

## **Annex 1: More details on IMDA's fifth OIP Innovation Challenge**

### **OPEN INNOVATION PLATFORM (OIP)**

#### **(5<sup>th</sup> INNOVATION CALL)**

#### **BACKGROUND**

1. With the rapid pace of technological change and digitalisation blurring lines between sectors, businesses will need to accelerate the pace and expand their capacity of innovation, to stay ahead of competition. The OIP supports companies in getting quality and multi-disciplinary ideas, talent and resources to meet their innovation and business needs more effectively.
2. IMDA, as a sector champion for Infocomm Media (ICM) sector, also seeks to provide ICM companies with better access to real business needs and opportunities, develop their capabilities to co-create with customers and partners, develop and bring to market-exportable and innovative ICM products and solutions.
3. OIP aims to support the digitisation efforts of sector and companies, as well as improve innovation capabilities of ICM companies. It provides a structured and curated innovation process that brings together ICM innovation ecosystem partners so as to accelerate the process of building new and innovative digital products and solutions that are currently not commercially available.
4. With the launch of the 5<sup>th</sup> Innovation Call on 13<sup>th</sup> November 2019, 102 challenges have been hosted, involving over 5,000 solvers in the community and total prize monies of about S\$3M, since its launch in Jul 2018.

#### **INTRODUCTION OF SECTOR-WIDE CHALLENGES**

5. To scale the impact of OIP and support wider sector digitalisation efforts, sector-wide challenges are introduced to propagate good digital solutions beyond a single corporate member, and benefit the wider industry.
6. Sector-wide challenges are championed by a Sector Lead who may partner with a representative sector corporate member to co-lead the challenge. These challenges

reflect common digitalisation challenges or opportunities in the sector and when solved, will have the potential to be propagated and scaled to benefit the wider industry.

7. Problem Solvers have the opportunity to co-create with the industry members, to learn the nuances of the industry, prototype, refine and deploy these solutions. Corporate members in the sector can implement these solutions to strengthen their competitive edge.

## 5<sup>th</sup> INNOVATION CALL

8. The 5<sup>th</sup> Innovation Call is launched on 13<sup>th</sup> November 2019 and will close on 14<sup>th</sup> February 2020. With **35 challenges** and **\$1.025m in total prize monies**, this is the largest innovation call to date and brings the total number of challenges launched on OIP to 102.
9. Sector-wide challenges is launched for the first time in this call, with **at least 15 problem statements** across the three sectors - financial services, food manufacturing, and Meetings, Incentives, Conferences & Exhibitions (MICE). To find out more about the Innovation challenges, head over to [www.openinnovation.sg](http://www.openinnovation.sg).

### Examples of sector-wide challenges:

Sector Lead & Members	Challenge Title
Singapore Manufacturing Federation	Commoditising Food Manufacturing Services
Investment Management Association of Singapore (IMAS)  Sector Members include: <ul style="list-style-type: none"> <li>- Aberdeen Standard Investment</li> <li>- Allianz Global Investment</li> <li>- Eastspring Investments</li> <li>- DWS Investments</li> <li>- FIL Investment Management</li> <li>- Nikko Asset Management</li> <li>- Schroders Investment Management</li> <li>- UOB Asset Management Singapore</li> </ul>	Below are some of the challenges launched by IMAS and their sector members:  <ul style="list-style-type: none"> <li>- Analytics and Insights to Improve Efficiency of Internal Business &amp; Operational Processes</li> <li>- Data-driven Environmental Social Governance (ESG) Assessment for Sustainable Investing</li> <li>- Holistic Stock Assessment through Integrated Use of Internal and External Knowledge</li> <li>- Optimise Institutional Client On-boarding Process</li> </ul>
Singapore Association of Convention & Exhibition Organisers and Suppliers (SACEOS)  Sector Members include:	Below are some of the challenges launched by SACEOS and their sector members:  <ul style="list-style-type: none"> <li>- Back-of-House Visitor Tracking System</li> </ul>

<ul style="list-style-type: none"> <li>- Agility</li> <li>- Experia Events</li> <li>- GlobalSignIn</li> <li>- Hustle &amp; Bustle</li> <li>- MCI-Group</li> <li>- SingEx Exhibitions</li> <li>- Suntec Singapore</li> </ul>	<ul style="list-style-type: none"> <li>- Behavioral Insights to Personalise Attendee's Experience</li> <li>- Dynamic Digital Floor Plans, Time Schedules and Route Optimisation for Exhibition Spaces</li> <li>- Visualisation Tool that Provides Data-Driven Insights for Better Event Evaluation</li> </ul>
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### **About Infocomm Media Development Authority (IMDA)**

*The Infocomm Media Development Authority (IMDA) leads Singapore's digital transformation with infocomm media. To do this, IMDA will develop a dynamic digital economy and a cohesive digital society, driven by an exceptional infocomm media (ICM) ecosystem – by developing talent, strengthening business capabilities, and enhancing Singapore's ICM infrastructure. IMDA also regulates the telecommunications and media sectors to safeguard consumer interests while fostering a pro-business environment, and enhances Singapore's data protection regime through the Personal Data Protection Commission.*

*For more news and information, visit [www.imda.gov.sg](http://www.imda.gov.sg) or follow IMDA on Facebook [IMDAsg](#) and Twitter [@IMDAsg](#).*

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