

GUIDELINES FOR CAPABILITY DEVELOPMENT GRANT (CDG) PROJECT PROPOSAL

This document serves as a guide on how you can structure your project proposal to support your CDG application. It includes providing background information about your company and the intended project details, covering its scope, outcomes, and impact. As the project proposal is a key consideration during the evaluation process, please provide as much relevant information as possible.

1. Company background

Examples:

- *Year of establishment*
- *Number of employees*
- *Company's history*
- *Core business activities (Value proposition, key products / services, key customer segments, key operating markets)*

2. Company's business growth plans

Elaborate on your company's business growth plans/ goals for the next 3 years, as well as your action plan on how to achieve those targets.

Examples:

- *Projected revenue growth*
- *Projected employment growth*
- *Projected increase in no. of branches*
- *New markets expected attainment of certification or standards, improvement in people or service capabilities, new business models and restructuring of company*
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3. Project title

Give a proper and clear project title.

Examples:

- *"Development of a laser guided measurement analyser system for emission stack monitoring"*
- *"Development and implementation of an enterprise resource planning (ERP) system to improve management planning and decision making"*

4. Project objectives

State the objective of your project clearly and what you seek to achieve. Elaborate on the current state of your business operations or processes, highlighting the challenges faced or opportunities identified and how these will be addressed by the proposed project.

For Product Development projects

Describe the product as well as its market viability.

Product information

- *What problem is your project is trying to solve?*
- *Is the product for commercialisation?*
- *How does the new product/ service work?*
- *Is the underlying technology innovative and why?*

Market viability (required for projects applying to develop a prototype or small volume production)

- *Are there similar systems / solutions in the market? If so, how is your product different or better?*
- *Are there any barriers to entry (e.g. market conditions, proprietary knowledge, technology, data, etc.) which will make replication of your product/service difficult for your competitors?*
- *What is the target market in terms of size, customers, market niche and geographical coverage?*
- *What are the company's pricing, promotion, sales and distribution strategies?*
- *Has the company obtained any indications of interest from relevant reference customers, partners (e.g. system integrators, resellers/ distributors, etc.) or third party investors for the proposed product?*

**For Product Development projects planning to undergo small volume production, applicants are required to have completed the initial working prototype, secured commercial interest, and engage a local contract manufacturer.*

5. Project scope, schedule, and deliverables

Describe the project scope, project start and end date, timeline and deliverables. You may present them using the following table or any other forms (e.g. Gantt chart):

<i>Phase</i>	<i>Task</i>	<i>Duration</i>	<i>Start</i>	<i>Finish</i>
1	<i>Key Activity / Process 1</i> <i>E.g. business requirements gathering</i> <i>Feasibility study</i> <i>Gaps analysis</i>	9 months	01/07/2014	31/03/2015
2	<i>Activity / Process 2</i>	9 months	01/04/2015	31/12/2015
3	...			

6. In-house project team

Reflect the details of the company's internal project team and their involvement at each of the project phases. An example is provided below:

<i>Name & Designation</i>	<i>Background/Qualification</i>	<i>Detailed Role in Project</i>	<i>Man-hours involved</i>
<i>James Tan, Chief Financial Officer</i>	<i>BSc in Finance, NUS</i>	<ul style="list-style-type: none"> - <i>Project leader</i> - <i>Establish company's goals and project requirements</i> 	
<i>Jill Tan, Technical Manager</i>	<i>BSc in Engineering, NUS</i>	<ul style="list-style-type: none"> - <i>Project member</i> - <i>Draft technical specifications</i> 	

7. Project impact

Elaborate how this project will help your company build new capabilities and contribute to your growth plans. Additionally, do provide the following quantitative and / or qualitative outcomes expected from the project:

Examples of quantitative outcomes:

- *Increase market share or sales by x% in y no. of years*
- *Improve customer satisfaction score from x to y*
- *Reduce process time from x man-hours to y man-hours*
- *Reduce costs from \$x to \$y*

Examples of qualitative outcomes:

- *New process guidelines*
- *New products and services ideas*
- *Improved operations*
- *Stronger talent retention*

For Enhancing Business Processes for Productivity projects

- *Provide details on your company's process enhancement plans:*
- *Description of the current business workflow or internal processes*
- *Description of the inefficiencies/challenges in the current workflow/process*
- *Description of the industry norms/practice for managing this process*

Where the project also involves **purchase of equipment/software for automation**, please provide the following information:

- *Has there been any changes in the workflow/processes in order to purchase this piece of automation?*
- *Describe the changes (e.g. changes to supplier orders, compatibility with other equipment in the process line)*
- *What would be the projected increase as you forecast the demand of products/services by customers which justifies the need for this equipment/software? (e.g. new customer market, industry trends)*
- *What are some potential process bottlenecks after project implementation? Are there any measures that will be put in place to manage it? (e.g. review in space layout, changes to SOPs)*
- *How long will it take for this equipment/software solution to reap cost savings/benefits? (e.g. cost of equipment/software vs dollar benefits from manpower savings)*

For Human Capital Development projects

Elaborate how the project will enhance your company's human resource functions and/or capabilities in attracting, developing, and retaining talent.

For Product Development projects

State the expected outcomes and industry benefits:

- Qualitative and quantitative outcomes expected from product development projects include:
 - Increase Sales/ Revenue
 - Increase Competitiveness/ Customer Satisfaction/ Efficiency
 - Create New Product/ Service/ Patent/ Business Area
- Additionally, how will the entire industry benefit from the product/ solution (such as better performance, more cost-competitive)?
- Are there foreseeable problems? If so, are there solutions to the problems?

For Service Excellence projects

- Provide details on the current customer experience as well as the expected outcomes of the key project initiatives: What are your key customer touch points e.g. in-store, online store, email correspondence, call centre?
- How do you currently evaluate your customer satisfaction levels and service performance e.g. time taken to resolve complaints or respond to feedback? Please outline existing measurements if any.
- How will the project
 - Help your company to understand your customer needs and requirements?
 - Enable employees to deliver the desired service experience?
 - Involve customers in creating a good service experience?

8. Project Financing

- Elaborate how your company plans to fund the proposed project (especially if your project cost(s) is more than your company's profits in the last FY).

9. Consultants / Solution Providers

- Indicate the reasons for your choice of consultant and/or solution provider for this proposed project.