

Next Generation NBN Lighthouse Forum #3

Tailor-made for Retail Service Providers (RSPs)

Philip Heah

Senior Director, Next Gen Infra, IDA Singapore

17 September 2009



Programme Schedule

| Time | Description | Speaker |
|-----------------|--|--|
| 0830 – 0900 Hrs | Registration & Mini booth displays | NA |
| 0900 – 0930 Hrs | Opening Remarks | Philip Heah SD NGI, IDA |
| 0930 – 1000 Hrs | Thematic Workgroup 2 and Launch of NGSIP & CFP | Khoong Hock Yun ACE Infra, IDA |
| 1000 – 1020 Hrs | Next Gen NBN Branding | Ho Hwei Ling, Dy Dir CMCD, IDA |
| 1020 – 1050 Hrs | Developing a Cloud Ecosystem | Dr Lee Hing Yan Dir NGO, IDA |
| 1050 – 1110 Hrs | Leveraging on Next Gen Infrastructure to Create the Next Wave of Services | Jayesh E Dir ICT Telecom Research Asia Pacific Frost & Sullivan |
| 1110 – 1130 Hrs | Innovation and Growth | Teo Poh Heng AVP, Science & Engrg Exploit Technologies |
| 1130 – 1230 Hrs | Tea Reception & Mini booth displays | NA |

1

Opening Remarks

Philip Heah

Senior Director, Next Gen Infra

IDA Singapore

Agenda

> Highlight of Key Activities Since Forum #2

- First Home Reached!
- Next Gen NBN Microsite
- Next Gen NBN Brand
- NIMS Briefing

> Upcoming Key Activities

- Lighthouse Specialised Track Update

> Response to Feedback

- Other Assistance Programs

> Call for Ideas & Feedback

1 a **Highlights of Key Activities Since Forum #2**

First Home Reached

1st Home Reached on 5th Aug 2009



1

Launched by RADM(NS) Lui Tuck Yew,
Acting Minister for MICA

2

Special OpenNet Fibre Tour for RSPs in
Aug 09

Next Gen NBN Brand

Launched by RADM (NS) Lui Tuck Yew, Acting Minister for MICA



Next Gen NBN Microsite

www.nextgennbn.gov.sg



The screenshot shows a web browser window displaying the Next Gen NBN Microsite. The page features a navigation menu on the left with categories like Overview, Programmes, Wired, Wireless, Grid, and Infocomm Security. The main content area is titled 'Infrastructure' and includes a large banner for 'Get Connected to Singapore's All-Fibre Network.' Below the banner, there are sections for 'Get Started. Get Your Fibre Connection.' and 'Gain A Business Edge.' The 'Get Started' section has a 'For Home Owners' button and a list of links: 'How do I install fibre into my home?', 'What is home networking?', and 'What are the possible Next Gen services?'. The 'Gain A Business Edge' section has buttons for 'For Business Users' and 'For Service Providers'.

