

Singapore infocomm
Technology Federation

By Mr Eddie Chau, 2nd Vice Chairman, (SiTF) Council
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CFP FOR INNOVATIVE E-ADVERTISING IN DIGITAL SPACE



Key Issues

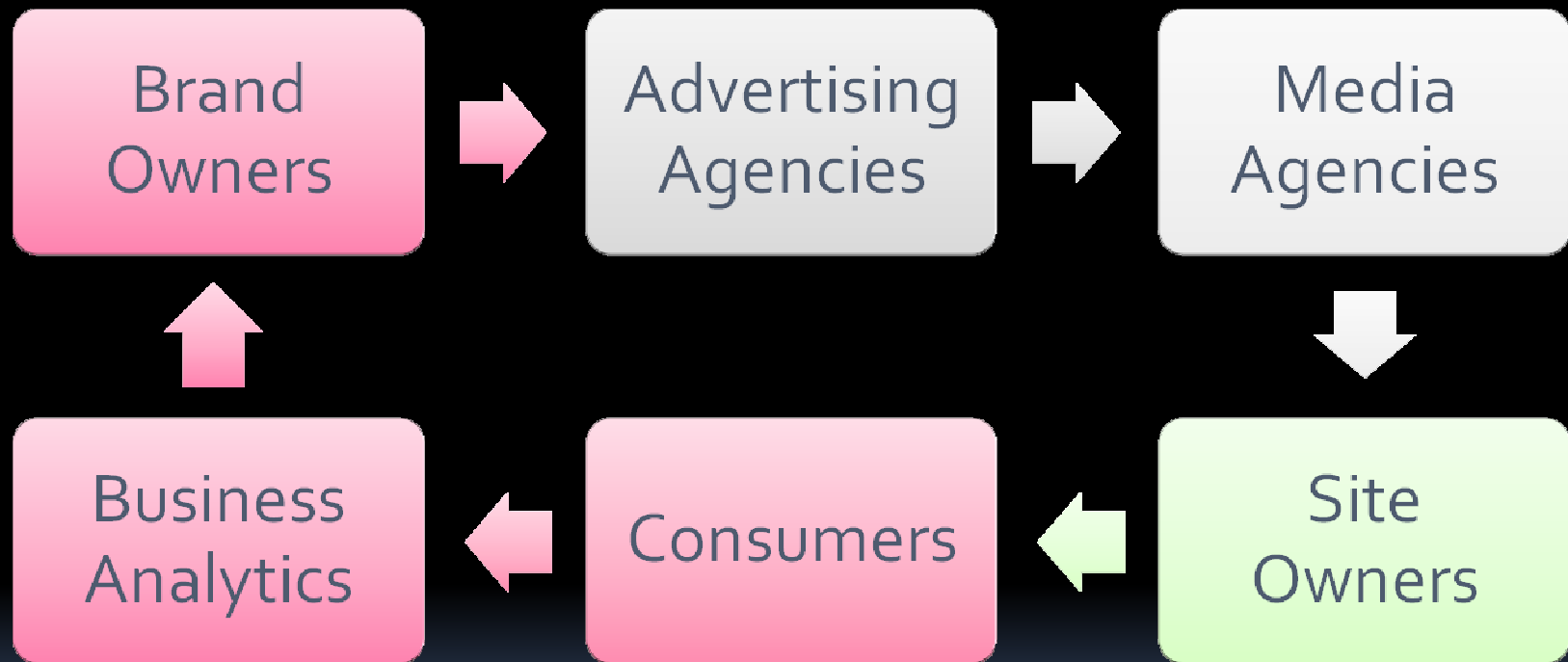
- Inadequate knowledge in technology innovation and digital channels
- Lack of impetus to adopt digital advertising
- Insufficient analytics to show the benefits of digital advertising

Digital Advertising CFP

- Objectives

- To promote Digital Advertising
- Create Awareness of Technology Innovations that support Digital Advertising
- To promote awareness and usage of data to assess the tangible results of Digital Advertising

Stakeholders



Stakeholders

SiTF

Industry
Support

Incubator
Mentorship
& Funding

Brand Owners / Advertising Agencies

Advertising
Campaigns

Innovative
Concepts

Technology Firms

Advertising
Development Platform

Proof Of Concepts /
Technology Innovation

SiTF



- IT federation of Singapore
- A member of the Digital Advertising Alliance,
- promote technological innovations
- drive adoption of digital advertising solutions

CFP by SiTF & MDA



- To submit proposals on
 - Innovative ideas
 - Technology R&D
 - Platform / Solutions
- for digital advertising to serve the
 - local and
 - international markets.

Digital Advertising CFP



- Funding of S\$50K shall be awarded to Singapore Technology Firms / Developers / Advertising Agencies / Start Ups:
 - Willingness to adopt innovative ideas & technology in digital advertising
 - Proof of Concepts
 - Trials of Innovative Approach

Desired Outcome

- Brand Owners are encouraged to try new technologies / digital innovations in marketing
- Singapore positioned as a test bed / “living lab” for innovative digital advertising

Offerings by SiTF

- Business Incubation by SiTF Mentorship Programme (SMP)
- Professional Mentorship by Luminaries of the ICT industry
- Funding up to \$50,000 per project grant by IDMPO
- Promotion of the innovative products & services through SiTF events / chapters / channels
- No equity stake in incubatee
- Business opportunities through SiTF MatchIT program

SiTF & MDA Digital Advertising CFP

- Contact Alan Lek, alan@sitf.org.sg for more information
- Please visit www.idm.sg for the application template and details.