

## ANNEX – COOL IDEAS ENTERPRISE

To help aspiring entrepreneurs and enterprises refine their products or solutions that are ready for commercialisation and implementation in housing estates, HDB in partnership with Enterprise Singapore (ESG) and supported by Action Community for Entrepreneurship (ACE) and the Intellectual Property Intermediary (IPI), launched the Cool Ideas Enterprise programme in 2018 to provide funding, mentorship, test-bedding and pilot implementation opportunities.

2 The programme is an expansion of the “Cool Ideas for Better HDB Living” initiative which seeks to encourage and develop ground-up ideas and solutions that improve the living environment and residents’ quality of life.

### Challenge Categories

3 Cool Ideas Enterprise comprises two challenge categories looking into smart and sustainable solutions that enhance the built environment.

- **Open Category** – Aspiring entrepreneurs and enterprises could submit proposals at any time, addressing any of these five domains:
  - Energy
  - Urban Greenery
  - Waste and Water
  - Building Technology
  - Living Environment
  
- **Challenge Statements Category** – Alternatively, applicants could submit proposals in response to the specific challenge statements below, which fall under the five domains of the Open Category. These challenge statements will be updated periodically.
  - Reduce energy consumption through mobile apps
  - Enhance the effectiveness of tree management solutions
  - Increase recycling rates in HDB estates
  - Increase productivity levels at construction sites
  - Reduce environmental noise levels in HDB estates

## Funding and support

4 Cool Ideas Enterprise is supported by ESG. The agency will connect enterprises to HDB, and \$5 million will be made available over two years starting November 2018. Successful applicants will receive funding of up to 70% of the development cost including but not limited to:

- Manpower-related cost
- Materials and consumables
- Technical support services
- Prototyping-related services
- IP acquisition
- Professional services

5 HDB will have a team of mentors from the fields relevant to each project, to share with innovators their experience and insights and guide them on how they can further improve their solutions to better fit our living environment.

6 Innovators will get to use co-working office spaces as well as test-bed their solutions in HDB's Centre of Building Research, and carry out pilot implementation in Punggol, Yuhua and Tengah. HDB will also facilitate the process by linking innovators with relevant regulatory authorities such as the Building & Construction Authority (BCA) during the fine-tuning and implementation of solutions.

7 Besides tapping ESG's enterprise development support, aspiring entrepreneurs and enterprises can attend business management workshops by incubator ACE, which will help bring suitable solutions abroad at a later stage. Innovators can also make use of IPI's technology marketplace to enhance their solutions.