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**IN.LEARN 2.0 INNOVSPUR (SSG-IAL) PROGRAMME**

**1ST GRANT CALL**

**(FOCUS AREA 1: INCREASE THE UPTAKE OF ONLINE AND BLENDED LEARNING BY INDIVIDUALS)**

**(FOCUS AREA 2: AMPLIFY ENTERPRISE’S ADOPTION OF INNOVATIVE LEARNING TECHNOLOGY)**

**(FOCUS AREA 3: DEVELOP EFFECTIVE REMOTE ASSESSMENT AND PROCTORING SOLUTIONS FOR INDIVIDUAL AND ENTERPRISE-LED TRAINING**

**(FOCUS AREA 4: DEVELOP EFFECTIVE PLACEMENT SOLUTIONS THAT TIGHTEN THE INDUSTRY-TRAINING NEXUS)**

**All information submitted with this application will be treated in confidence. The information is furnished to the IAL with the understanding that it shall be used or disclosed for evaluation, reference, and reporting purposes. Please complete ALL sections, following the instructions and reading the prompts carefully. Incomplete submissions will not be accepted.**

**1. PROJECT DETAILS & DESCRIPTION:**

|  |  |  |
| --- | --- | --- |
| **Proposal Project Developer (PD):** Type here |  | **Focus Area:** *X*  *(1,2,3 or 4 where appropriate)* |

**Proposal Title:**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Budget Requested:**  **S$** XXXXX | |  | **Period of Support:**  XX **months** | |  | **Main Applicant[[1]](#footnote-1):**  **LOCAL UEN:** XXXXX | | |
| **List of Project Team Members** *(Please add/delete rows where necessary)* | | | | | | | | | |
| **Role** | **Name** | **Designation** | | **Role in Project** | | | **Contact details (Email address)** | **% of time committed on the project** | |
| ***Lead PD2*** | Type here | Type here | | Type here | | | Type here | XX**%** | |
| ***Co-PD3*** | Type here | Type here | | Type here | | | Type here | XX**%** | |
| ***Collaborator4***  ***(1)*** | Type here | Type here | | Type here | | | Type here | XX**%** | |
| ***Collaborator***  ***(2)*** | Type here | Type here | | Type here | | | Type here | XX**%** | |
| Type here | Type here | Type here | | Type here | | | Type here | XX**%** | |
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Please add in more rows if there are more team members. Alternatively, please submit in a separate paper

1. Lead PD refers to the Lead Principal Developer for the project.
2. Co-PD refers to the Co-Principal Developer who is supporting the PD for the project.
3. Collaborator refers to any company, institution, incorporated body, or other industry or academic collaborator, which is not the employer institution of the Lead Principal Developer or the Co-Principal Developer but is the enterprise learning solution adopter participating in the project in collaboration with the Host Institution. The Collaborator may not be eligible to receive any part of the funding for the project. **Main applicant must submit a minimum of (02) two valid collaborators.**

# Technology Readiness Levels (TRL)

Please indicate the TRL range of the research project based on the table below:

|  |  |
| --- | --- |
| Entry TRL | *X* |
| Target TRL | *X* |

|  |  |  |
| --- | --- | --- |
| **TRL** | | **Description** |
| TRL  1 | Basic principles observed and reported | Lowest level of technology readiness. Scientific research begins to be translated into applied research and development (R&D). Examples might include paper studies of a technology's basic properties. |
| TRL  2 | Technology concept and/or application formulated | Invention begins. Once basic principles are observed, practical applications can be invented. Applications are speculative, and there may be no proof or detailed analysis to support the assumptions. Examples are limited to analytic studies. |
| TRL  3 | Analytical and experimental critical function and/or characteristic proof  of concept | Active R&D is initiated. This includes analytical studies and laboratory studies to physically validate the analytical predictions of separate elements of the technology. Examples include components that are not yet integrated or representative. |
| TRL  4 | Component and/or breadboard  validation in laboratory environment | Basic technological components are integrated to establish that they will work together. This is relatively  “low fidelity” compared with the eventual system. Examples include the integration of “ad hoc” hardware in the laboratory. (i.e. Operability of core components for the Prototype validated in the laboratory) |
| TRL  5 | Component and/or breadboard  validation in relevant environment | Fidelity of breadboard technology increases significantly. The basic technological components are integrated with reasonably realistic supporting elements so they can be tested in a simulated environment. Examples include “high-fidelity” laboratory integration of components. |
| TRL  6 | System/subsystem model or prototype demonstration in a relevant environment | Representative model or prototype system, which is well beyond that of TRL 5, is tested in a relevant environment. Represents a major step up in a technology's demonstrated readiness. Examples include testing a prototype in a high-fidelity laboratory  environment or in a simulated operational environment. (Prototype demonstrated in a relevant environment) |
| TRL  7 | System prototype demonstration in an | Prototype near or at the planned operational system.  Represents a major step up from TRL 6 by requiring |
|  | operational environment | demonstration of an actual system prototype in an  operational environment (e.g., in a PC-based application program, in a mobile device, or in a classroom). |
| TRL  8 | Actual system completed and qualified through test and demonstration | Technology has been proven to work in its final form and under expected conditions. In almost all cases, this TRL represents the end of true system development. Examples include developmental test and evaluation (DT&E) of the system in its intended weapon system to determine if it meets design specifications. |
| TRL  9 | Actual system proven through successful mission operations | Actual application of the technology in its final form and under mission conditions, such as those encountered in operational test and evaluation (OT&E). Examples include using the system under operational mission conditions. |

