



SIIRD Strategic Sector Project Proposal

The SIIRD Strategic Sector Program aims to facilitate the development of disruptive technologies in sectors of strategic importance for both Singapore and Israel by tapping on academia and research performers and fast-tracking the commercialization of such technologies. The sector area of focus will be decided by SIIRD and vary each year. Aside from companies in Singapore and Israel, it is also mandatory for research performers (e.g. academia/research institutes) to participate in the project as sub-contractors or third-party consultants.

The maximum duration of a Strategic Sector Project is **three years**. SIIRD may co-fund a maximum of **USD 3,000,000 or 66%** of the total project cost, whichever is lower.

Applications for Strategic Sector Projects are open once a year. The exact dates and selected call theme will be published on the [SIIRD website](#) and on IIA's and EnterpriseSG's websites respectively.

| Strategic Sector Project | |
|--------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Project Objectives | To create disruptive technologies by tapping on academia and research performers, and to fast-track their commercialization |
| Supported Sector(s) | To be determined annually |
| Recommended Project TRL | 3/4 – 7/8 |
| Maximum Project Term | 36 months |
| Total Co-funding Level | Up to 66% of the total project cost or up to US\$3M, whichever is lower |
| Consortium Requirements | 1 Israeli Industrial Corporation + 1 Singapore Business Entity + 1 Israeli researcher (subcontractor) + 1 Singapore researcher (subcontractor) Optional: 1 additional Industrial Corporation (Israel) / Business Entity (Singapore) or 1 additional researcher |
| Involvement of Academia | Academia as subcontractors up to 30% of total budget (mandatory) |
| Royalties | For Israeli applicants: in compliance with IIA Rules For Singapore applicants: N/A |
| Other Conditions and Eligibility Criteria | For Israeli applicants: in compliance with IIA Rules For Singapore applicants: in compliance with EnterpriseSG Guidelines for Co-Innovation Programmes |

Application Details

| | | |
|----------------------------------------------|-------------------|-----------------|
| PROJECT TITLE | | |
| ESTIMATED START DATE OF PROJECT ¹ | | |
| Project Type | Strategic Sector | |
| Project Duration | X months | |
| Total Project Budget (\$)² | | |
| | Singapore company | Israeli company |
| Company Name | | |
| Company Registration No. | | |
| Company Website | | |
| Contact Person | | |
| Position/Designation | | |
| Email | | |
| Phone Number | | |
| Previous SIIRD Project | Yes/No | Yes/No |

Submitted by:

Singapore Project Lead (SGPL)

Israeli Project Lead (ISPL)

(Singapore Company Name)

(Israeli Company Name)

**Authorized
Company Official:**

(C-suite representative)*

(Name & Title)

(Name & Title)

¹ It is recommended to consult the SIIRD team regarding the project start date as an SIIRD project can start only from the date of approval by the Governing Board of the Fund.

² Total Project Budget is the total cost of the project for both companies (inclusive of cost of engaging subcontractors). It must be equal to the sum of the companies' budgets submitted with the application.

³ The Project proposal must be submitted jointly and signed by a C-suite member, Managing Director, General Manager, or equivalent level representative.

⁴ The final R&D project proposal should be kept to up to 85 pages.

I PARTICIPANTS' CONTRIBUTIONS

| Company/ Research Performer Name | Country | Main Role of Participant | Budget (SGD/ILS) | Contribution (%) | Duration (Months) |
|-------------------------------------------|---------------------------------|--------------------------------|---------------------|---------------------|----------------------|
| | Singapore | | | | |
| | Singapore | | | | |
| | Singapore (if applicable) | | | | |
| | Israel | | | | |
| | Israel | | | | |
| | Israel (if applicable) | | | | |
| Total in US \$: | | | | | |

II COMPANIES INFORMATION

A) Detailed Company Profiles

a) Singapore Consortium Members

| | | | |
|--|-----------------------|------------------------------------|---------------------|
| | ENTITY 1 (COMPANY) | ENTITY 2 (RESEARCH INSTITUTION) | ENTITY 3 (OPTIONAL) |
|--|-----------------------|------------------------------------|---------------------|

| | | | |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------|-----------------------|-------------|
| Company\ Entity Name | | | |
| Individual Project Cost (US\$) | | | |
| Year Established | | | |
| Core Competencies | • • • | • • • | • • • |
| Main Products/Technologies | • • • | • • • | • |
| CUSTOMERS (This section refers to paying customers only. For companies – to indicate top 3 customers. For RIs – to indicate top 3 licensees) | • • • • • | • • • • • | • |
| TOP 3 R&D PARTNERS IN OTHER PROJECTS (Involvement in this project cannot be considered For RIs/IHLs – to indicate partners in their industry R&D projects) | • • • | • • • | • • • |
| REVENUES MOST RECENT FISCAL YEAR* (US\$) (For companies, to refrain from including grants received | SGD | SGD | SGD |

