

**THRIVING IN THE “NEW NORMAL”
OPEN CALL FOR SOLUTIONS FOR THE SG TOURISM INDUSTRY
ANNEX DOCUMENT**



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1. ANNEX A: ABOUT THE OPEN CALL

- 1.1. In light of the new normal brought about by COVID-19, STB has published this paper on how technology can assist tourism businesses¹ as travel resumes.
- 1.2. This paper is paired with the initiative “Thriving in the ‘New Normal’: Open Call for Solutions for the SG Tourism Industry”, an open call for relevant solutions that addresses the five key opportunity areas highlighted, to build consumer confidence and emerge stronger.
- 1.3. STB is looking for relevant solutions that are market-tested, commercially ready for immediate adoption, with some level of customisation where necessary/relevant.
- 1.4. Solution providers taking part in this open call will be known as Participants, and can include (but not limited to) technology providers, software developers, consortiums, etc.
- 1.5. An overview of the Open Call process is as such:

Agenda	Key Dates²
Submissions deadline	5 July (2359hrs Singapore time)
Shortlisting process	6 – 20 July
Technical dry-runs	22 – 23 July
Digital marketplace	29 – 30 July
Post-marketplace	30 July onwards

SHORTLISTING

- 1.5.1. Participants would be subjected to a shortlisting process based on the evaluation criteria listed in Annex C. Shortlisted Participants will be invited to pitch to an audience of tourism industry stakeholders in a digital marketplace via webinar session(s).

DIGITAL MARKETPLACE

- 1.5.2. STB will be conducting technical dry-runs on 22 and 23 July 2020. Participants who are shortlisted for the digital marketplace will be informed beforehand and must make themselves available to attend either of these sessions. STB reserved the right not to showcase Participants that do not attend the dry-runs as scheduled.

¹ Tourism businesses include (but are not limited to) Attractions, Cruise, Hotels, Integrated Resorts, MICE businesses such as business event organisers, venues and booth stand contractors, Travel Agents and Tour Operators etc.

² Participants are to note that the dates indicated are subject to change, hence are encouraged to check the STB website (<https://go.gov.sg/covidopencall>) for updates.

- 1.5.3. The digital marketplace will be held on 29 and 30 July 2020. Each shortlisted Participant will be given five minutes to pitch their solution, and this will be followed by two minutes of Q&A. This time limit will be strictly adhered to.

POST-MARKETPLACE

- 1.5.4. Following the webinar session(s), Shortlisted Participants will be connected to interested tourism industry stakeholders for follow-up discussions.
- 1.5.5. Where appropriate, STB may work with Participants to scale the adoption of successful solutions for the larger tourism industry, and/or showcase successful solutions at relevant industry platforms.

2. ANNEX B: SUBMISSION DETAILS

SUBMISSION REQUIREMENTS

- 2.1. Participants will be required to include the following in your proposal submission:
- 2.1.1. A presentation deck showcasing your solution. The presentation deck should include the below information. Please note that, if shortlisted for the digital marketplace, the Participant is expected to use this deck for pitching:
- Describe what the solution does and how it addresses the identified opportunity area
 - Highlight key features³ as well as relevant use case to the specific tourism sector(s)
 - Articulate clearly the value proposition of the solution and share its edge over similar solutions available in the market
 - Share relevant credentials and past track record Participant wishes to highlight to tourism businesses
 - Contact information
- 2.1.2. A video of the Participant pitching your solution. This video should not exceed five minutes. Please upload the video on a video streaming platform, and provide the relevant link and password (if required). Please note that this video should not be a product video. Failure to adhere to the above requirements will diminish the chances of your solution being shortlisted for the event.
- 2.1.3. A pricing list for the solution which may include other options necessary for a successful implementation of the solutions in response to the opportunity area(s) highlighted.
- 2.2. Submissions must be sent in by 5 July 2020, Sunday, 2359hrs (Singapore time) via email to innovation@stb.gov.sg with the email title “New Normal Open Call – Submission for Shortlisting (organisation name)”. In the email body, please include your company UEN (if applicable), as well as a liner on where/whom you received the Open Call information from.
- 2.3. All submission materials must be presented and/or submitted in English language. Late, incomplete/indecipherable submissions, or submissions via other means will not be accepted. Please avoid last minute submissions.
- 2.4. By submitting your proposal, Participants agree to allow STB to share this information with interested tourism industry stakeholders to facilitate link-ups following the digital marketplace webinar session(s).

³ Examples of key features to highlight include (but are not limited to): language capabilities, ability to integrate with existing or commonly used industry systems as well as STB's platforms etc.

- 2.5. STB may contact Participants for clarifications on their proposals if necessary. Participants will be expected to respond within 2 working days.

3. ANNEX C: TECHNICAL STANDARDS FOR 3D ASSETS

3.1. Participants addressing the opportunity area on “providing new ways for consumers to experience destination and offerings to build business resilience” through AR/VR solutions should note that 360 video solutions will not be considered for this Open Call.

