# STORYBOX
## C O L L E C T I V E

## Thriving in the Covid World
*Business Strategy Development
and
Strategic Brand & Marketing Development*

**Recognised Management Consultant of
Enterprise Development Singapore**

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COLLECTIVE

# ABOUT US

Story Box Collective is a new-age outsourced branding and marketing agency with strong focus on taking up the most challenging tasks and converting ideas into reality.

The company was started in 2016 with the objective of becoming a one-stop solution for digital marketing services for clients globally.

We specialize in branding and marketing consultancy services, web design, social media marketing, content marketing, and search engine marketing.

For more details, please visit our website at www.storyboxcollective.com









Some of our visual works



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TR 43:2015

# Overview

The COVID-19 pandemic has left us with an unpredictable and fluid economy ahead. We are entrenched in a global crisis that has spiraled into a recession of a lifetime. In a matter of weeks, various sectors are struggling with falling demand or disruptions due to measures to contain the spread of Covid-19.

Business leaders will need to take a leap of faith by rethinking the future, re-strategizing business and adopting a new set of mindset for recovery.

## Steps to thrive in Covid world

### Re-think

- Be flexible and agile
- Work with high performance teams to have new ideas
- Solve practical problems with speed and rigor

### Re-strategize

- Change business models to stay relevant
- Rebrand and engage in new marketing and sales channels

### Recover

- Execute cost saving measures
- Capitalize on emerging sectors for growth
- Scale up e-learning systems and remote working tools

# How can Story Box Collective help?

As a certified management consultant that is recognized by Enterprise Singapore, our team of consultants are experienced in helping businesses identify gaps, build a pragmatic roadmap to success, as well as building a practical marketing and branding strategy.

There are two areas of work our teams can help your company with, they are:

## 1.   Business Strategy Development

Scope of work can cover:
*   Diagnosis and gap analysis of your company
*   Assessment of internal and external factors, such as strengths and weaknesses, and competition
*   Development of a strategic roadmap, business frameworks, policies or processes
*   Recommendations and plans for implementation

Project may address any of these areas:

*   Formulation of growth strategies to capitalise on opportunities and enhance competitiveness
*   Analysis of the impact of tariffs and International Trade Agreements, and the development of strategies to optimise business performance
*   Development of strategies and processes to protect and monetise intellectual property assets as well as optimise R&D operations

# How can Story Box Collective help?

**2. Strategic Brand and Marketing Development**

**Scope of work can cover:**

- Diagnosis and gap analysis of your company
- Assessment of internal and external factors, such as strengths and weaknesses, and competition
- Primary or secondary research
- Recommendations and plans for implementation

**Project may address any of these areas:**

- Development of effective brand strategy that appeals to targeted consumers and offers differentiated proposition from the competition
- Assessment of a brand's financial value and identification of brand levers
- Development of a strategic plan to optimise marketing resources and improve customer communications

# Timeline

| | |
|---|---|
| 1 week | **1. Preliminary meeting with Story Box**<br>- Understanding client's objectives and business<br>- Project scoping<br>- Project proposal by Story Box |
| 1 week | **2. Preparation of EDG application documents and submitting it through** https://www.businessgrants.gov.sg/ |
| 8 – 12 weeks | **3. Receive Letter of Offer from Enterprise Singapore** |
| | **4. Project commencement** |
| 4– 12 weeks | **5. Project completion** |
| 1 week | **6. Preparation of claims submission** |
| 6 – 8 weeks via GIRO | **7. Receiving of claims** |

**If you are interested, do contact us at
Bernard.lee@storyboxcollective.com
or call us at 62545547**

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# The next page contains full details of the Enterprise Development Grant

# Introduction to Enterprise Development Grant

## Overview

Today and into the future, companies that thrive are the ones that have strong business foundations and strategies, adopt technology and innovative processes, and grow their overseas presence.

The Enterprise Development Grant (EDG) helps Singapore companies grow and transform. This grant supports projects that help you upgrade your business, innovate or venture overseas, under three pillars:

**Core Capabilities – Business Strategy Development and Strategic Branding and Marketing**

Projects under Core Capabilities help businesses prepare for growth and transformation by strengthening their business foundations. These should go beyond basic functions such as sales and accounting.

Innovation and Productivity

Projects under Innovation and Productivity support companies that explore new areas of growth, or look for ways to enhance efficiency. These could include reviewing and redesigning workflow and processes. Companies could also tap into automation and technologies to make routine tasks more efficient.

Market Access

Projects under Market Access support Singapore companies that are willing and ready to venture overseas. You may tap into the EDG to help defray some of the costs of expanding into overseas markets.

# Introduction to Enterprise Development Grant

## Who can apply?

To qualify for the EDG, you need to:

- Be registered and operating in Singapore
- Have a minimum of 30% local shareholding
- Be in a financially viable position to start and complete the project
- Applications will be assessed by Enterprise Singapore based on project scope, project outcomes and competency of service provider.