| | | | |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------|---|---|---|
| For RIs, to indicate research funding secured. Please include the audited financial reports of company applicants for the past 3 years in Appendix D) | | | |
| % REVENUES INCREASE / DECREASE OVER PREVIOUS YEAR | | | |
| No. of Employees (Excluding personnel based in overseas offices) | | | |
| No. of R&D Employees (Excluding personnel based in overseas offices) | | | |
| Location of overseas office | • | • | • |

b) Israeli Consortium Members

| | ENTITY 1 (COMPANY) | ENTITY 2 (RESEARCH INSTITUTION) | ENTITY 3 (OPTIONAL) |
|--------------------------------|--------------------|---------------------------------|---------------------|
| Company\ Entity Name | | | |
| Individual Project Cost (US\$) | | | |
| Year Established | | | |
| Core Competencies | • • • | • • • | • • • |

| | | | |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------|
| <p>Main Products/Technologies</p> | <ul style="list-style-type: none"> • • • | <ul style="list-style-type: none"> • • • | <ul style="list-style-type: none"> • |
| <p>CUSTOMERS</p> <p>(This section refers to paying customers only.</p> <p>For companies – to indicate top 3 customers.</p> <p>For RIs – to indicate top 3 licensees)</p> | <ul style="list-style-type: none"> • • • • • • | <ul style="list-style-type: none"> • • • • • • | <ul style="list-style-type: none"> • |
| <p>TOP 3 R&D PARTNERS IN OTHER PROJECTS</p> <p><i>(Involvement in this project cannot be considered</i></p> <p><i>For RIs/IHLs – to indicate partners in their industry R&D projects)</i></p> | <ul style="list-style-type: none"> • • • | <ul style="list-style-type: none"> • • • | <ul style="list-style-type: none"> • • • |
| <p>REVENUES MOST RECENT FISCAL YEAR* (US\$)</p> <p><i>(For companies, to refrain from including grants received</i></p> <p><i>For RIs, to indicate research funding secured.</i></p> <p><i>Please include the audited financial reports of company applicants for the past 3 years in Appendix D)</i></p> | <p style="text-align: center;">NIS</p> | <p style="text-align: center;">NIS</p> | <p style="text-align: center;">NIS</p> |
| <p>% REVENUES INCREASE /</p> | | | |

| | | | |
|----------------------------------------------------------------------|---|---|---|
| DECREASE OVER PREVIOUS YEAR | | | |
| No. of Employees (Excluding personnel based in overseas offices) | | | |
| No. of R&D Employees (Excluding personnel based in overseas offices) | | | |
| Location of overseas office | • | • | • |

B) Key Roles and Responsibilities of Each Partner and Subcontractor

C) Company Strengths/Area of Expertise of Each Partner

*References, information on previous or ongoing projects
Details of existing patents held by project partners or any subcontractors*

D) Project Team

List all the project members, including their designation, and the respective consultants and subcontractors, and describe what their responsibilities in the project are.

E) Existing Manufacturing/Testing Facility

Details of Existing Equipment Manufacturing/Testing facility relevant for this project.

III PROPOSED INNOVATION

A) Background Motivation

Describe the existing problem(s) in the target market that the proposed product is trying to solve.

B) Project Description

Give a detailed description of the product's functions/features and the way it works along with a description of the core IP that each company contributes to the proposed product. Show why it is essential for research performers to be included in the project. (elaborate with schematic diagrams)

C) Proposed Innovation

- *Specify and explain the degree of innovation and Technology Readiness Level (TRL) of your proposed project in the context of the current technologies available in the market -Try to highlight the uniqueness or differentiation of the proposed product compared to existing solutions/products.*
- *If the product is an improvement/upgrade from an existing product of the participating companies, describe the differences between the existing product and the proposed product.*

D) Disruptiveness and technological breakthrough

*Elaborate on the technological breakthrough this project will achieve and explain why and how the proposed product/technology is "disruptive" (A key factor for the **Strategic Sector track**).*

E) Proof of Concept

Provide the necessary details of any Proof of Concept for taking up this proposed project. Include any details of existing patents held by SGPL/ISPL or any subcontractors.

F) Technical Challenges & Mitigations

Possible technical challenges involved in the proposed project and how the project team plans to overcome or mitigate these challenges, technological gaps, and barriers to success.