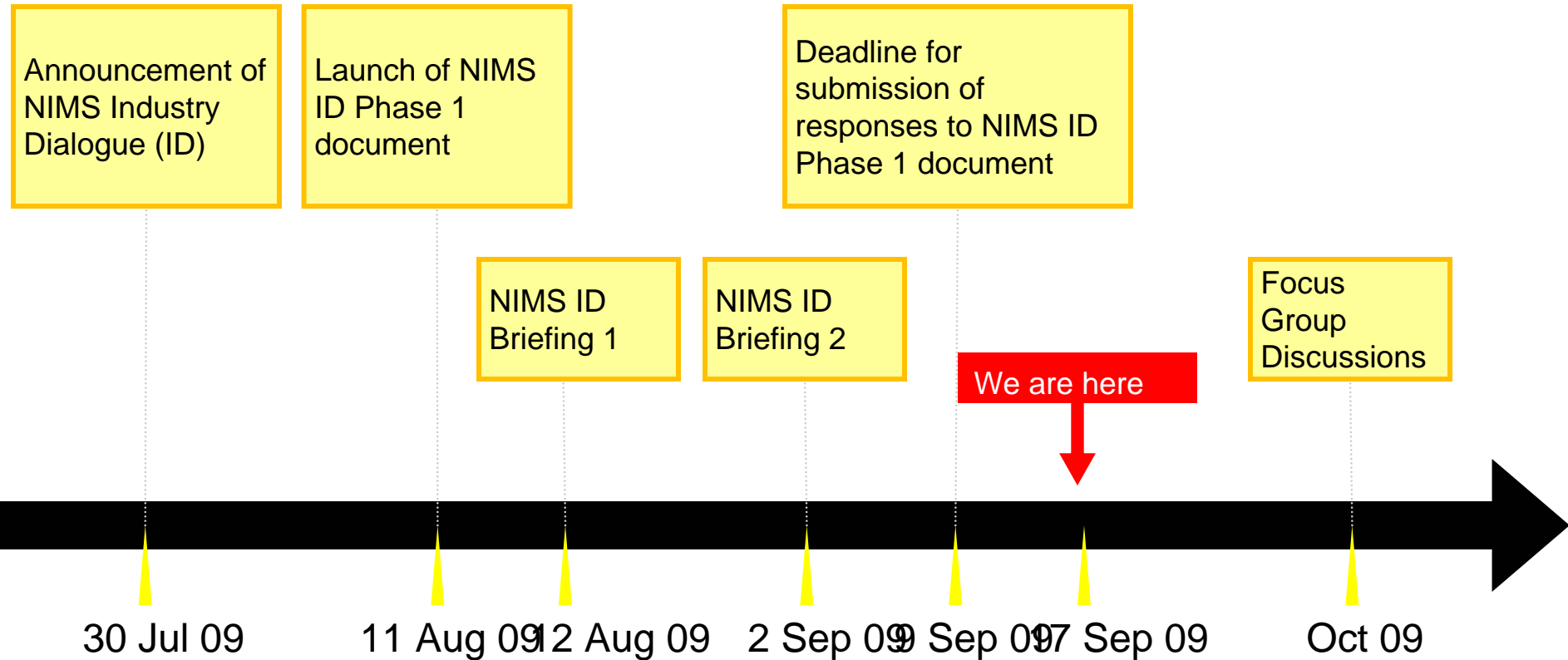


A close-up of a form titled 'Is Next Gen NBN in your area?'. The form features a blue map of Singapore with a grid overlay. Below the map, there is a text input field labeled 'Enter Postal Code' with the value '038988' entered. To the right of the input field is a blue 'Submit' button. A grey arrow points from the bottom right towards the 'Submit' button.

- ✓ Informative site for Enduser, Business Users & Service Providers
- ✓ Special feature: Link to OpenNet's Deployment Schedule Check
- ✓ Next Gen NBN Video

Recap of Past Activities

NIMS Thematic Workgroup



1b **Upcoming Key Activities**

Lighthouse Series Jun 09 to Dec 09

Forums

**Specialised
Track**

4 Forums:

- ✓ Forum #1 – 26 Jun
- ✓ Forum #2 – 30 July

(Today) Forum #3 – 17 Sep

Forum #4 – 25 Nov

Lighthouse Series Jun 09 to Dec 09



**One "Reload" Workshop due to overwhelming response*

Usefulness of Forums and Workshops

- **80% of the attendees finds Forums useful**
- **70% to 94% attendees rated Workshops useful**
- **Continuation in future to support requirement**