3.2. AR/VR solutions will need to adhere to the following technical standards:

3.2.1. File formats

- FBX 2014/2015
- Recommended texturing tool: Substance painter for AAA PBR map production

3.2.2. Naming conventions for files

- All naming (Texture, Material, Object, Sub object, Animation Clip) should be kept within 40 characters
- Interactable sub object shall have prefix name of “#Int_”, followed by a readable name. Names must be unique
- Sub object used as hub label shall have prefix name of “#name_”, followed by a readable name. Names must be unique
- All animation clip names must not have spaces. Eg: “WalkLeft” instead of “walk left”
- Names must consist of only alphanumeric characters

3.2.3. Quality

- Texture maps should consist of albedo, normal, metallic, roughness & emissive (only when applicable)
- Texture format: jpg & png (if contain alpha channel)
- Texture resolution: 4096px (4k)
- Total texture size per asset must not be over 25mb
- Total polygon per asset must not be over 100k polygon count
- Where applicable, all 3D asset files should be optimised by removing unwanted dummy/helper objects as well as all modifiers attached to 3D model, except skin / physique modifiers

4. ANNEX D: EVALUATION CRITERIA

4.1. The evaluation criteria for Participants' proposals are as follows:

No.	Evaluation Criteria	Description
1.	Effectiveness and Relevance (30%);	<ul style="list-style-type: none">• How effective is this solution in addressing the identified opportunity area?• How relevant is this solution to its identified tourism use case?
2.	Feasibility and Ease of Adoption (30%);	<ul style="list-style-type: none">• Are the business assumptions made reasonable?• In terms of time, effort, and cost, how likely will the identified tourism sector adopt this solution?• Does this solution have potential for scale and impact?
3.	Innovativeness (20%);	<ul style="list-style-type: none">• How innovative is this solution?• How does this solution compare to existing solutions in the market?
4.	Company track record (20%);	<ul style="list-style-type: none">• Does the company demonstrate relevant credentials and track record?

4.2. The following factors will count against the quality of the proposal:

4.2.1. Consultancy services (i.e. only expert advice without actual solutions / prototypes)

4.2.2. Increasing resources (e.g. manpower, time etc)

5. ANNEX E: CONDITIONS OF PARTICIPATION

- 5.1. By participating in the initiative “Thriving in the ‘New Normal’: Open Call for Solutions for the SG Tourism Industry”, Participants will need to agree to the conditions stated below. Note that Participants refer to companies; which include but not limited to, technology providers, software developers, consortiums for this Open Call. “We”, “us” or “Organiser” refer to STB.

PARTICIPANTS

- 5.2. The Open Call is not open to current employees of STB, and/or any other persons who are involved in administering or organising the Open Call.
- 5.3. The Participant must appoint a main contact point for the Organiser (“Main Contact”) and emails sent by the Organiser to the email address provided by the Main Contact will be considered delivered to the Participant.
- 5.4. No changes of the Participant will be allowed after proposal submissions, unless approved by the Organiser.

OPEN CALL PROCESS

- 5.5. By participating in this Open Call, the Participant represents to STB and confirms in good faith that, to the best of the Participant’s knowledge and belief that the proposal submission meets all requirements set forth above and in this document.
- 5.6. By being shortlisted to pitch at the digital marketplace, the Participant acknowledges that the solution and/or company is not in any way endorsed by the Organiser.
- 5.7. Each Participant shall keep any correspondence between STB and himself / herself relating to the Open Call confidential and without disclosure to any third party, except with the prior written permission of STB.

INTELLECTUAL PROPERTY RIGHTS

- 5.8. All submissions to the Open Call remain the intellectual property of the Participants who developed them. In cases where the Participant comprises a consortium or a team of individuals, the ownership of any intellectual property created for the purposes of and in connection with the participation in this Open Call shall be a matter privately agreed between such persons prior to their proposal submission. By participating in the Open Call, and entering a submission, the Participant grants STB (or any third party acting on STB’s behalf) an irrevocable, perpetual, paid-up, non-exclusive, royalty-free, worldwide license to feature them in websites or other media for publicity or education purposes.

- 5.9. STB is not under any obligation to use the Participant's submissions for any purpose whatsoever (even if it has been shortlisted).
- 5.10. If STB or a third party (such as another government agency or a private entity) wishes to work with the Participant to further use, modify and/or develop the proposal submission (or to obtain such rights to do so), separate negotiations and agreements (subject to such agreement being reached) will be entered into pertaining to such work. Such negotiations and agreements do not fall within the scope of these Conditions of Participation.
- 5.11. Each Participant considering accessing, leveraging and incorporating or otherwise using intellectual property from any third party shall adhere to the terms and conditions of the agreement with the respective third parties. The Participants are advised to review and/or consider such terms of use carefully before signing any agreements for collaboration. The arrangement between the Participant and respective third parties is a matter between them, and the Organiser shall not be held responsible for any outcome thereunder for the purposes of participation in this Open Call.
- 5.12. In cases where the Open Call submissions include intellectual property rights which the Participant does not own, the Participant shall declare and acknowledge the original owner of the intellectual property. The Participant shall ensure it has the necessary agreement with the original intellectual property owner to the right of use of the intellectual property for himself under the Open Call and for the sub-licensing purposes under Clause 5.8.