1. **DETAILS OF PROPOSAL:**
2. **DESCRIPTION OF THE PROJECT**
   1. **Abstract** (not more than 1 page)
3. Describe the product/service or technology that you are developing.
4. What are the similar systems/solutions in the market (if any)? How is your product different or better?
5. What are the barriers to entry (if any) that will make replication of your product/service difficult for your competitors?
6. For this product, what is the target market in terms of size, customers, market niche, and geographical coverage?
7. What are the pedagogical/andragogical underpinnings?
8. What are your pricing, promotion, sales, and distribution strategies?
9. Have you obtained any indications of interest from relevant reference customers, partners, adopters, or third-party investors for the proposed project?
   1. **Relevance to iN.LEARN2.0 and Contribution to Grant Objectives (not more than 500 words)**
10. The extent of innovativeness and ecosystem disruption (i.e. are similar solutions

available in the market?

1. Expected impact on individuals, training providers, and enterprises?
2. Scalability within and beyond Singapore?
   1. **A Proposal (comprising elements of Product, Market, and Technology Plan) (approx. 20 pages)**

You will need to attach a detailed plan to show how you can develop this product with a technology readiness level of at least 3 to meet the needs of the market with the fund you are seeking. The plan has to include all the unique functions of the proposed system and the reasons for the development of these functions. You should plan for this product to be profitable within two years.

Your plan should be cohesive and written as a separate report and applicants need to include the following in their proposal:

2.3.1 Market and Competition

* Reasons/motivation to develop this product
* Market viability study/report, ascertain potential demand & user understanding, comprising the initial market, nature of competition & impact analysis.
  + - * evaluation is done on the market potential of this new product for the specific market potential
      * evaluation of adjacency market potential of this new product
      * findings from impact study done on areas such as Competition, Value & Cost analysis (i.e. Pain points, Unique Selling Points, and Competitive Advantages)
      * findings on the advantages and improvements as compared to existing alternatives in the market
      * justification why consumers are likely to adopt this product
      * checks were done to ensure compliance and correlations between Consumers and proposed innovative product
      * Product Life Cycle (PLC). The PLC is the progression of a product through 5 distinct stages. You will need to explain how you can exploit the PLC to understand the profits that this new product can make and use it to explain the correlation of this new product and profits in your strategies to commercial correlation ( source: Theodore Levitt, HBR, 1965)

2.3.2 Receiver(s)/Adopter(s)

* Identify improvements to be made and how they will result in a better market
* Identify Product-Behaviour Change factors that can improve the success of introducing this product to the market.
* Contractual arrangements with your joint adopter/receiver
* Lead users (collaborators) and evidence of their commitment to being Early Adopters.

2.3.3 Area of technical application/intellectual property

* Innovativeness elements/components
  + - * Types of innovation, e.g., Incremental, Architectural, Modular or Radical with reasons to support it. (You can refer to Architectural Innovation: The reconfiguration of existing product technologies and the failure of the firms, Henderson R and Clark, K, 1990). Generally, incremental innovation refines and extends an established design (e.g., iPhone 5C vs iPhone 5). Modular innovation is the improvement of a component. Architectural innovation (e.g., facelift of a car) reconfigures an established system. Radical innovation establishes a new dominant design with a new architectural (e.g., solid state hard disk). You will look at the impact of architectural knowledge and the impact on component knowledge to decide.
      * Explain your reason for the stipulated current & expected technology readiness level.
      * Advantages/benefits & disadvantages/weaknesses of such innovation
      * Technology Position in the technology S-curve (e.g., e-learning technology, pedagogy, instructional methods, tools, etc.) The technology S-curve defines the technological evolution of your core technology. For a better understanding of it, read (“The rise of machine learning and AI S-curve”, Don Cowan).
      * Background IP, Patent status, Ownership, etc.