IV PROJECT PLAN

| COMPANY | TASKS |
|-------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------|
| <p>_____</p> <p><i>(Israeli Company)</i></p> <p><i>(List the top 5 tasks for the project team)</i></p> | <ul style="list-style-type: none"> • • • • • |
| <p>_____</p> <p><i>(Singapore Company)</i></p> <p><i>(List the top 5 tasks for the project team)</i></p> | <ul style="list-style-type: none"> • • • • • |
| <p>_____</p> <p><i>(Israeli Researcher)</i></p> <p><i>(List the top 5 tasks for the project team)</i></p> | <ul style="list-style-type: none"> • |
| <p>_____</p> <p><i>(Singapore Researcher)</i></p> <p><i>(List the top 5 tasks for the project team)</i></p> | <ul style="list-style-type: none"> • |
| <p>JOINT</p> <p><i>(List the main joint tasks of both companies)</i></p> | <ul style="list-style-type: none"> • • • • • |
| <p>Third Israeli Consortium Member (if any)</p> | <ul style="list-style-type: none"> • • |

| | |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------|
| Third Singapore Consortium Member (if any) | <ul style="list-style-type: none"> • • |
| <p>BETA PARTNER</p> <p><i>(For planned beta trials, they must be included in the R&D programme plan. Written correspondence (email, LOI) from potential beta partners should also be included)</i></p> | <ul style="list-style-type: none"> • • |

V COOPERATION

A) Previous Relationship Between Partners (if any)

B) IP Sharing

*Expected IP to be generated through this proposed project.
The IP sharing agreement between project partners should be as reflected in the LOI/draft MOU.*

C) Commercial Agreement

Summary of the commercial agreement between project partners as reflected in the LOI/draft MOU.

VI MARKET & COMMERCIALIZATION

A) Target Market

Describe the potential market targeted through the proposed project.

B) Target Geographies

C) Market Feedback/Testing

*Summary of the market research conducted by the project partners.
Details of any survey/test performed with potential customers/end users.
Proof of interest shown by any potential customer.*

D) Size of Potential Market (US\$M) & Growth Potential (%)

Please include supporting information substantiating the information, e.g. 3rd party reports, in the Annexes section of the proposal. If there is existing interest in the product from potential customers, please also provide written proof in the Annexes section)

E) Target Market Share (by year)

F) Role of Each Partner in the Commercialization Plan

G) Business Model & Commercialization Plan

- *Present the Proposed approach for acquiring the estimated market.*
- *Please present the Product costing, sales projections, and ROI (Return on Investment).*
- *Project partners' abilities to access local and global markets.*

H) Planned Joint Commercialization Activities

(With reference to activities, if any, indicated in the project budgets)

I) Proposed System and Pricing

(E.g. price per unit, subscription fee per X months/years, etc.)

J) Revenue forecast:

_____ (Israeli Company) estimates revenues of ____ in the first year (20_) and cumulative revenues of ____ by the sixth year (20_)

_____ (Singapore Company) estimates revenues of ____ in the first year (20_) and cumulative revenues of ____ by the sixth year (20_)

VII COMPETITOR ANALYSIS

Using the table template below, provide a comparison of the proposed product to the competitors' products in terms of performance (functions, features, etc.) and price.

| Competitor Name | Country | Name of Product | Price (US\$) | Market Share (%) | Strength/Weakness |
|-----------------|---------|-----------------|--------------|------------------|-------------------|
| | | | | | |
| | | | | | |
| | | | | | |
| | | | | | |
| | | | | | |
| | | | | | |

VIII PROJECT MANAGEMENT PLAN

Please provide a Gantt chart showing the detailed list of key tasks to be completed during the project, along with the allocation of tasks between the two companies (i.e. whether each task is led by the Israeli Company, Singapore Company, or jointly undertaken by both). For this, you may make use of the template provided below and submit either a screenshot of the Gantt chart or a filled excel file embedded within this document.



SIIRD Joint Proposal
Gant Chart Template_

VII IX BUDGET

Please prepare the full project budget for each company using the respective templates

downloadable from the IIA's and EnterpriseSG's websites and submit your project budget to your respective agencies.

| | | | |
|-------------------------------------------------------------------------------------------------------------------------------|------------------|--------------------------|------------------|
| Source of Exchange Rate: OANDA / XE <i>(please select ONLY either one of these)</i> | | | |
| Date of Exchange Rate: DD MMM YYYY | | | |
| Israeli Company | | Singapore Company | |
| Exchange Rate: | 1 ILS = ____ USD | Exchange Rate: | 1 SGD = ____ USD |
| Total Budget (ILS): | | Total Budget (SGD): | |
| Total Budget (USD): | | Total Budget (USD): | |
| TOTAL PROJECT BUDGET (USD): <i>(Sum of Israeli Company's project budget and Singapore Company's project budget)</i> | | | |

ANNEXES