



Collaborative Solutions – Mobile Concierge Program Brief

1. Introduction

Collaborative Solutions is a program developed by the NSW Government as part of its Digital Economy Strategy. The program is managed by Industry & Investment NSW (I&I NSW).

The Collaborative Solutions – Mobile Concierge (“CS-MC”) program is the first of a series of calls for industry to form collaborative consortia to develop innovative and new-to-market ICT solutions in key sectors that demonstrate the benefits of the digital economy. This first program targets the use of mobile and wireless technologies in the tourism and retail sectors.

The audience for this CS-MC program includes mobile application developers, technology providers, service providers, device manufacturers, research organisations, and user organisations in the tourism and retail sectors.

2. Background

About the Collaborative Solutions Program

The Collaborative Solutions Program supports industry to develop innovative and compelling ICT-enabled solutions in key sectors that demonstrate the benefits of the digital economy. It will focus on opportunities, challenges and changing business models brought about by emerging technologies such as mobile computing, cloud computing, and ubiquitous high-speed broadband. It aims to do this by awarding incentive grants for the development and piloting of these new solutions. The program has funding of \$2 million per annum for three years under the *Digital Economy Strategy*.

A key outcome of the Collaborative Solutions program will be the facilitation of businesses coming together to address specific opportunities and challenges brought about by emerging technologies. This leads to the development and trial of new ICT solutions together with partners to test technologies in the field, validate consumer assumptions and accelerate the shift to new business models.

About the Digital Economy Strategy

The NSW Government established the *Digital Economy Strategy*, a three-year \$36 million initiative to drive growth in the NSW ICT and Creative industries. The Strategy is embodied within the NSW Business Sector Growth Plan and extends work carried out by the NSW Innovation Council, the NSW ICT Industry Taskforce, the NSW National Broadband Network (NBN) Taskforce and the NSW Creative Industries Strategy.

A dynamic digital economy is essential to drive economic growth in NSW and Australia. The development of a strong, innovation-driven digital economy has the potential to transform existing industries, drive efficiency and productivity, and create new opportunities for Australian businesses to export innovation overseas.

About the Digital Economy in Tourism and Retail

The NSW Tourism industry contributed an estimated \$13 billion in value added to the State economy in 2009–10, with total consumption across the sector of \$28 billion. Digital technologies have become a major focus for the marketing and promotional activities of Tourism NSW and its industry partners. Continual innovation and use of new technologies will be required, such as the creation of smart phone applications and other mobile technologies designed for use by prospective visitors to NSW. This is in line with Tourism NSW's recent Visitor Information Services Review of Sydney which identified the demand for the delivery of visitor information services via technology platforms.

The NSW retail sector accounted for \$17.2 billion, or 5.2 per cent, of total industry value added in 2009–10, and is forecast to grow by 22 per cent over the next decade. Innovative practices and advancements in ICT will be an essential part of the retail business model over the next decade. As retailers become more focused on the individual needs of customers, businesses will need to adopt innovative technology in order to remain competitive, increase their customer insight and deliver a more personalised online dialogue.

Consequently, the first Collaborative Solutions program targets the growth of the mobile and wireless technologies in the tourism, hospitality, and retail sectors – broadly under the term “Mobile Concierge”.

3. Objectives

The CS-MC program aims to achieve the following objectives:

- 3.1. Assist in the exchange of ideas between mobile application developers, technology providers, service providers, device manufacturers, research organisations and user organisations in the tourism, hospitality, and retail sectors
- 3.2. Accelerate the development of new-to-market and significantly innovative mobile solutions with significant potential for commercial success, job creation, and export
- 3.3. Drive innovation, productivity and transformation in the tourism and retail sectors through the adoption of compelling mobile solutions.

4. Definition of “Mobile Concierge”

The CS-MC program defines “Mobile Concierge” solutions as “an ICT solution developed for the tourism and retail sector and delivered via a mobile device using mobile technologies that enables a high-level of online service capability.” Specifically:

- 4.1. An ICT Solution: a product or service that uses information and communication technologies to meet the needs of customers. This is specifically to preclude submissions that are a) of a consultancy nature or b) bespoke development to customer specifications without wide market appeal.

