**PIXEL INCUBATION APPLICATION FORM**

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| **APPLICANT INFORMATION** | |
| **Company Name:** | Click here to enter text. |
| **ACRA Business Registration No.** | Click here to enter text.  (Pls attach your ACRA document) |
| **Registered Company Address:** | Click here to enter text. |
| **Name (Main Contact Person):** | Click here to enter text. |
| **Email Address:** | Click here to enter text. |
| **Mobile Number:** | Click here to enter text. |
| **Number of Employees:** | Click here to enter text. |

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| **PROJECT INFORMATION** |
| **Project Title:**  Click here to enter text. |
| **Project Summary:**  *Summarise the game concept. Feel free to append additional game art/concept slides to this application as well.*  *OR*  *Summarise the background problem / challenge that your proposal will solve and provide an overview of the product/solution that you are proposing.* |
| **Key Innovation:**  *Highlight how the product/solution that you intend to develop in PIXEL is innovative or differentiated from other existing products/solutions in the market.* |
| **Business/Monetisation Model:**  *Briefly describe the proposed business model, monetisation strategy (advertising/ microtransactions/ premium) and go-to-market strategy.* |

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| **TEAM INFORMATION** |
| **Team Expertise:**  *Briefly describe the technical and business capability of the team in executing the proposed project.* |
| **Fit with PIXEL Community:**  *Briefly describe how you can contribute to the PIXEL community and whether there are any specialised facilities/programmes in PIXEL that you would especially benefit from during incubation period.*  *\*These may include workshops and mentors in the areas of Design Thinking, UIUX, Digital Storytelling, Production studio, Prototyping lab and Immersive Media (AR/VR) lab.* |