

**Call For Collaboration::**

# **Briefing on Call For Collaboration on 3G Content and Services**

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## **Overview of Call For Collaboration on 3G Content and Services**

# Overall Objectives

- **Bring to market innovative 3G content and services**
  - Improve consumer quality of life, enterprise productivity
  - Exploit and extend capabilities of 3G platform
  - Position Singapore as 3G showcase
- **Grow 3G mobile data services market**
  - Increase revenue of players in value chain
  - Create new business opportunities and jobs



# What is a “Call For Collaboration”

- Framework managed by IDA to bring together industry players to pursue strategic ICT projects, which receive co-funding from IDA
- Companies come together to form a consortium, which submits a joint proposal to IDA
- High-level evaluation committee in IDA decides which consortia to support



# Why Call For Collaboration?

## ➤ Industry-wide Participation

- Brings mobile operators, application developers, content providers, aggregators, vendors, etc. together

## ➤ Comprehensive Framework

- Takes ideas from conceptualization to commercialization

## ➤ Competitive Process

- Ensures only the best proposals are co-funded by IDA

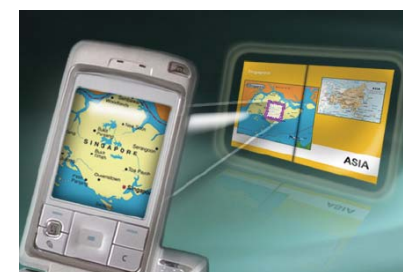
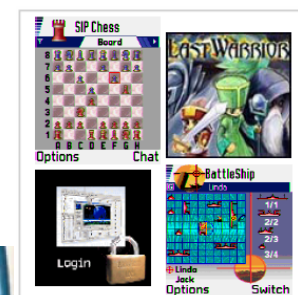


# Scope of CFC

- Develop and launch content, service or application that is *best experienced* on 3G network

- **Possible focus areas**

- Online multimedia, multiplayer gaming
- Social interaction
- Multimedia content delivery
- Surveillance and remote monitoring
- Mobile marketing and sales
- Location-specific information delivery
- Enterprise solutions



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# 2 / **The CFC Process**

# Forming a Consortium - 1

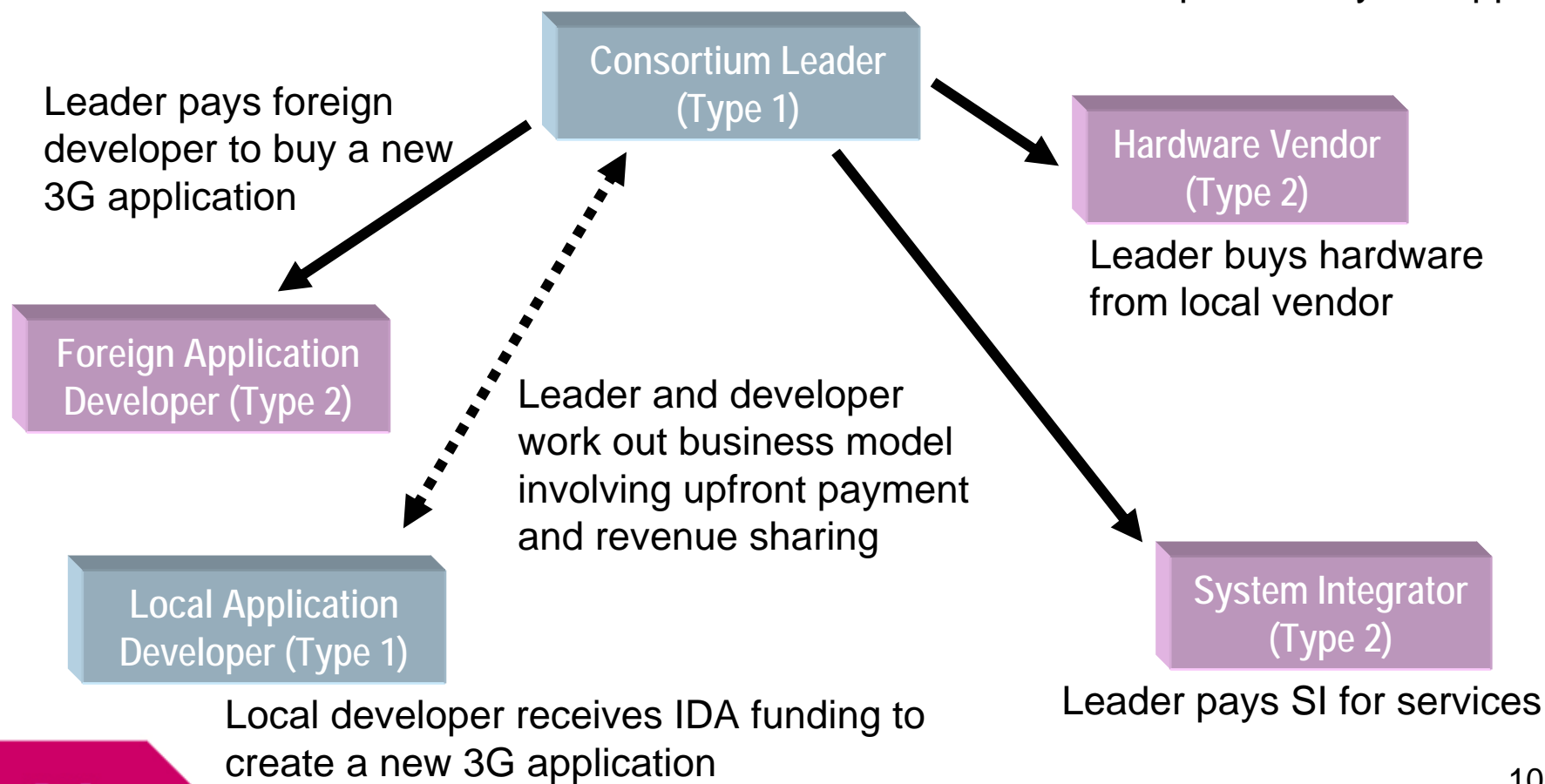
- A consortium can comprise any number of companies
  - Leader submits **1 proposal** on behalf of consortium
  - Proposal can be for single content/service or a suite of mutually complementary content/services
- **Prerequisites for consortium**
  - **Leader must be entity (not necessarily mobile operator) that can provide 3G content and services to and bill end-users directly**
  - Must consist of at least 1 Singapore-registered company
  - Must develop or implement project in Singapore wholly or in part

