



Fintech Proof-of-Concept Subsidy Scheme 2022 (the “PoC Scheme”)

Project Proposal Writing Guideline (For Reference Only)

Section 1: Project Summary

- Your company name
- The problem, needs, and challenges the proposed solution intended to address
- Project description including Scope, schedule, category and deliverables
- Describe how your solution can fulfil the assessment criteria defined in this document
- Briefly describe how the solution can add value to the end users or different stakeholders in the financial industry
- Briefly describe the potential scope (e.g., cross-organization, cross-border) and impact (e.g., improve customer satisfaction, revenue increase) of the solution

Section 2: Company Overview

- Fintech activities of your company
- Core product and services
- Key achievements and milestones of your company

Section 3: Problems statement and corresponding solution overview

- What are the problems your solution intended to address?
- How can your solution address those problems?
- What are the inadequacies of existing solutions to those problems?
- Please describe how the project can help to resolve a business/technical problem or deliver expected improvements

Section 4: Proposed Solution

- Solution description
- Benefits of your solution
- How can your proposed solution differentiate itself from other solutions?
- Functional details or use case of your solution
- What is the business model of the solution and how can your solution be commercialised?

Section 5: Impacts and benefits of your solution on the financial industry and their customers

- If applicable, please describe:
 - How can your solution make an impact in the GBA (greater bay area) and across different business domains?
 - How will the solution scale in breadth and depth in the market?
- How can your solution improve the business performance of fintech?
- Please describe what kind of issues your project can resolve and the importance of this solution to the fintech industry

Section 6: Project Sponsor

- Name / Title / Business Unit and Organisation of project sponsors representative
- Please describe the involvement of the project sponsor in the proposed project
- Please describe the role of potential stakeholders that will involve in the project
- Please describe the different companies and business units that will participate in the testing of the PoC project
- If applicable, please describe the cross-border nature of the proposed solution and corresponding cross-border PoC project testing activities

Section 7: Scope and meaning of the Project

- Please describe the high-level scope of the project.
- Please highlight the impact and innovations in the corresponding scope breakdown
- Where applicable, please highlight important API product(s) to be developed
- Where applicable, please highlight data integration component(s) to be developed
- Where applicable, please list the key use cases that will be implemented
- Where applicable, please list the system and business metrics improvement expected from the proposed solution when comparing with conventional solution and approach