Lighthouse Specialised Track

Ideas & Innovation Specialised Track

22 Sep: Delivering Innovative Services by
Accenture, HP & Microsoft

Reload

23 Sep: RSP Services Enablement by EPIC@SG

8 Oct: Tech Fest by A*Star

Marketing & Branding

12 Oct: Business Proposal for VC by
Expara

New

15 Oct: Co-Branding with NGNBN by
Saatchi Lab

15 Oct: Business Case Modeling by Ernst & Young

5 Nov: Product Marketing FT Consult



1C **Response to Feedback**

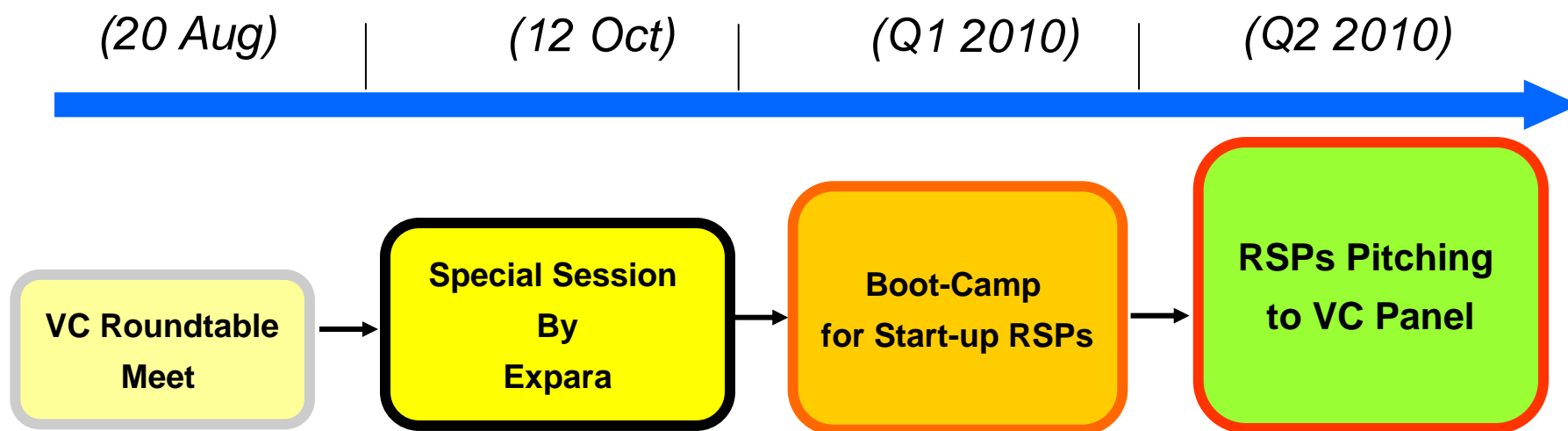
Assistance Programmes for SMEs

| Scheme | Description | Area of Support |
|--|--|--|
| Bridging Loan Programme | Financing programme offering loans of up to \$5 million to local enterprises. | Business operation, manpower hire, service development & commercialisation |
| Loan Insurance Scheme | Helps Singapore-based companies to secure working capital and trade financing facilities by providing private insurance against default risks. | Business operation, manpower hire, service development & commercialisation |
| Innovation Voucher Scheme (IVS) | All SMEs with an innovative idea can apply for an innovation voucher worth S\$5,000. | Innovations |
| Intellectual Property Management (IPM) | Provides consultancy advice and funding support to develop and protect intellectual property | Business consultancy, Innovation design & IP protection |
| Over-the-Counter Capital | You can raise up to \$5 million by putting up shares for sale/trade on this trading platform for unlisted companies. | Business Operation, manpower hire, service development & commercialisation |
| BrandPact | Provides resources to build strong brands | Co-branding consultancy by Saatchi Lab |
| Local Enterprise Technical Assistance Scheme (LETAS) | A grant to hire external experts to improve management and operations, eg. ISO certification & upgrading computer systems | Consultancy by Expara on Business Model reengineering, by Accenture for Service Innovation, FT Consult on Marketing, Ernst & Young on Business Case Modeling |