- 4.2. Developed for the Tourism and Retail sectors: Provides commercial benefits for use in these sectors, which may include new revenue streams and productivity improvements. They may include business-to-consumer and business-to-business services.
- 4.3. Delivered via a Mobile Device: a solution that is delivered via a mobile device such as hand phones and tablet devices. The solution may be of a native, web, or hybrid application. Submissions may include the development of or use of common API layers and shared services.
- 4.4. Uses Mobile Technologies: Uses technologies found in mobile devices, such as wireless broadband, mobile computing, m-commerce, location based services, augmented reality, mobile social media, and sensor technologies.
- 4.5. Enables a High-Level of Online Service Capability: allows the user to achieve a high-level of service capability with the provider beyond simple information functionality. A high-level service capability will likely include payment, reservations, personalisation, recommendations, social networking or user-generated content.

5. Key Requirements

Participants should note the following requirements:

- 5.1. Consortia-backed submissions: Each submission must be backed by a consortium of at least three members. The Consortia Lead must be a NSW-registered business with the capability to commercialise and export the ICT solution being developed. The consortia must include at least one User Organisation to participate in the development and piloting process. The remaining consortia members will provide technologies, content or capabilities to the project. Submissions by single companies or individuals will not be considered. Refer to section 6 for more details on consortia formations.
- 5.2. Developed and piloted in NSW: Solutions must be predominantly developed in NSW. Submissions with minor components (less than 20 per cent of project costs) developed outside of NSW will be considered, but those components will not be supported by the grant if one is awarded. The solutions must be piloted in NSW.
- 5.3. Development has not commenced: The development of the proposed solution must not have commenced before the date of submission. Any grant funding will be for the development and piloting of the proposed solution after the date of submission.

6. Consortia Formation

Consortia should be formed in the “spirit of collaboration” – that is all members endeavour to work together to develop a new solution, rather than a commercial transaction. Typically, each consortia member will bear some of their own costs within such a collaborative project. Costs charged between consortia members will not be covered the grant.

There are three types of consortia member roles:

- 6.1. Consortium Lead: a NSW-registered business with the capability to commercialise and export the ICT solution being developed. For this reason, research and academic organisations are not eligible to be Consortium Lead, but are suitable as Consortium Partners (see below). They may be small-and-medium sized enterprises, multinationals

and large Australian enterprises. This Consortium Lead will also be the official liaison between I&I NSW and the consortium members and will be responsible for all I&I NSW communication to their members. If a grant is awarded, the consortia lead will be the recipient and contractually obligated to achieve the project deliverables, including ensuring deliverables from other consortia members.

6.2. Consortium User Organisation(s): All submissions must include at least one Consortium User Organisation. User organisations validate the sector benefits and provide valuable feedback in the innovation development process. User organisations may include retail organisations, tourist destinations, hotels and other non-ICT service providers. User Organisations are required to be NSW-registered organisations. They may be small-and-medium sized enterprises, multinationals, large Australian enterprises, research organisations, public and non-profit organisations.

6.3. Consortium Partner(s): All submissions must include at least one Consortium Partner Organisation. These partners are required to ensure a complete offering is being developed. Partner members may include technology providers, network access providers, payment fulfilment provider, database/content provider and research organisations. Consortium Partners are not required to be NSW-registered and may be small-and-medium sized enterprises, multinationals, large Australian enterprises, research organisations, public and non-profit organisations.

Each consortium submits a single submission through the Consortium Lead, and members will be required to declare their support within the application form.

The program's objective is to support genuine business collaboration. As such, consortium comprising of members who are related businesses will be scrutinised closely and may be considered invalid submissions.

7. Submission Process

7.1. Timeline:

Date	Activity
Mon 20 Dec	Announcement and program website launch
Fri 28 Jan	Last day to register for industry briefing
Wed 2 Feb	Industry briefing and program call opens
Wed 9 Feb	Last day to register for industry networking event
Fri 11 Feb	Industry networking event
Wed 23 Mar	Last day for industry inquiries
Fri 25 Mar	Final proposal submission close at noon 12:00 PM
Early April	Short-listed consortia notification and presentations
Late April	Awarding of grants to winning consortia

7.2. Program Website: All details and updates for the program, including the latest version of this document and Submission Form, will be provided through the CS-MC Program Website at <http://www.business.nsw.gov.au/collaborativesolutions>.

7.3. Industry Briefing: An industry briefing will be organised to provide details of the CS-MC program. Registration at the Program Website will be required by **Friday 28 January**.

Attendance at the Industry briefing is not a pre-requisite for submission, but is strongly recommended for potential Consortia Leads and ICT businesses.

