# Fact Sheet

OPEN INNOVATION PLATFORM (OIP)

BACKGROUND

1. As part of the transformation towards a digital economy, there is a need to catalyse and accelerate innovation capacity among our companies to support their digitalisation efforts. With the rapid pace of technological change and digitalisation blurring lines between sectors, our companies will need to accelerate the pace and expand their capacity of innovation, to stay ahead of competition. Our corporates would need to look both internally and externally for quality and multi-disciplinary ideas, talent and resources to meet their innovation and business needs more effectively and efficiently.

2. IMDA, as a sector champion for Infocomm Media (ICM) sector, also seeks to provide our ICM companies with better access to regional business needs and opportunities, develop their capabilities to co-create with customers and partners, develop and bring to market exportable and innovative ICM solutions.

OPEN INNOVATION PLATFORM

3. IMDA will implement an Open Innovation Platform (OIP), a virtual crowd-sourcing platform that connects and matches problem owners and problem solvers. The platform is supported by a structured innovation process from ideation to commercialisation, as well as a physical innovation facility (PIXEL) that can support rapid prototyping and other innovation activities.

4. The OIP aims to:

   • Provide Singapore-based companies and sectors with access to multi-disciplinary talent, expertise and technology to accelerate their digitalisation efforts;
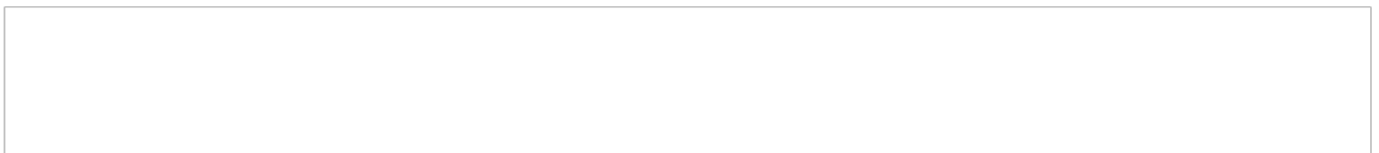
- Provide our ICM companies with access to regional business needs and opportunities to co-create, develop and bring to market innovative and exportable solutions, and grow new digital champions;

- Catalyse innovation capacity by anchoring and developing vibrant community of problem owners and solvers in Singapore.

5. On the <u>supply</u> side, IMDA will work with Singapore-based ICM companies, researchers from the Research Institutes (RIs) and Institutes of Higher Learning (IHLs). IMDA may also work with regional problem solvers to bring in relevant expertise. The OIP will enable these problem solvers to have access to real business needs articulated by potential customers, and the opportunity to co-create with them and other partners to develop innovative digital products or solutions.

6. On the <u>demand</u> side, problem owners will include trade associations, SMEs, government sector leads and Singapore-based companies. These problem owners will be able to tap on a wide community of problem solvers through the OIP to solve their challenges and business problems, which would accelerate the problem solving process and potentially translate to more efficient solution development.

7. Problem owners can propose innovation challenges at the following stages:

- <u>Ideation</u>: Where problem owners seek for new innovative ideas to address a specific challenge problem, typically requiring a written proposal with potential implementation option

- <u>Proof-of-Concept</u>: Where problem owners seek for the ability to demonstrate the technical viability of key concepts or modules or features within the proposed solution. This is typically seen or experienced in a lab setting or as an isolated exercise.

- <u>Prototype</u>: Where problem owners seek for a demonstration of a working prototype tested in an intended or simulated environment. This could be extended into a larger pilot deployment at the problem owners' site.
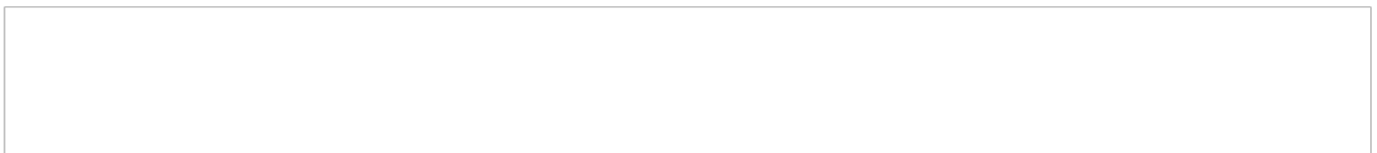
8. Problem owners would have to provide a prize award for challenges posted on the OIP. The prize money is determined by the problem owner and is only awarded to a problem solver if the solution meets the evaluation criteria and is selected by the problem owner via the OIP platform.

9. The platform will be launched by mid-2018, together with the first Challenge Call. A number of organisations have already committed to come on-board the OIP programme as IMDA's supporting partners.

10. Companies and individuals who are interested to participate in the OIP as problem owners and/or problem solvers can register online or email IMDA at, open_innovation@imda.gov.sg for more information.
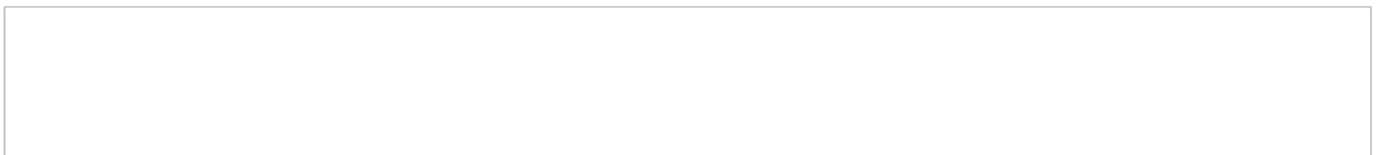
About Infocomm Media Development Authority (IMDA)

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 or follow IMDA on Facebook IMDAsg and Twitter @IMDAsg.

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