

Jointly organised by:

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HOTEL INNOVATION CHALLENGE ASIA 2022

CHALLENGE DOCUMENT

1. The Hotel Innovation Challenge Asia 2022 is jointly organised by the Singapore Hotel Association (SHA) and FHA-HoReCa with support from the Singapore Tourism Board (STB). We are calling out to solution providers for innovative proposals that can address existing problems faced by the hotel industry.
2. The Hotel Innovation Challenge Asia 2022 is subsequently referred to as 'Challenge' in this document.
3. The 'Organiser' refers to SHA and FHA-HoReCa.
4. Your solution proposal submission will have to adhere to guidelines stipulated in Section 7 of this Challenge Document.
5. Please submit your preliminary proposals via **electronic mail (e-mail)** to event@sha.org.sg by **18 July 2022, 2359hrs SGT**. All preliminary proposals should be submitted using the Annex A - Preliminary Proposal Submission Template available in the challenge website, accompanied by a powerpoint presentation.
6. Any queries regarding the Hotel Innovation Challenge Asia 2022 are to be made via email to: event@sha.org.sg

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1. BACKGROUND

HOTEL INDUSTRY BACKGROUND

- 1.1. The hotel industry plays a key role in the tourism industry today. Of total tourism receipts in 2020, 21%¹ was spent on accommodation. Hotels, as an industry, also supports Singapore's business hub positioning, and fuels growth in other related industries such as Retail, Food and Beverage (F&B), and Meetings, Incentives, Conventions and Exhibitions (MICE).
- 1.2. While there would be anticipated steady growth in the hotel rooms, it is envisaged that manpower would not be able to keep up at the same pace. As such, there is an increasing need for hotels to be on the lookout for solutions to improve on manpower productivity, operating with a leaner workforce moving forward while raising the service experience and creating greater value for hotel guests.

HOTEL INNOVATION CHALLENGE ASIA

- 1.3. The inaugural **Hotel Innovation Challenge Asia 2022** is jointly organised by the [Singapore Hotel Association \(SHA\)](#) and [FHA-HoReCa](#), with the support of [Singapore Tourism Board \(STB\)](#).
- 1.4. 11 problem statements based on input from hotels have been crystallized for this year's challenge. More details can be found in Section 5.
- 1.5. Organisations taking part in this Hotel Innovation Challenge will be known as Participants, and can include (but not limited to) technology providers, software developers, consortiums, Institutes of Higher Learning (IHLs), Research Institutes (RIs), etc. Participants are to address these problem statements, and submit a preliminary proposal by **18 July 2022, 2359 hrs**.
- 1.6. Solutions submitted for the Challenge need not be developed at the point of participation.

2. OBJECTIVES

- 2.1. The objectives of the Challenge are to:
 - 2.1.1. Catalyse the development of new solutions to address the perennial pain points faced by the hotel industry
 - 2.1.2. Develop solutions to drive productivity outcomes, environmental sustainability and/ or deliver enhanced experiences

¹ Based on STB 2020 Tourism Sector Performance Report

- 2.1.3. Develop and scale these ideas into commercial-ready solutions for wider industry adoption

3. VALUE OF PARTICIPATION

3.1. Participants in the Challenge will gain:

- 3.1.1. Access to industry partners and partner ecosystem – Finalist participants will be invited to pitch and showcase their proposal at FHA-HoReCa 2022 to connect with local and overseas buyers from the industry to gather inputs and pilot participation for their proposed solution. Grand winner of the Challenge will also be invited to return to FHA-HoReCa 2024 with a complimentary booth.
- 3.1.2. Awareness and recognition – Finalist solutions which are successfully developed will have the opportunity to be showcased through relevant industry platforms by SHA & STB. Participants are able to leverage these platforms to create more awareness of the solutions.
- 3.1.3. Grant support – Successful Participants may be funded* by STB with up to 80% of qualifying costs, subject to assessment of grant application. This will help to lower the business risks of new product development, through support for the prototype and adoption costs.

(*Applicable to Singapore registered Business/Companies only. International Business/Companies which are not registered in Singapore can choose to register their business in Singapore prior to grant application, to be eligible for the grant. Please refer to [STB website - Business Improvement Fund \(BIF\)](#) for details.

