**AI Business Partnership Programme –**

**Indication of Interest for AI End User Companies**

## Help us understand you better! :)

**Company Name: \***

**Point of Contact (Name): \***

**Point of Contact (Email): \***

**1. Are you a locally registered Singapore company (i.e., with 30% local shareholding?) \***

( ) Yes

( ) No

**2. What is your company's focus sector(s)? \***

[ ] Retail

[ ] Advertising

[ ] Transport

[ ] Logistics

[ ] Manufacturing

[ ] Built environment

[ ] Finance

[ ] Professional Services (e.g., Consultancy, Legal etc.)

[ ] Other:

**3a. Has your company adopted AI solution(s) before? \***

[ ] Yes

[ ] No

**3b. If yes, how have you adopted AI solution(s) for your business? Which AI solution(s) have you adopted? \***

**3c. If no, what are the challenges faced to AI adoption? \***

## Share with us what your preliminary problem statements and what are the AI solutions you are exploring!

**4a. What are your current business challenges/use cases that you would like to explore with AL/ML? My business needs are [statement of business needs] \***

What are your business goals and needs? e.g. increase customer engagement and retention at the apparel section of your store etc.

**4b. but was challenged by [statement of business challenges] \***

What are the challenges from achieving the business goals? What do you wish you can do/know? e.g. lack of information on customer footfall around store, lack of customer feedback on shopping experience, limited engagement touch points with customers to upsell/cross-sell, inconsistent offline-online customer experience etc.

**4d. the impact of which is [issues, costs etc.] \***

What are the impacts and outcomes suffered as a result of the business problem i.e. what are the business drivers? Why may the company be compelled to solve the problem? e.g. the impact of which is lower business revenues by xx%, and reduced customer retention by yy%.

**4e. A successful AI solution that could address my problem statement (s) would be to [important characteristics of AI solution that would successfully solve the problem] \***

What characteristics and qualities should the AI solution have to help address the challenges? e.g. real-time customer feedback through visual/mood recognition, contextual product recommendations to increase customers to food section of store (based on footfall, customer profile etc.), maximize engagement across different customer touch points etc.

**5a. Are there existing AI solutions that could address your problem statement(s)? \***

( ) Yes

( ) No

( ) Not aware

**5b. If yes, what are the existing AI solutions which can be used to address your problem statements? \***

**6. Do you have any AI solution providers in mind that you would like to work with? \***

**7. Has your company collected any data to support your business decisions? \***

( ) Yes

( ) No

**8. One of the objectives of AIBPP is to develop successful use cases as lead users to inspire more companies to explore using AI to transform their businesses. How do you think, with adopting AI for your business, you will be able to help showcase or be a thought leader for your industry? \***

## Thanks for indicating your interest! :)

We will be reaching out to companies whose problem statements are shortlisted.

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