2.3.4 Resources

* Strategies to be implemented for the product to achieve minimum marketable product (MMP) or achieve profitability
* Resource plan (project team composition)
* Scope and project plans
* Costs and Duration
* Capability and expertise of the project team. Identify the background, experiences, and competencies needed for this project
* You shall explain the philosophical and andragogical underpinnings that define and support active learning in the project. It would be good that you also explain how it inspires this proposal, how you intend to improve the learners and how you designed to activate the learning of your targeted market. You will identify your expertise to support the project. (2 pages writeup in a separate paper).
* Potential funding received from private sector industry sources for this project

2.3.5 Risks

* Identify risks that could undermine the intended objectives and deliverables of the proposal, including product, business, etc.
* Mitigation Plan for all relevant risks
* Relevant contingency plan

With the above guidelines, a well-formulated plan should have the following:

* The reason for the product
  + Background study of this product including the impacts of having a product on the society.
  + Give reasons why this product (invention) is an innovative product.
* Market Study for this product
  + Initial market study and nature of competition for this product
  + Comparisons with other existing products and state the advantages and disadvantages of your product over existing products
  + Explain why consumers are more likely to adopt your products. You can use endowment effects and behaviour change to explain how it can affect the adoption rate of your product.
* Strategies to be implemented for the product to reach the desired MMP and to be profitable:
* Formulate the strategies (to consider Endowment effect, capturing value for innovation, marketing process framework, Product life cycle, Ansoff/Porter’s generic frameworks, S-curve, etc.)
* Commercialisation plan and impact on the TAE and Singapore and globally
* Risks and challenges that you would face
* Allocation of the proposal gran

# 2.4 Project Plan

## 2.4.1. Schedule and Budget of Proposed Development Project

|  |  |
| --- | --- |
| **Project Milestones/Deliverables** | **Timeline** |
| * Type here | Type here |
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| * Commercialisation |  |

The total project budget requested: S$ XX. and the total duration is XX months.

Please fill in the Project Budget form (excel spreadsheet).

**3. INTERNATIONAL PEER REVIEWERS:**

(Applicant is to recommend 02 or more Reviewers - provide Business Contact Information (BCI) containing information such as Name, Title, Email.

|  |  |  |
| --- | --- | --- |
| **Name of Reviewer/Contact Details** | **Designation/Organisation** | Justification |
| * Type here | Type here | Type here |
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4. **DECLARATION**

This form is to be read in conjunction with the Declaration form in Annex H.

**ANNEXES**

The following documents are required for the submission. It is advised to restrict the total attachment size to be less than 25MB. Please follow the naming convention and format for labelling of soft copy attachments:

|  |  |  |  |
| --- | --- | --- | --- |
| **Document** | **Template/Guideline** | **Naming Convention** | **Submission Format** |
| Project Proposal | Applicant to submit duly fill up Application form, with a Proposal and include those below. | *R*P\_ *[Cat 1/2/3/4\*] Project title* | PDF |
| Annex A – Project Implementation  Schedule | Applicant to provide. Template is given as a guide | Schedule\_ *[Cat 1/2/3/4\*] Project title* | PDF/MS Excel |
| Annex B – Budget | To use the given excel file. | Budget\_ *[Cat 1/2/3/4\*] Project title* | MS Excel |
| Annex C – Curriculum Vitae | Applicant to provide | CV\_ *[Cat 1/2/3/4\*] Project title* | PDF |
| Annex D – Letters of Intent (2 adopters) | Applicant to provide | LOI\_ *[Cat 1/2/3/4\*] Project title* | PDF |
| International Peer Reviewers | Applicant to provide as Section 3 above | NA | NA |
| Annex F – Entity Details (copy of latest ACRA BizFile) | Applicant to provide | NA | PDF |
| Annex G – Audit annual/financial report(s) details | Applicant to provide | NA | PDF |
| Annex H – Declaration by Applicant | Applicant to tick and sign | NA | PDF (authorised signature/stamp) |

\*Note: To delete where applicable

**All forms are to be submitted electronically (zip) to the Programme Manager, innovSpur,** [**wiliamphayyh@ial.edu.sg**](mailto:wiliamphayyh@ial.edu.sg) **& cc to** [**koktw@ial.edu.sg**](mailto:koktw@ial.edu.sg) **by stipulated due date & time.**

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1. Main applicant refers to the organisation (Singapore-based company) with valid ACRA company registration number (UEN), to which the Lead PD belongs, which will be responsible for the execution and delivery of the proposed project. This organisation will be named in the Letter of Award as the Main Applicant. Government Agencies and Statutory Boards are not eligible to participate in this InnovSpur Grant. [↑](#footnote-ref-1)