

# NOVEL RETAIL PRODUCTS AND SERVICE OFFERINGS LEVERAGING INNOVATIVE TECHNOLOGIES

## CONTEXT

This challenge is organised by Stellar Lifestyle, a business arm of SMRT Corporation Limited, with their partner Japan East Railway Company (JR East) to address challenges faced by retail and transit operators in Singapore and Japan.

- Stellar Lifestyle is the largest managing agent of retail and advertising spaces in Singapore's rail network and their growing portfolio includes mall management and outdoor media & digital engagement platforms. They have invested in new businesses such as co-working spaces, unmanned concepts and dark stores, with a vision to grow them into a new core.
- JR East is the operator for trains including Shinkansen (high speed bullet train) in eastern Japan. It is the largest passenger railway company in Japan, serving about 13 million passengers daily. JR East Group also operates a variety of lifestyle businesses such as shopping malls, retail shops, restaurants, hotels, as well as office building management. Outside Japan, JR East has a presence for its lifestyle business unit with the establishment of Japan Rail Cafe in Singapore and Taiwan.

Through this joint innovation programme, Stellar Lifestyle and JR East are seeking solutions to support online transformation, online-to-offline customer engagement, develop a vibrant environment inside train stations to improve commuter experiences, and introduce new last-mile robotics delivery platforms for retailers and F&B merchants, within SMRT and JR East-operated train stations.

Retail is constantly evolving, driven by changing consumer behaviors, technological advancements, and a desire for convenience and personalisation. To stay ahead of the competition and meet the needs of the new generation of shoppers, Stellar Lifestyle, with their partner Japan East Railway Company (JR East), are seeking new product/service offerings that are sustainable, scalable and synergistic with their retail ecosystem.

Through this challenge, Stellar Lifestyle and JR East are open to innovators who believe that their technologies can be adapted to fit the train retail ecosystem and/or their retail and food and beverage (F&B) tenants to co-create and provide a new mix of product/service offerings.

## PROBLEM STATEMENT

How might we create new retail product/service offerings that are relevant to commuter needs, and help revitalise and create vibrancy within the retail ecosystem of train stations?

## WHAT ARE WE LOOKING FOR?

Stellar Lifestyle and JR East are looking for innovators to propose new retail product/service offerings, leveraging technologies or new innovations to revitalize and create vibrancy within the retail ecosystem of their train stations.

The Problem Solver can propose new ideas/solutions in any of the following categories (not limited to):

- Bridging the gap between online and offline. E.g. alternative shopping journeys such as Buy Online, Pick-Up In-Store (BOPIS) to provide customer convenience on their way to the train station, online visual recommender for matching items while shopping in-store, etc.

- Try before buy. Leverage immersive technologies to provide an enhanced customer experience in store (e.g. 3D foot scanning/analysis for product matching, body scanning machine for made-to-measure items, interactive dressing rooms)
- New business models/services. This could include new offerings that can be offered within retail train station spaces such as virtual tech-enabled gyms, retail/F&B subscription services, online clinics, and virtual car showrooms.
- Eco-friendly retail offerings. As consumers become more environmentally conscious, innovations should be designed with sustainability in mind (e.g. product refill stands, promoting circular services like repair and refurbishing, curation of customer offerings based on social and environmental criteria such as recyclability, use of organic materials).
- Shop floor as a space for customer education and engagement. This could include immersive exhibitions that combine product displays with educational storytelling about sustainability (e.g. educating customers on the lifespan of a garment, how their used items are given a second life after recycling)

The possible direction, solution criteria, and use cases mentioned in this brief should not limit the Problem Solver's thinking. The proposal should include the business model, potential benefits/impact and financial projections for implementation beyond prototype.

There are no restrictions on the geographical location of the problem solvers who may choose to apply to this challenge. However, the prototype must be demonstrated in Singapore.

## POSSIBLE USE CASE

1. Convenient one-stop services. Jaime, a working professional in her 20s, discovers that the retail space within the train station near her office has several new offerings that are relevant to her lifestyle. One of the retail spaces offers a virtual gym, where she can do a lunch-time workout with a virtual personal trainer, and on the way home, she can visit another store which provides an intelligent subscription-based product refill stand, to fill up her bottle of hand soap.