4. CHALLENGE PROCESS

IMPORTANT DATES TO NOTE

Date	Item
23 May 2022 (Mon)	Launch of challenge and publication of nomination documents on SHA website
18 Jul 2022 (Mon)	Deadline for submission of Preliminary Proposals (by 2359hrs SGT) <u>Checklist:</u> - Completed proposal template - Supporting documents (where applicable) - Powerpoint presentation (5 min pitch)

24 Aug 2022	Notification to shortlisted companies
29 Aug – 2 Sep 2022	1-1 Interview Sessions with shortlisted companies (Physical meeting or Video Call for clarifications / guidance)
14 Sep 2022	Finalists to be informed and invited to FHA-HoReCa 2022
25 to 28 Oct 2022	Finalists' pitch / showcase at FHA-HoReCa 2022

4.1. Participants are to note that the dates indicated may be subject to change, and as such, participants are encouraged to check https://sha.org.sg/news_events/news_details/4580/hotel-innovation-challenge-asia-2022 for updated details.

PRELIMINARY PROPOSAL SUBMISSIONS AND ASSESSMENT

4.2. The Challenge will be launched on **23 May 2022**, with the publication of the Challenge documents on SHA's website, https://sha.org.sg/news_events/news_details/4580/hotel-innovation-challenge-asia-2022 .

4.3. The deadline for all submissions is 18 July 2022, 2359hrs SGT. Participants are required to submit their proposal as per Annex A – Preliminary Proposal Submission Template, accompanied by a powerpoint presentation for a 5-minute pitch, and to be **emailed to event@sha.org.sg with the Email Subject** in the following format:

Submission for Hotel Innovation Challenge Asia 2022 (Name of your company)

4.4. Please note that any submission received after the deadline will not be entertained. Details of proposal submissions can be found in Section 7.

4.5. Participants will be shortlisted based on an assessment of the preliminary submissions. The evaluation criteria can be found in Section 6. Clarifications on the proposals are to be expected and would be required during this period. For clarifications via email, contacted Participants will be expected to respond within 3 working days.

1-1 INTERVIEW SESSIONS

4.6. Shortlisted participants will be invited for 1-1 interview sessions, which will be attended by representatives from SHA and STB. These interview sessions will allow the SHA and STB to have a better understanding of your

proposed solution and seek further clarifications. The interview will be conducted in English.

SUBMISSION OF APPLICATION FOR STB'S BUSINESS IMPROVEMENT FUND (BIF)

- 4.7. Finalist Participants which are Singapore registered Businesses/Companies would be invited to secure **one (1)** Committed Pilot Partner in order to submit the application for STB's Business Improvement Fund (BIF), to acquire funding support for development of solution.
- 4.8. There are no restrictions in the project period, as the development period is dependent on the complexity of the submitted proposal. Development of the solution should only commence after the grant application has been approved, and Letter of Offer accepted by Participants. The exact duration and project milestones should be proposed by each Successful Participant, for STB's consideration.
- 4.9. Applications for BIF are subject to STB's approval.

SOLUTION SHOWCASE AND INDUSTRY ADOPTION

- 4.10. Successful prototypes will be showcased at relevant industry platforms where appropriate. SHA may also work with Successful Participants to scale up the adoption of successful proposals to the rest of the industry.

5. PROBLEM STATEMENTS

- 5.1. The problem statements for the Challenge are as follows:

S/N	Problem Statement
Service Delivery	
1	How might we develop innovative in-room solutions that can lead to enhanced guest satisfaction and higher spend by guests ideally with lower labour costs?
2	How might we allow hotels to better collaborate with external stakeholders to develop heightened guest experiences, resulting in enhancement of guest satisfaction and increase in revenue for hotels and external partners?
3	How might we enable customised F&B service experience for guests to increase guest satisfaction and productivity? (Solution can be implemented at any points of the F&B experience including order taking, providing recommendations, and conducting upselling)
4	How can hotels make use of their curated experiences delivered to guests and monetise them virtually?