OTHER CONDITIONS

- 5.13. By entering this Open Call, each Participant further agrees:
 - a. To abide by these Conditions of Participation and other conditions in the Open Call Document and its annexes;
 - b. To abide by and accept as final and binding on the Participant, all of STB's decisions on all matters related to this Open Call;
 - c. That the Participant is subject to Singapore law, these Conditions of Participation shall in all respects be construed in accordance with Singapore law and the Participant hereby agree to submit to the exclusive jurisdiction of the courts of Singapore in all matters relating to this Open Call;
 - d. To be fully liable for and at all times completely indemnify and hold harmless STB, its employees, agents and partners from any all loss, claims, liability or damage whatsoever that may arise as a result of the Participant's participation and conduct, including but not limited to any

breach of the Conditions of Participation and any applicable law in connection with the Open Call;

- e. To accept all risks of personal injury or property damages of any nature whatsoever that may arise from the Participant's making or creation of the solution proposal or participation in this Open Call and, if the Participant attends any events related to the Open Call, to accept all risks of personal injury or property damages of any nature whatsoever that may arise from the Participant's attendance at the event; and the Participant will not in any way hold STB responsible for any liability, loss, damage, expense and cost which the Participant may sustain or incur as a result of the Participant's participation or attendance, except for liability which cannot be excluded by law;
- f. To keep STB and its respective directors, officers, employees and agents indemnified against any and all such claims by third parties for any losses or damages arising from the Participant's submission of the proposal, the Participant's participation in the Open Call, and STB's evaluation of the proposal;
- g. That if, for any reason, any aspect of the Open Call is not capable of running as planned, including by reason of infection by computer virus, network failure, bugs, tampering, unauthorised intervention, fraud, technical failures or any cause beyond the control of STB which corrupts or affects the administration, security, fairness, integrity or proper conduct of the Open Call, STB may at its sole discretion cancel, terminate, modify or suspend this Open Call, or invalidate any affected submissions, and shall not be liable for any claims, action, damage, or loss as results of such cancellations, termination, modification, suspension or invalidation;
- h. That STB shall not be responsible for any loss, damage, cost or expense howsoever arising or incurred by the Participant in connection with this Open Call, including the collection and subsequent use of the grant amount, and any unreadable, incomplete, mutilated, tampered or irregular entry, any breakdown or malfunction in any computer system or equipment and any notice which is misdirected or lost;
- i. That no third party that is not a party to this Agreement shall have any right under the Contracts (Right of Third Parties) Act Cap. 53B to enforce any term of this Agreement.
- j. To allow the STB (or any third party acting on STB's behalf) to publish personal data of the Participant, including any actual name of an individual, nationality and/or age, whether online, in print, or in any other media, in connection with publicity relating to this Open Call without any other payment or compensation to the Participant;
- k. To allow STB (or any third party acting on STB's behalf) to use information that the Participant provides during the course of the Open

Call for marketing purposes. If the Participant does not consent to such use, the Participant must not participate in this Open Call;

- i. To allow STB (or any third party acting on STB's behalf) to:
 - i. take photographs, videos, screenshots and recordings of the Participant at the Open Call and its related events (if STB chooses to do so);
 - ii. retain full ownership rights of such photographs, videos, screenshots and recordings without any payment or compensation to the Participant; and
 - iii. broadcast and publish at STB's sole discretion any or all of such photographs or recordings on any media to showcase the Open Call for promotional purposes;
- m. To participate in publicity activities relating to this Open Call (or other future publicity activities) without any payment or compensation to the Participant.
- n. The decision of the Organiser on all matters relating to the Open Call, including the eligibility of the Participants and the selection of the short-listed Participants, is final and no correspondence will be entertained.
- o. The Organiser reserves the right to amend these Conditions of Participation at any time at its absolute discretion without any further notice, including but not limited to the eligibility terms and criteria, the selection of shortlisted Participants, the timing of any act to be done and all the Participants to this Open Call shall be bound by these amendments. Updates will be published on the STB website.
- p. In the event of any inconsistency between these Conditions of Participation and any document, brochures, marketing or promotional materials relating to the Open Call, these Conditions of Participation, and all its subsequent variations, shall prevail.
- q. The approval of any subsequent grant application, and corresponding qualifying costs, for support shall be at STB's sole discretion and subject to separate terms and conditions to be agreed upon under STB's grant and acceptance of the Letter of Offer upon grant approval. Nothing herein shall be taken as obliging STB to provide funding to Participants, or as taking precedence over the terms and conditions of STB's grant. In the event of any inconsistency between these conditions of participation and the terms and conditions of any STB's grant where applicable, the latter shall prevail.

– End –