

Enterprise Development Grant (EDG)

Project Proposal Template – Innovation & Productivity

Please use the following guide to prepare the project proposal.

*As the proposal is a key document for the evaluation, please ensure information provided is **relevant and complete**.*

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

Phase	Key Activity	Start (mm/yyyy)	End (mm/yyyy)
1.	<i>Eg. Business requirements gathering</i>		
2.	<i>Eg. Development of system with XX functions</i>		