Sustainability	
5	How might we leverage technology for more effective food waste management in Hotels?
6	How might we reduce the energy and/or water consumption in hotels?
7	How might we encourage more sustainable behaviours in guests, with the use of hardware or software solutions?
Housekeeping	
8	How might we increase the ease and efficiency of room cleaning and turnover of rooms after each checkout?
Data Analytics	
9	How might we measure and aggregate data and insights to enable continuous improvement in hotel operations in an accessible and affordable manner?
Manpower	
10	How might we address the manpower shortage in hotels through more agile and dynamic manpower planning or a technology to automate repetitive manual procedures to enhance productivity? The ideal solution should be affordable yet efficient to implement.
Others	
11	How might we leverage the approach of demand aggregation (within Hotel Industry or between Industries) to achieve reduction of resources and costs?

6. EVALUATION CRITERIA

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

No.	Evaluation Criteria	Description
1	Strength of Proposal; <i>Impact of Solution, Feasibility,</i>	<ul style="list-style-type: none"> • Ability to address the problem statement comprehensively and with clear expected outcomes indicated e.g. improved productivity, increased competitiveness, etc. Considerations would also include: <ul style="list-style-type: none"> ○ Feasibility of developing proposed solution ○ Impact of adoption of proposed solution ○ Degree of scalability in industry • Innovativeness of solution and/or differentiation from existing offerings (e.g. first in the industry) • Leads to higher productivity and/or safer work performance, where applicable
2	Company Assessment;	<ul style="list-style-type: none"> • Experience & skill-sets • Track record • Past projects / client references

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

- 6.2.1. Replicating commercial off-the-shelf solutions
- 6.2.2. Consultancy services (i.e. only expert advice without actual solutions / prototypes)
- 6.2.3. Increasing resources (e.g. manpower, time, etc)
- 6.2.4. Increasing risk associated with workplace safety and health hazard

7. PRELIMINARY PROPOSAL SUBMISSION

- 7.1. Participants are required to submit a proposal using the template provided in Annex A, including the following areas:
 - 7.1.1. Specify the problem statement your proposal is addressing;
 - 7.1.2. Describe proposed solution in detail. This should make up the bulk of the proposal. Description of the solution should also address the questions below:
 - 7.1.2.1. How does your solution address the problem?
 - 7.1.2.2. What are the expected outcomes of your solution?
 - 7.1.2.3. What are the unique selling points of your solution compared to solutions currently available in the market? (if any)
 - 7.1.3. Description of the enabling technology that your solution is based on;
 - 7.1.4. Outline of steps that will be taken in the development of the described solution;
 - 7.1.5. Description of company background and specialization, track records of projects, and experience with the enabling technology that will be deployed in the described solution
 - 7.1.6. Attach a powerpoint presentation (no more than 2MB) to be used if your team is selected to deliver a 5-minute pitch at FHA-HoReCa 2022. Failure to provide the powerpoint presentation will be deemed as an incomplete submission and your submission will not be assessed.
- 7.2. Should the Participants be a consortium of providers, only 1 proposal is required for the consortium, with clear indication on the lead / principal provider.
- 7.3. The submission deadline is **18 July 2022, 2359hrs SGT**.
- 7.4. While Participants are allowed to submit more than one (1) proposal, each proposal should only address one (1) problem statement. Participants should not submit multiple proposals for the same problem statement. Participants are required to submit their proposal via email, using the template found in Annex A, to the following email address: event@sha.org.sg. Proposals submitted via any other means, and / or received after the stated deadline, will not be accepted.

8. CONTACT DETAILS

- 8.1. The Participants and other interested parties may post questions or clarifications on the Hotel Innovation Challenge via email to the following: event@sha.org.sg.
- 8.2. All correspondence throughout the Challenge must be written in English.
- 8.3. Each Participant shall keep any correspondence between SHA and himself relating to the Challenge confidential and without disclosure to any third party, except with the prior written of SHA.

9. OTHER CONDITIONS OF PARTICIPATION

- 9.1. By participating in the Challenge, Participants will need to agree to the conditions stated below. Note that Participants refer to companies, including but not limited to technology providers, consortiums, IHLs and RIs for this Hotel Innovation Challenge. “We”, “us” or “Organiser” refer to SHA and FHA-HoReCa.

CHALLENGE PERIOD

- 9.2. Preliminary proposal submissions for the Hotel Innovation Challenge will only be accepted between **23 May 2022 and 18 July 2022, 2359hrs SGT**. In order to be eligible for consideration, the Participant must submit all required information (refer to Section 7) by the stated deadline. Submissions received after this time will not be accepted.

