

Enterprise Development Grant (EDG)

Project Proposal Template – Market Access

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. Existing key customer segments/ markets and overseas presence (if any)

2. Expansion Plan

- a. How will this project contribute to your growth/ internationalisation plans?
- b. What is the target country and/ or market segment and reason(s)?
- c. Key competitors in target country and/ or market segment

[Please skip (d)-(g) if you are applying for a Standards project]

- d. Competitive advantage/ unique selling point of product/ service in target market
- e. Past successes/ track record in target market (if any)
- f. Who are the existing partners/ network in the target market? What are the available opportunities in the market? (if any)
- g. Other benefits to be reaped by company (if any)

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>		

4. Overseas Sales

(Please answer the section below if you are applying for an Overseas Marketing Presence project)

	FY0 (Actual Overseas Sales Clocked Prior to Application Date)	FY1	FY2	FY3	Cumulative Overseas Sales (FY1+FY2+FY3) - 3 x FY0	Source of Overseas Sales	Remarks
Financial Year End	<i>/ / (dd / mm / yyyy)</i>	<i>/ / (dd / mm / yyyy)</i>	<i>/ / (dd / mm / yyyy)</i>	<i>/ / (dd / mm / yyyy)</i>		Please enter the name of the city and country (e.g. <i>Beijing, China</i>)	Please elaborate on the basis of the projection (i.e. Assumptions to derive the forecast)
Overseas Sales in SGD					-		
Overseas Sales in SGD					-		
Overseas Sales in SGD					-		
Overseas Sales in SGD					-		