

Jointly organised by:

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HOTEL INNOVATION CHALLENGE ASIA 2022

FREQUENTLY ASKED QUESTIONS

- 1. Are productivity issues, i.e. address manpower challenges faced by hotels, the biggest concern faced by the industries and should my proposal be tailored to address this need as such?**
 - Productivity issues are one of the key concerns faced by the hotel industry. Others could include, enhancement of hotel guest experience as well. In addition, environmental sustainability is a key area for the hotel industry to address.
 - The problem statements were crafted to reflect these concerns, and should guide the development of solutions in view of increasing productivity, enhancing guest experience, while increasing job satisfaction and/ or optimising resources by allowing hotels to move towards producing work of higher value.
 - The Challenge is hence seeking innovative proposals that addresses the problems statements in the respective areas with outcomes described above, while considering the scalability and ease of implementation of the solutions.
- 2. Can I be introduced to a hotel I can work with prior to submission, so that my proposal can be more customised and relevant?**
 - We strongly encourage all Participants to leverage their existing contacts with hotels, to better understand and contextualise the problem statements for prototyping.
 - It is important to keep in mind that we are also looking at the scalability of the solution in order for the entire hotel industry to be able to adopt these solutions.

3. How many proposals may I submit?

- Each Participant may submit one (1) proposal per problem statement as the lead applicant (whether as an organisation or as a consortium). Participants should not submit multiple proposals for the same problem statement.
- This is encouraged to ensure that resources are best optimised towards developing a solution well.

4. May I submit proposals on prototypes which I had previously piloted in another hotel?

- No, proposals replicating a prototype without a certain degree of customisation and/ or replicating off-the-shelf solutions, will not be accepted. The customisation is required to ensure a holistic address of the hotel industry needs. The proposal will be disqualified if it is found as a replication of a prototype.
- The Organiser will however, accept proposed solutions used in other industries (such as in hospitals, banks etc.) which have been adapted and/ or customised to the needs of hotels.

5. Will the IP rights of my idea/ solution remain with me?

- All submissions to the Challenge remain the intellectual property of the Participants who developed them.
- For consortia, 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 the collaborating organisations prior to the submission of their solution proposal.

6. How do I make my submission to the Organiser for the Challenge?

- Submission of preliminary proposals must be done via email, by **completing template found in Annex A**, accompanied by your **powerpoint presentation** (for a 5-minute pitch, if shortlisted) to the following email address: event@sha.org.sg by **18 July 2022, 2359hrs SGT.**
- For more information, please refer to the Challenge documents on the Challenge website:
https://sha.org.sg/news_events/news_details/4580/hotel-innovation-challenge-asia-2022 .

7. Can I request for a deadline extension?

- Proposals received after the stated deadline will not be accepted.

Evaluation of Preliminary proposals

8. What is the evaluation criteria of Preliminary Proposals?

- All proposals will be assessed based on the evaluation criteria as indicated in the Challenge Document, available in the Challenge Website.

Demo/ showcase

9. What opportunities to showcase will the Finalist Participants be provided with?

- Finalist participants will be invited to deliver a 5-minute pitch at FHA-HoReCa 2022
- Finalist participants will be invited to showcase at FHA-HoReCa 2022 to network and share your proposal with visitors from the hospitality industry.
- Finalist participants may be invited to participate in other industry sharing platforms (eg. Exhibitions, Conferences, article/video contribution), where appropriate, in view of inspiring greater take up of the Participant's solutions.