to retain the Proposals submitted by all parties without liability for the costs of such documents.

11. SUBMISSIONS

11.1 Format of Submissions

- 11.1.1. Submissions should be made using the **Proposal Submission Form** template that can be downloaded from the website <http://www.ida.gov.sg/>. Participants shall furnish all necessary information and documents as required in the template. All assumptions used should be stated clearly in the Proposal.

11.2 Place and Time of Submission

- 11.2.1. Two (2) hardcopies and one (1) softcopy of the Proposal should reach IDA no later than **26 July 2013 (Friday) at 1700hrs.** Softcopy of the Proposal should be emailed to IDA (ida_amplify@ida.gov.sg). Email subject must be clearly stated as **“Enterprise Mobility CFP”**.

- 11.2.2. All hardcopies of Proposals must be clearly marked, and addressed to:

Enterprise Mobility CFP
Infocomm Development Authority of Singapore
10 Pasir Panjang Road #10-01
Mapletree Business City
Singapore 117438

- 11.2.3. Proposals may also be submitted in person at the IDA reception desk on the 10th floor of Mapletree Business City.

- 11.3 IDA reserves the right not to accept late submissions.

11.4 IDA may contact the proposer for further clarifications on the submission.

11.5 Shortlisted participants will subsequently be required to complete a detailed application form and furnish all necessary information and supporting documents.

11.6 Contact Details

1.4.1. Enquiries regarding this CFP should be addressed to:

ida_amplify@ida.gov.sg

11.6.2. No further enquiries regarding this CFP will be entertained after **26 July 2013.**