**SPORTSG ENTERPRISE INNOVATION & CAPABILITY DEVELOPMENT GRANT**

**2021 GRANT CALL Application Form**

**Instructions to Applicant:**

1. Thank you for your interest in the SportSG Enterprise Innovation & Capability Development Grant. We are heartened to know that you are interested in transforming your business through innovation and technology.
2. We invite you to submit brief details of the solution that you are looking at developing and/or deploying. This submission is intended to be brief, so we can better understand your ideas and intent. If you are shortlisted, we will invite you to submit a proposal form where you will be able to share in greater depth the details of your proposal.
3. Please fill in ALL fields. Do NOT leave any blank. Enter ‘N.A’ or ‘NIL’ where necessary or applicable. Incomplete applications may be disqualified for consideration.
4. All completed Application Forms must be submitted electronically (in PDF format). **Please note that only shortlisted applicants will be notified.**

**PLEASE TELL US ABOUT:**

1. **YOUR BUSINESS**

|  |  |
| --- | --- |
| **Business/Company Details** | |
| **Registered Name** |  |
| **Trade Name** |  |
| **UEN** |  |
| **SSIC** |  |
| **Registered Address** |  |
| **Date of Registration/Incorporation** |  |
| **Length of Operation in Singapore** |  |
| **Point of Contact** |  |
| **Designation** |  |
| **Phone No.** |  |
| **Email Address** |  |
| **Fax No.** |  |
| **Nature of business**  ***Note******to applicant****: you may select more than 1 where applicable to your business* | Gym/fitness/health & wellness studio  Sport event organiser and/or event management company  Sport facility operator  Private sport academy or club  Others (Please specify):\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |

|  |  |
| --- | --- |
| **Briefly describe your primary business** |  |

1. **YOUR PROPOSED SOLUTION**

Please indicate the primary theme(s) your solution seeks to address. You may select more than 1 theme, where applicable:

|  |  |  |
| --- | --- | --- |
| **S/N** | **Theme** | |
|  | Performance Technology |  |
|  | Engagement and Experience |  |
|  | Material Technology |  |
|  | Others (please provide description): |  |

|  |  |
| --- | --- |
| **Guiding Questions** | **Response** |
| **What is the challenge or opportunity that you seek to address, and how?** |  |
| **Describe the solution that you wish to develop or deploy for your business, and how it relates to the themes above.** |  |
| **State the stage of development i.e. concept phase, prototype, pilot, MVP etc and provide details of current phase.** |  |

1. **BUSINESS**

|  |  |
| --- | --- |
| **Explain how your proposed solution will add value to your current business model?** |  |
| **Describe the new capabilities for your business that might be created through your proposed solution.** |  |

1. **MARKET**

|  |  |
| --- | --- |
| **What is the (i) addressable market and (ii) target audience?** |  |
| **Do you have existing sport industry clientele? If so, how would the proposal benefit them?** |  |