Assistance Programmes for Startups

| Schemes | Description | Area of Support |
|--|--|---|
| Business Angels Scheme | Provides innovative Singapore-based young companies a matching dollar for every dollar invested by pre-approved angel groups, up to \$1.5 million (BAF Spectrum, Sirius Angel, Accel-X) | Business operation, manpower hire, service development & commercialisation |
| Enterprise Investment Incentive Scheme | Start-ups can attract more investments as investors can deduct up to \$3 million of losses against their taxable income. | Business operation, manpower hire, service development & commercialisation |
| Springs SEEDS (Briefing by Spring: 24 Sep, 8 Oct, 22 Oct, 5 Nov, 19 Nov, 3 Dec, 17 Dec) | Provides innovative Singapore-based start-ups a matching dollar for every dollar an investor puts in your business, up to \$1 million | Business operation, manpower hire, service development & commercialisation |
| Incubator Development Programme | Provides Incubators and Venture Accelerators a grant to enhance capability development programmes for innovative startups. <ul style="list-style-type: none"> > NUS Enterprise Centre > NTU Nanofrontier > IAxil Venture Accelerator Centre > Business Angel Network (Southeast Asia) Ltd > Microsoft Innovation Centre > ODM Innovations Pte Ltd | Incubation, accelerators, business start ups, capability development, skill enhancement and service development |
| Deadflow Connection | A platform to match entrepreneurs and funding sources | Business operation, service development & commercialisation |

VC Opportunities for Startups



- > Special session on 'Business Proposal for VC'
 - > by Douglas Abrams, Expara
 - > 12 Oct 2009
 - > Limited up to 100 pax

- > Boot-camp for Start-Ups
 - > Q1 2010, limit up to 20 participants
 - > Specialised course to enable RSPs build stronger business case
 - > Course info and subsidies programme available in Q4 2009

