1. About the Company
   a) Year of incorporation
   b) How has the company progressed over the years? What are some significant milestones that the company has achieved?
   c) Key business activities and products/services
   d) Key customer segments/markets and overseas presence (if any)
   e) Company’s growth plans and/or targets for internationalisation

2. About the Project (Please answer the section(s) below if your project has the following scope)
   a) Process Redesign/Automation
      i. Describe the current state of your business operations or processes.
      ii. Describe challenges or opportunities. Use figures where possible.
      iii. How will the project address the above challenges/opportunities?
      iv. What productivity improvements do you expect to derive from the project? (please illustrate with before and after productivity indicators)
      v. Describe the reasons for your choice of consultant and/or solution provider (if applicable).
   b) Product Development
      i. Describe the product or technology that you are developing.
      ii. What are the similar systems/solutions in the market (if any)? How is your product different or better?
      iii. What are the barriers to entry (if any) that will make replication of your product/service difficult for your competitors?
      iv. For this product, what is the target market in terms of size, customers, market niche and geographical coverage?
      v. What are your pricing, promotion, sales and distribution strategies?
      vi. Have you obtained any indications of interest from relevant reference customers, partners or third party investors for the proposed project?

3. Project Milestones

<table>
<thead>
<tr>
<th>Phase</th>
<th>Key Activity</th>
<th>Start (mm/yyyy)</th>
<th>End (mm/yyyy)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Eg. Business requirements gathering</td>
<td></td>
<td></td>
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<tr>
<td>2.</td>
<td>Eg. Development of system with XX functions</td>
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