## What does EDG Support?

The grant funds qualifying project costs namely third party consultancy fees, software and equipment, and internal manpower cost.

As announced at [Supplementary Budget 2020](#), the maximum support level will be raised to **80% from 1 April 2020 to 31 December 2020.**

For enterprises that are most severely impacted by COVID-19, the maximum support level may be raised to 90% on a case-by-case basis.

# Business Strategy Development

## Overview

To spur the growth of your company through interventions in business strategies.

Scope of work:
- Diagnosis and gap analysis of your company
- Assessment of internal and external factors, such as strengths and weaknesses, and competition
- Development of a strategic roadmap, business frameworks, policies or processes
- Recommendations and plans for implementation

Project may address any of these areas:
- Formulation of growth strategies to capitalise on opportunities and enhance competitiveness
- Analysis of the impact of tariffs and International Trade Agreements, and the development of strategies to optimise business performance
- Development of strategies and processes to protect and monetise intellectual property assets as well as optimise R&D operations

# Strategic Brand & Marketing Development

## Overview

To help your company better capture target audiences and markets by differentiating your brand, and your products and services.

Scope of work:
- Diagnosis and gap analysis of your company
- Assessment of internal and external factors, such as strengths and weaknesses, and competition
- Primary or secondary research
- Recommendations and plans for implementation

Project may address any of these areas:
- Development of effective brand strategy that appeals to targeted consumers and offers differentiated proposition from the competition
- Assessment of a brand's financial value and identification of brand levers
- Development of a strategic plan to optimise marketing resources and improve customer communications

# Application Procedures

## Pre-application

1. Check if you qualify for the Enterprise Development Grant (EDG). You need to:

– Be registered and operating in Singapore
– Have a minimum of 30% local shareholding
– Be in a financially viable position to start and complete the project

2. Identify the key project category you wish to apply for.

3. Fill up the project proposal as best as you can on next page.

4. The EDG only supports projects that are new and not generating any revenue at the point of grant application. A project is considered to have begun if suppliers and service providers have already signed a contract, or if any work on the project scope has begun or if payment has been received for the project.

5. Submit Project Proposal prepared.

# Application Procedures

## Pre-application

6. Prepare the following documents:

**- Latest ACRA search or instant information (dated no earlier than 6 months from date of project application). If there are corporate shareholders, please provide the information for the corporate parents as well.**

**- Audited financial statements or certified management accounts for the last FY of your company and consolidated financial statements for the last FY of your ultimate parent company, if applicable.**

*- Relevant proof of quotation for the cost of your project items. (Prepared by Story Box Collective)*

*- For projects where management consultants are engaged, please include the consultants' proposal detailing the scope of work, man-day rate breakdown of the service, as well as the CVs and scanned copies of Enterprise Singapore-recognised certification(s) of each individual consultant. (Prepared by Story Box Collective)*

*Applicants will have to provide projected figures in the following areas arising from the implementation of the project:*

- *Company revenue*
- *Staff remuneration*
- *Depreciation*
- *Net operating profit before tax for three years' post-project (inclusive of the year of project completion)*
- *Impact on workers (Singaporean/ PR) benefitting from project in the form of increased wages, job creation, job-redesign or training*

# Application Procedures

## Application

Sign in to the Business Grants Portal (https://www.businessgrants.gov.sg/) with your CorpPass. If you do not have a CorpPass account, please refer to the CorpPass Guide for instructions on how to set one up.