## WHAT'S IN IT FOR YOU

- Up to SGD55,000 of prize money for each winner of this challenge (see Award Model)
- Access to IMDA's innovation consultancies (e.g. Design Thinking, Digital Storytelling, UI/UX) and PIXEL corporate innovation hub (e.g. hot-desking, project studios, ARVR, usability, 5G test labs) for prototyping and commercialisation
- Aside from grants, shortlisted innovators will be provided with the Innovation Support and Resource Package comprising of mentors, consultants, workshops, labs, co-working offices, incubation platforms and more provided by SMRT, Singapore University of Technology and Design (SUTD), and JR East detailed below

**Figure 1: SMRT – HIVE by Stellar Lifestyle @ Esplanade & Staytion Co-working Spaces**



Incubation Hub to help innovators validate, commercialize and scale

- Corporate Mentors
- Subsidized Rent
- HIVE Studio & Kitchen
- Free & Extensive PR / Marketing



Co-working Space as Office Solutions

**2023 Locations:** Marsiling, Paya Lebar, Dhoby Ghaut, Woodlands, Jurong East

Includes POC validation and commercialization opportunities



**Figure 2: SUTD Innovation & Entrepreneurship Programmes**

Shortlisted innovators will be invited to participate in the SUTD ARISE Program and SUTD ESG Impact Lab. The ARISE Program consists of a series of workshops that facilitate innovators to bring their technology to venture creation. Participants will develop business strategies, operation plans, financial projections and pitching strategies during the workshops. The SUTD ESG Impact Lab is a series of masterclasses to develop the awareness of innovators on developments and opportunities in ESG and how they can achieve their corporate social responsibility goals.



**Figure 3: JR East – Opportunities and Support to expand into the Japan Market**



Language Barrier Support



Mentorship for integration into the Japan Market



POC Validation Platforms in the Japan Rail Club ecosystem



Coworking Space by JR-EAST

Access free Co-working Spaces in SG

## EVALUATION CRITERIA

The evaluation process shall take place over two stages. Proposals shall be evaluated based on the evaluation criteria set out for the first stage. Thereafter, shortlisted proposals shall be subjected to a second stage evaluation in the form of an interview / pitch, and the scoring shall be based on a re-defined assessment criteria for the selection of the challenge finalist(s).

<b>Solution Fit (30%)</b>	<u>Relevance</u> : To what extent does the proposed solution address the problem statement effectively?
<b>Solution Readiness (30%)</b>	<u>Maturity</u> : How ready is the proposed solution to go to the market? <u>Scalability</u> : Is there any evidence to suggest capacity to scale?
<b>Solution Advantage (20%)</b>	<u>Quality of Innovation</u> : Is the solution cost effective and truly innovative? Does it make use of new technologies in the market, and can it potentially generate new IP?
<b>Company Profile (20%)</b>	<u>Business Traction</u> : Does the product have user and revenue traction? <u>Team Experience</u> : Do the team members possess strong scientific/technical background?

## AWARD MODEL

The prize money will be awarded to each selected finalist based on milestones agreed upon between Problem Owner(s) and the solver. Prize money will be inclusive of any applicable taxes and duties that any of the parties may incur.

Note that a finalist who is selected to undertake the prototype development process will be required to:

- Enter into an agreement with Problem Owner(s) that will include more detailed conditions pertaining to the prototype development;
- Complete grant application form(s) with Stellar Lifestyle and its partners that will require more financial and other related documents for potential co-funding support.

Teams with public research performers are required to seek an endorsement from their respective Innovation and Enterprise Office (IEO) and submit the IEO form together with the proposal.

## DEADLINE

All submissions must be made by **9 June 2023, 1600 hours (SGT/GMT +8)**. Problem Owner(s) and IMDA may extend the deadline of the submission at their discretion. Late submissions on the OIP, or submissions via GeBIZ, will not be considered.