

“FOOD FOR ELDERERS” PROGRAMME

ANNEX 3

PROJECT PROPOSAL TEMPLATE FOR CAPABILITY DEVELOPMENT GRANT (CDG) APPLICATION

Companies are required to provide a project proposal as part of CDG application. The project proposal should be provided in Word or PDF format.

This template provides a guide for the project proposal. Companies are free to vary the layout or formatting of the project proposal, as well as to include additional sections or information where necessary.

1. Project Title

Provide a specific project title. E.g. “*Development of Modified Texture Elderly Ready-Meals with Local Flavours*” or “*Elderly-Friendly Desserts with Fortified Nutrients – 5 SKUs*”.

2. Company Background

Give a brief description of the company:

- Background/ Profile of company: Year founded, employment size, organisational chart
- Nature of business, Products/services produced, Key customers
- Key markets & overseas businesses (proportion of sales turnover)
- Sales turnover and profitability
- Future development and growth plans

3. Project Description

Provide details of the product that you aim to develop:

- Indicate the type and number of products to be developed
- Indicate the problem statements that the product will address
- Provide details of the product, in particular elderly-friendly features that the product will have, and how the product will address the problem statement

Provide details of how you intend to develop product:

- Provide key project phases and timeline for your project (including plans for product validation with Lead Entity)
- Provide details of technical capabilities/expertise and equipment required to develop and manufacture the product and its key features
- Describe capabilities that you have in the product category, as well as New Product Development / Food Science expertise
 - If you are engaging any Innovation Partner(s), provide details on their capabilities and scope of involvement in the project
- Indicate Project Lead and members of the project team, as well as roles and duration of involvement for each member
- Indicate cost items that your company will incur for the project, which includes:
 - Consultancy for product development
 - Consultancy for product packaging / packaging innovation
 - Equipment (only specialised equipment required to produce elderly-friendly feature in product prototyping and validation phase)
 - Testing and certification

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- Manufacturing costs (e.g. consumables) incurred in product prototyping and validation phase
- Intellectual Property (IP) licensing / acquisition costs
- Others, e.g. training

Describe the business/commercialisation model for your product:

- Describe your key customers (short-term and long-term)
- Indicate your targeted price range
- Provide Letter of Interest (LOI) secured from Lead Entity

4. Projected Business Impact

Describe product benefits and how product will fit with your business plan

- Provide details on how the project will benefit your company in terms of:
 - capabilities developed
 - projected returns arising from the project in terms of: (a) sales, (b) profit, (c) remuneration, and (d) new jobs (if any)
- Describe any long-term plans for elderly-friendly products in your company's growth