A complete submission will usually take eight to twelve weeks from the time you submit your project application. We may contact you via the Business Grant Portal for clarifications.
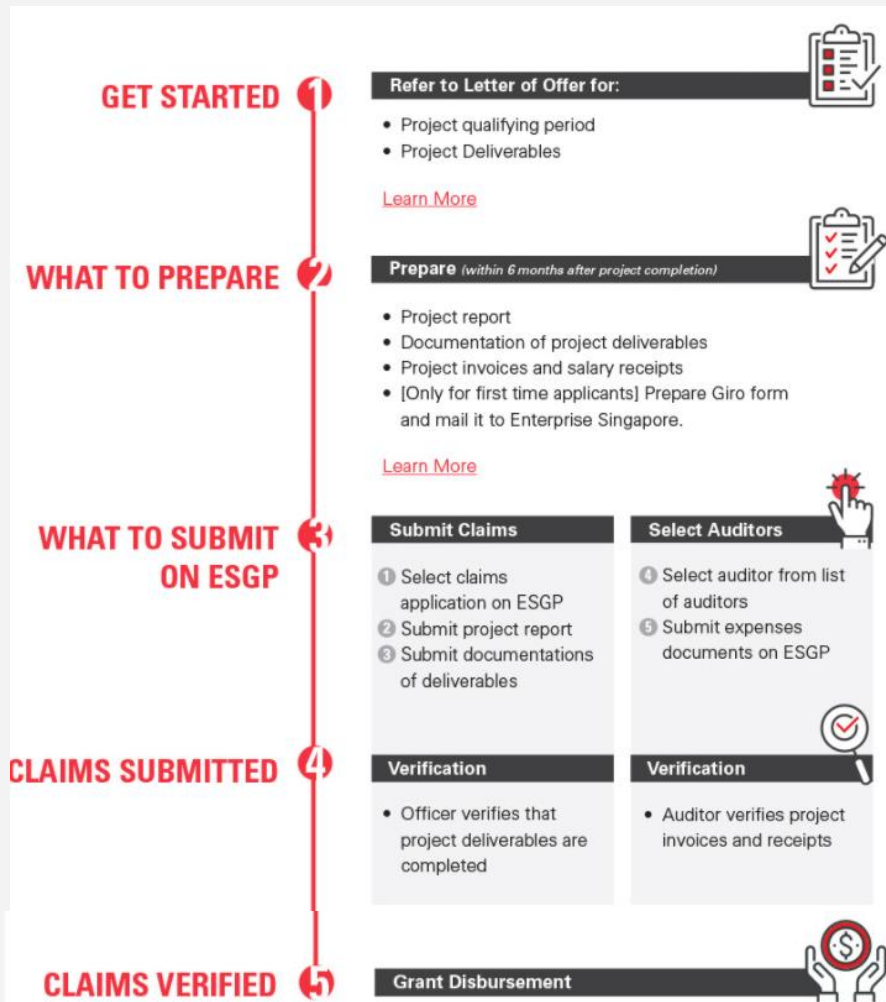
If you are awarded the grant, your company will receive a Letter of Offer (LOF) indicating the conditions of support and the amount of grant awarded. You need to acknowledge receipt and accept the LOF within the timeline indicated, otherwise the application would be considered invalid.

# Application Procedures

## Claims

EDG projects are supported on a reimbursement basis. Claims can be submitted when all project deliverables have been achieved. Claims must reach Enterprise Singapore no later than six months from the end of the project qualifying period*.

**GET STARTED ①**

**Refer to Letter of Offer for:**
- Project qualifying period
- Project Deliverables

*Learn More*

**WHAT TO PREPARE ②**

**Prepare** *(within 6 months after project completion)*
- Project report
- Documentation of project deliverables
- Project invoices and salary receipts
- [Only for first time applicants] Prepare Giro form and mail it to Enterprise Singapore.

*Learn More*

**WHAT TO SUBMIT ON ESGP ③**

**Submit Claims**
① Select claims application on ESGP
② Submit project report
③ Submit documentations of deliverables

**Select Auditors**
④ Select auditor from list of auditors
⑤ Submit expenses documents on ESGP

**CLAIMS SUBMITTED ④**

**Verification**
- Officer verifies that project deliverables are completed

**Verification**
- Auditor verifies project invoices and receipts

**CLAIMS VERIFIED ⑤**

**Grant Disbursement**

# Application Procedures

## Claims

### Step 1: Refer to Letter of Offer

- *Project Qualifying Period*
- *Project Deliverables*

*Projects should have been completed within the specified qualifying period, and all project deliverables should have been achieved.*

### Step 2: Prepare Documents

Prepare the following documents required for claims submission (Claims submission checklist):

- For first time applicants, complete the Giro form and mail it to the address indicated on the document.
- No action required if there is no change to the Giro details previously submitted to ESG.
- Deliverables Documentation
- Project Summary report (Project Summary report template)
- Documentation of project deliverables (e.g. consultant's report, images of equipment, etc)
- Cost Items Documentation for audit (e.g. Invoices, bank statements, employment contract, etc.).
- For first time applicants, complete the Giro form and mail it to the address indicated on the document.

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# Application Procedures

## Claims

### Step 3: Submit Claims on ESGP and select auditors

- Submit claims
- Log on to the Enterprise Singapore Grant Portal (ESGP) and select "claims submission". Refer to the ESGP Step-by-Step guide and Enterprise Singapore Grant Portal FAQ for more information.
- Upload the project summary report and the documentation of project deliverables in the 'Project Information' tab.
- Select auditors
- In the ESGP Claim application, select an auditor from Enterprise Singapore's Pre-Qualified Panel to verify your claim submission, unless expressly exempted by Enterprise Singapore.
- Upload the cost items documentation (e.g. invoices, bank statements) as Claims Submission documents in the 'Claim Information' tab.
- Upon completion of the above steps, submit the claims application. Record the claims application code for future reference. If you require technical support regarding the submission of the claims application, please contact Enterprise Infoline.