

# Request For Interest For SIAA Members

Request For Interest Ref No : **SIAA/RFI/131001**

**Project Name:** Adoption of Snap2Tell Alive

**I2R Project No (if any):** NA

**Department:** NA

## Project Overview

### Project Description

This project seeks the engagement of Business Consultants for Improving SME Productivity through Adoption of Snap2Tell Alive Application.

Snap2Tell Alive is a mobile application available on Android and iOS platform. It provides convenient and quick access to information via an image. By simply taking a picture of an item, relevant multimedia contents (video, audio, URL links) about it can be presented. A portal allows the user to customise the multimedia contents. Many interactive applications such as mobile advertising, marketing of products and services can be enabled with this platform.

The Snap2Tell Alive application is developed by the Institute for Infocomm Research, A\*STAR and the application leverages on the Snap2Tell image recognition technology developed at the same Institute. It is a subscription based service, open to all local Small and Medium Size Enterprises (SMEs). Payment for the service is through use of SPRING Innovation and Capability Voucher (ICV).

### Project Objectives

To assist SMEs in improving their productivity, by using the Snap2Tell Alive application to promote their products and services as well as a knowledge retention tool:

- 1) To increase adoption of Snap2Tell Alive application for SMEs through use of SPRING ICV for its service.
- 2) To train administrators of each SME subscriber on Snap2Tell Alive portal for creation and maintenance of its digital contents.

**Project Deliverables**

Deliverables
<p><b>SME productivity consultancy &amp; ICV application (refer to Figure 1 below)</b></p> <ol style="list-style-type: none"> <li>1) Business consultants to assist SMEs in improving their productivity. This is achieved through the use of Snap2Tell Alive app. to promote SMEs’ products and services and also as a knowledge retention tool.</li> <li>2) As a result of this consultancy, business consultants will be required to actively seek out interested SMEs.</li> <li>3) To provide consultancy to SMEs for project write-up and application of SPRING ICV for payment to use Snap2Tell Alive app.</li> </ol> <p><b>SME training (refer to Figure 2 below)</b></p> <ol style="list-style-type: none"> <li>1) Business consultants to liaise and receive training from I<sup>2</sup>R appointed vendor on the use of Snap2Tell Alive app. (mobile application and multimedia content creation portal).</li> <li>2) Create, update and maintain training schedule, and conduct one-time training to SMEs system administrator/ account owner (limited to 2 pax/ SME) upon successful ICV application on use of app. &amp; portal. Training should be conducted within 3 weeks of approved ICV application.</li> <li>3) Training can be conducted at business consultant’s premises or at Infuse, Fusionopolis.</li> <li>4) SMEs that require additional training or re-training will be at additional cost of \$500 per session (to business consultants).</li> <li>5) Direct technical support queries to I<sup>2</sup>R appointed vendor.</li> </ol>