1d **Call for Ideas & Feedback**

Lighthouse Thematic Workgroups

Information sharing sessions
Forums

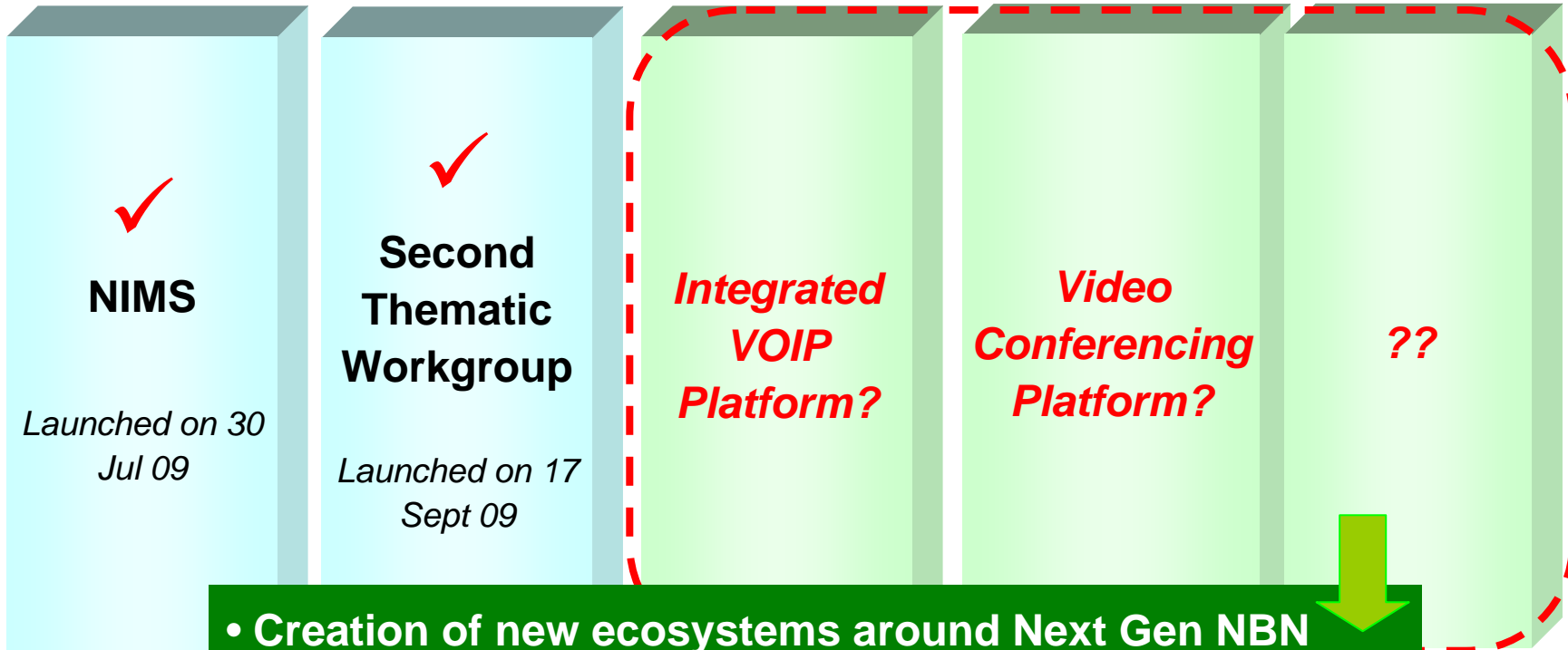
Components of
Lighthouse Series

Specialized Tracks
In depth analysis on
functional capabilities

Thematic Workgroups
Focused discussion
around new ecosystems

Objective

**Focused discussion around
new ecosystems to create new market opportunities**



NIMS

*Launched on 30
Jul 09*

**Second
Thematic
Workgroup**

*Launched on 17
Sept 09*

***Integrated
VOIP
Platform?***

***Video
Conferencing
Platform?***

??

- Creation of new ecosystems around Next Gen NBN
- Enlarge market opportunities for all players
- IDA as a facilitator in developing the ecosystems

Other Thematic Workgroups

Call for Ideas

> Call for ideas from industry

- Other platforms to enable innovative RSP services over Next Gen NBN?

> Industry to:

- Prepare a short 1-page write-up on the proposed ecosystem
- IDA's role in facilitating the development of this ecosystem

> Submission details

- Email submission to broadband@ida.gov.sg
- Email subject "Lighthouse – Call for Ideas"
- Provide contact point for further clarification
- **Send submission by 16 Oct 2009 for IDA to consolidate responses**

Lighthouse Series

Call for Feedback

- > Call for feedback on past workshops
- > Any other feedback welcome (Q7)
- > Lighthouse Series 2 in 2010
- > Complete and return feedback form at the end of the event

Feedback Form

In order to facilitate us in the workshop planning for next year (2010), please let us know which are the Lighthouse Specialised Track Workshops below organised this year which you find it useful. You may tick more than once.

| Lighthouse Specialised Track – Technical Workshops | | | |
|---|--|--------------------------|---|
| <input type="checkbox"/> | Next Gen NBN Active Network & Passive Network Infrastructure | <input type="checkbox"/> | Services In Action |
| <input type="checkbox"/> | OpenNet Fibre Deployment Tour | | |
| Lighthouse Specialised Track – Regulatory Workshops | | | |
| <input type="checkbox"/> | Licensing Framework & Regulation | <input type="checkbox"/> | ICO Briefing |
| Lighthouse Specialised Track – Ideas & Innovation Workshops | | | |
| <input type="checkbox"/> | Delivering Innovative Services on Next Gen NBN | <input type="checkbox"/> | Services Enablement for RSPs by Cisco's EPIC@SG |
| <input type="checkbox"/> | Tech Fest by A*Star | | |
| Lighthouse Specialised Track – Branding & Marketing Workshops | | | |
| <input type="checkbox"/> | Branding 101 | <input type="checkbox"/> | Co-Branding with Next Gen NBN |
| <input type="checkbox"/> | Product Marketing | <input type="checkbox"/> | Business Case Modelling |
| <input type="checkbox"/> | Business Proposal for Venture Capitalist | | |

Thank you