

## Heartland Innovation & Transformation (HIT) Programme

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#### What is it?

As part of Our Heartlands 2025 initiative, we want to create a hotbed of innovation and entrepreneurship to revitalise our local neighbourhoods.

The new Heartland Innovation & Transformation (HIT) Programme is a 12-month programme that will provide curated training courses as well as a conducive ecosystem to support innovation. This includes more temporary and permanent shop spaces, for aspiring enterprises to testbed their innovation ideas to build capabilities and scale.

The HIT Programme will complement existing innovation support and resources, and includes affordable spaces for rent, including in mature estates. This is available to aspiring entrepreneurs and innovative heartland enterprises to help them set up their businesses in the heartlands.

#### How does it work?

Heartland enterprises participating in the HIT programme will benefit from:

- Mentorship from successful heartland entrepreneurs;
- Networking opportunities through events and fireside chats;
- Curated training courses by Heartland Enterprise Centre Singapore (HECS) and selected Institutes of Higher Learning (IHLs);
- Facilitated access to infrastructural resources at Centres of Innovation and IHLs; and
- Affordable and new modular spaces at temporary locations in the pilot site of Ang Mo Kio Town Centre, or direct allocation of Housing & Development Board's (HDB) vacant shop spaces through the HDB Enhanced Entrepreneur Scheme, to be rented from HDB at valuer-assessed market rent with 10% rental discount on the 1st term of the 3-year tenancy.

At the end of the one-year programme, participating enterprises will be assessed<sup>1</sup> on their financial stability, growth potential and customer satisfaction in order to be eligible for continued access to HDB-rented shops as well as Enterprise Singapore's enterprise development and startup programme support.

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<sup>1</sup> Participants of the programme that rent HDB shops directly from HDB are to abide by the 3-year tenancy agreement regardless of the graduation assessment.

**Who is eligible?**

Local enterprises with innovative, consumer-facing businesses can apply to the HIT programme for further assessment. More details will be provided at a later date.

**When will it be implemented?**

The programme will be launched in 2H 2023.

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