# Forming a Consortium - 2

- Companies in a consortium are either **Type 1** or **Type 2**
- **Type 1**
  - Incur costs directly to complete project
  - **Eligible to claim incurred costs directly from IDA**
  - Not allowed to charge other Type 1 companies in consortium
  - **Must be registered in Singapore**
- **Type 2**
  - Charge Type 1 companies in consortium for products/services
  - **Not eligible to claim incurred costs from IDA**
  - **Can be foreign company with no local presence**

# Forming a Consortium - 3

➤ **Sample working model:** Leader receives IDA funding to acquire and launch 2 new complementary 3G apps



# Preparing a Proposal

- Background and financials of companies in consortium
- **Project Proposal**
  - **Project Description:** Features, target market, implementation, innovation, user scenarios, trial/launch
  - **Business Development:** Business model, marketing strategy, post-project plans
- **Deliverables and Outcomes**
  - E.g. jobs created, no. of transactions, new users, revenue growth
- **Cost Breakdown**
  - Manpower, hardware, software, professional services, consumables, intellectual property licensing, training

# Submission Instructions

- One hardcopy and one softcopy (on CD-ROM) of the proposal to reach IDA by **1100 hrs** on **12 Aug 2005**
  - Mail to IDA or submit in person at IDA reception desk
  - **Late submissions will be disqualified**
- May begin work **with IDA's written permission** after submission, before selected consortia are announced
  - At consortium's own risk
  - Has no bearing on IDA's final decision

# Selection Process

- **Preliminary shortlist** to be announced end August
- Shortlisted consortia present proposal individually to high-level **Evaluation Committee**
- Evaluation Committee selects the consortia to support
- IDA notifies selected consortia privately
- Consortia negotiate project and funding terms with IDA
- **Letter of Offer** awarded to selected consortia
- IDA will **not** publish details on participating consortia or announce selection results at this stage

# Evaluation Criteria

- Risk, cost and revenue sharing model
- Value proposition to consumers
- Product or implementation innovation
- Contribution to industry development
- Marketing strategy
- Overall probability of success

*There is no hard cap on the number of awarded projects*

# Post-Selection Process

- Consortia complete projects in **6-12 months**
- IDA closely monitors consortia's progress
- IDA provides funding on **reimbursement basis**, subject to consortia achieving milestones
- Projects must lead to **public trial** or **commercial launch**
- IDA may organize additional **marketing events** to showcase and promote CFC-supported projects

# Overall Timeline

5 Jul	Public Briefing
22 Jul	Last Day For Enquiries
<b>12 Aug</b>	<b>Proposal Submission Deadline</b>
24 Aug*	Consortia on Preliminary Shortlist Notified
31 Aug - 1 Sept*	Presentation by Shortlisted Consortia to IDA
Sept*	Award of Projects
2006	Public Trial and/or Commercial Launch

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**Thank you**  
**[www.ida.gov.sg](http://www.ida.gov.sg)**