PARTICIPANTS

- 9.3. If the Participant is a consortium or a team of individuals, any changes to the composition of the Participant can be made at any time up to and including **18 July 2022, 2359hrs SGT** via email to SHA at event@sha.org.sg.
- 9.4. 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. If the Participant is a team of companies, the Participant must similarly appoint a main contact point. It is the responsibility of the main contact point to inform the companies in the team.

PROPOSAL SUBMISSIONS

- 9.5. All submissions must meet the following criteria:
- 9.5.1. Incomplete or indecipherable proposals will be deemed invalid and disqualified.
 - 9.5.2. All submission materials must be presented and/or submitted in English language.
 - 9.5.3. All proposals submitted for the Hotel Innovation Challenge Asia must not be past winning proposals of any previous Challenges or similar endeavour.
 - 9.5.4. By submitting a proposal in this Challenge, the Participant represents to the Organiser and confirms in good faith that, to the best of the Participant's knowledge and belief that the solution proposal meets all requirements set forth above and in the Conditions for Participation; and
 - 9.5.5. Any solution proposal that does not fulfil any of the above conditions will be deemed ineligible and will be disqualified.

INTELLECTUAL PROPERTY RIGHTS

- 9.6. All submissions to the Challenge remain the intellectual property of the Participants that 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 Challenge shall be a matter privately agreed between such persons prior to the submission of their solution proposal. By participating in Challenge, and entering a submission, the Participant grants the Organiser (or any third party acting on Organiser'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. Challenge proposals that do not fulfil the above criteria will be deemed ineligible and will be disqualified.
- 9.7. The Organiser is not under any obligation to use the Participant's solution proposal for any purpose whatsoever (even if it has been short-listed).
- 9.8. If the Organiser 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 solution proposal (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.

- 9.9. 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 Challenge.
- 9.10. In cases where the submitted Challenge proposals 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 Challenge and for the sub-licensing purposes.

OTHER CONDITIONS

- 9.11. By entering this Challenge, each Participant further agrees:
 - a. To abide by these Conditions of Participation and other conditions in the Challenge Document;
 - b. To abide by and accept as final and binding on the Participant, all of Organiser's decisions on all matters related to this Challenge;
 - 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 Challenge;
 - d. To be fully liable for and at all times completely indemnify and hold harmless the Organiser, 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 Challenge;
 - 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 Challenge and, if the Participant attends any events related to the Challenge, 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 the Organiser 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 the Organiser 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 Challenge proposal solution, the Participant's participation in the Challenge, and the Organiser's evaluation of the Challenge proposal;
- g. That if, for any reason, any aspect of the Challenge 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 the Organiser which corrupts or affects the administration, security, fairness, integrity or proper conduct of the Hotel Innovation Challenge, the Organiser may at its sole discretion cancel, terminate, modify or suspend this Challenge, 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 the Organiser shall not be responsible for any loss, damage, cost or expense howsoever arising or incurred by the Participant in connection with this Challenge, 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 Organiser (or any third party acting on 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 Challenge without any other payment or compensation to the Participant;
- k. To allow the Organiser (or any third party acting on behalf) to use information that the Participant provides during the course of the Challenge to be used for marketing purposes. If the Participant does not consent to such use, the Participant must not participate in this Challenge;

- i. To allow the Organiser (or any third party acting on behalf) to:
 - i. take photographs and videos of the Participant at any Challenge-related events (if the Organiser chooses to do so);
 - ii. retain full ownership rights of such photographs and recordings without any payment or compensation to the Participant; and
 - iii. broadcast and publish at the Organiser's sole discretion any or all of such photographs or recordings on any media to showcase the Challenge for promotional purposes;
- m. To participate in publicity activities relating to this Challenge (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 Hotel Innovation Challenge, including the eligibility of the Participants and the selection of the short-listed Participants and award, 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 winners, the timing of any act to be done and all the Participants to this Challenge shall be bound by these amendments. Updates will be published on the SHA website: https://sha.org.sg/news_events/news_details/4580/hotel-innovation-challenge-asia-2022 .
- p. In the event of any inconsistency between these Conditions of Participation and any document, brochures, marketing or promotional materials relating to the Challenge, these Conditions of Participation, and all its subsequent variations, shall prevail. In the event of any inconsistency between these Conditions of Participation and the terms and conditions of STB's grant, the latter shall prevail.

– End –