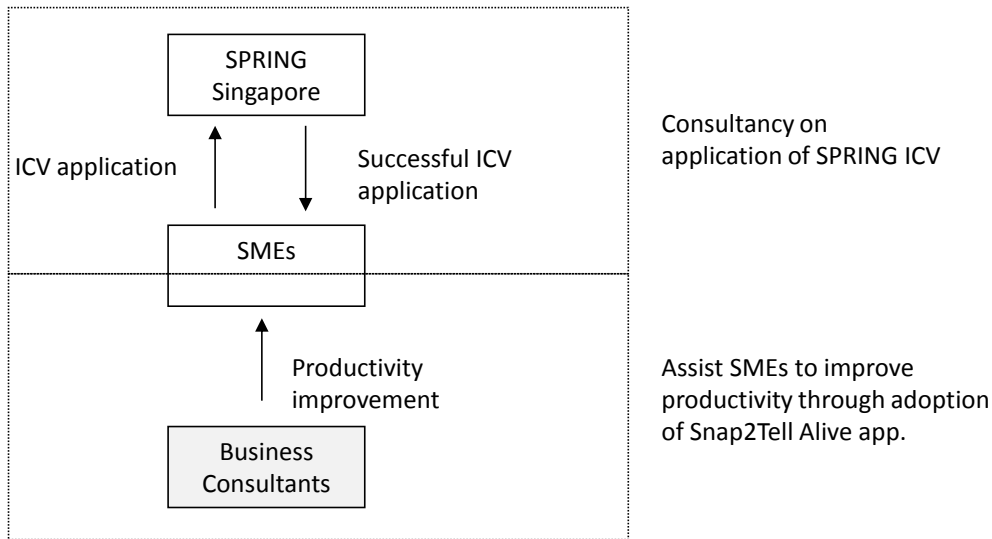
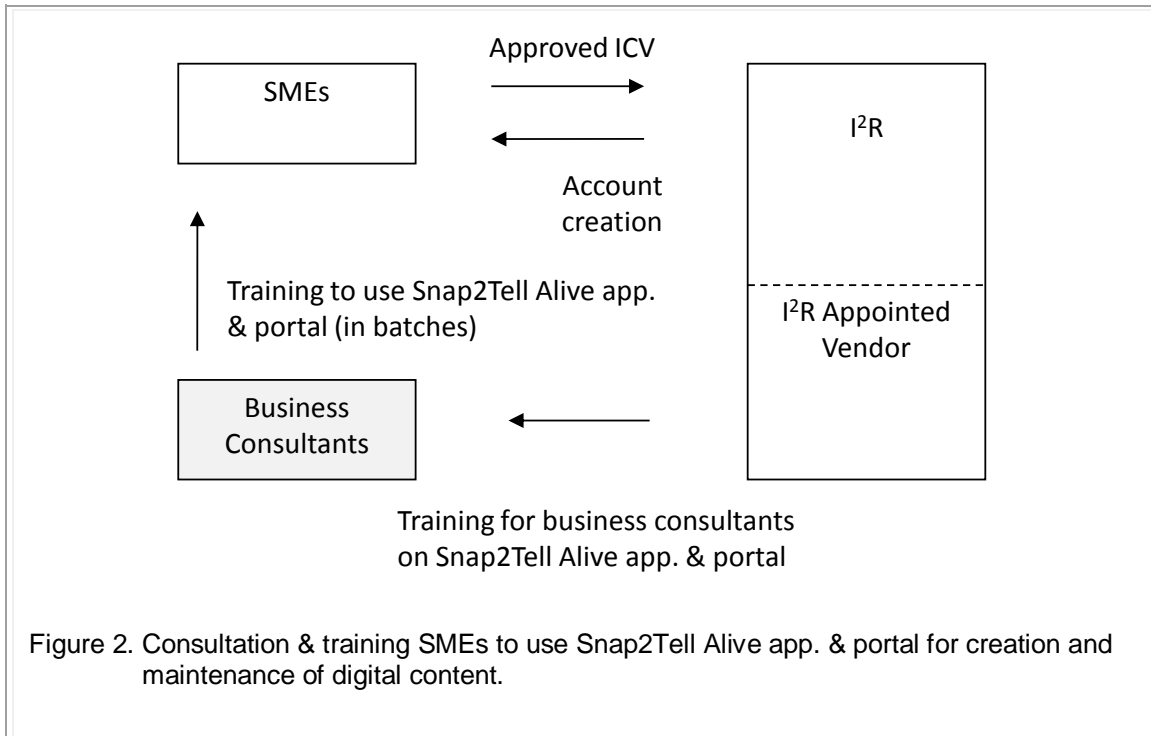


Figure 1. SME productivity consultancy & ICV application.



### Required Technical Capabilities of Company

#### Required Technical Capabilities

##### Companies should have the following capabilities:

Familiar with SPRING Singapore Innovation Capability Voucher (ICV) application process and SME eligibility.

Familiar with Android and iOS mobile application usage & installation. Mobile app. programming expertise not required.

### Project Duration

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All the deliverables must be completed within 4 months upon signing contract or issuing P.O.

Productivity consultation payment will be made for each SME that receives successful ICV application including completion of training.

No payment will be made for non- successful ICV application.

Payment will be made in batches of 10 successful cases, or part thereof.

Project is capped at SGD 60, 000. **Please quote the number of consultation cases undertaken.**

The vendor shall send a proposal together with the quotation that explains the methodology, and timeline.

**Other Requirements**

**Non Disclosure Agreement (if required)**

Not Applicable