- 7.4. Industry Networking Event: An industry networking event will be organised shortly after the industry briefing to facilitate introductions, exchange of ideas and the formation of consortia. Businesses will have the opportunity to make brief presentations. Registration for the industry briefing will be required by **Wednesday 9 February**. Attendance at the industry networking event is not a pre-requisite for submission, but is strongly recommended.
- 7.5. Submission Form: The Submission Form is available from the Program Website. Submissions must be in this document format to be considered as a valid submission.
- 7.6. Final Proposal Submission Close: Submissions must be delivered to I&I NSW no later than **Tuesday 25 March at 12 PM sharp**. A hardcopy and a softcopy is required and clearly marked with "Collaborative Solutions – Mobile Concierge" delivered to the reception of I&I NSW at "Level 47 MLC Centre, 19 Martin Place, Sydney, NSW 2000". Late submissions will not be entertained.

8. Evaluation Process

Proposals will be short-listed for a presentation to the Evaluation Panel. This is a competitive process – proposals that meet the Evaluation Criteria will not necessarily be short-listed.

The Short-Listed Consortia Presentations are tentatively scheduled for **Thursday 7 April**. Participants are strongly encouraged to note this date as a failure to present will invalidate your submission. The presentation must be delivered by the Consortia Lead and time will be provided for the Evaluation Panel to ask questions to the consortia. Full representation of each consortium member is not required although it is strongly encouraged to ensure that adequate responses can be made to panel questions.

The Evaluation Panel will consider each submission based on the following **Evaluation Criteria**:

- Tourism and Retail Sector Benefits: The tangible and intangible benefits to the user organisations, such as new or additional revenue, productivity savings, and higher customer engagement. This may include addressing a current "pain point" across these sectors or delivering new customer benefits due to the use of emerging technologies.
- Innovative Use of Mobile and ICT Technologies: The innovative and compelling use of such technologies in delivering the above benefits, thus driving broader adoption of ICT products and services. The solution must be new-to-market and significantly innovative to meet this criteria. The development of new ICT skills and capabilities and potential growth of ICT sector revenue is also considered in this criterion.
- Robustness of Consortia and Business Model: The robustness of the partners will be considered, such as financial health, past performance, and strategic alignment in delivering the submitted project. The business model of the solution is also considered in terms of sustainability, value creation and capture.
- Economic Benefits to NSW: The economic benefits to the State such as jobs created, new investment attracted, export potential, benefits to regional NSW, and supporting small and medium-sized technology businesses. This includes alignment to State initiatives such as the NSW Business Sector Growth Plan and the Digital Economy Strategy.

9. Incentive Grant

Submissions selected by the Evaluation Panel will be notified by I&I NSW, and the terms and conditions, grant components, and project deliverables will be negotiated prior to awarding the consortia with an incentive grant offer.

The amount of the incentive grant will be determined against the Evaluation Criteria. The following are **general guidelines** in determining the quantum and structure of the grant offer – I&I NSW may consider options outside of these guidelines with exceptional proposals:

- Only development and piloting activities conducted in NSW will be eligible for funding.
- The period supported by the grant will not exceed 9 (nine) months, inclusive of development and pilot. The total project duration may be longer than the supported period.
- The grant offer will be up to a maximum of 35 per cent of total direct project costs or \$250,000, whichever is lower.
- The grant will be itemised to project components, with higher support on core ICT development and piloting activities, such as software development and testing.
- Project components that develop internal ICT skills and capabilities and create ICT jobs in the Consortia Lead will be attract a higher level of support as compared to outsourced components.
- Hardware and software purchases may be supported but will be amortised over three years and two years respectively, and over the project duration.
- Non-ICT development activities, such as legal, business consulting, marketing and normal operational costs will not be supported.
- Costs between consortia members will not be covered.
- Project components already supported through another government grant, subsidy, or funding program will not be eligible for further assistance in this program.

Grant payment will be made on a reimbursement basis after the successful completion of the project. If the project duration is longer than 3 (three) months, a quarterly partial payment may be offered.

A complete set of terms and conditions for the grant will be provided with the offer.

10. Contact

All questions regarding the CS-MC program should be by email and addressed to “cs-mc@business.nsw.gov.au”. For further information contact Robin Phua at (02) 9338 6706.

Please note that any questions sent before the industry briefing will be responded collectively at the industry briefing.