*Note: Not all guiding questions under each heading will be relevant to every application – feel free to emphasise some points more than others and add other points that you feel are important for us to know. If you have any relevant documents to this application, please attach them with this template****.***

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| 1. **Name of Heritage Business/Organisation** |
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| 1. **Title of Project** |
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| 1. **Project Summary** (Maximum 100 words) Your project summary is an important part of our assessment of your application.  * *What is the project about?* |
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| 1. **Declaration of Existing Grant Funding** Have you applied for or is your project currently receiving any funding from NHB or other government agencies? If so, please provide name of funding/grant and include the details in the proposed budget as well. Please indicate if your other funding sources are pending or confirmed. |
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| 1. **Key Problem Statement** (Maximum 100 words)  * *What is the heritage-related transformation or business improvement problem statement that you hope to address?* * *What is the motivation and impetus behind your project?* * *Why are you embarking on these transformation efforts?* |
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| 1. ***Project Objective(s) (Maximum 200 words)***  * *What are you attempting to change/transform?* * *What aspect of transformation does your project address? e.g. Developing new market opportunities, transformation of product and offerings, redesign of job roles, improving processes and system* * *Who does the project influence and have an impact on? Who is the target audience of your project?* |
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| 1. **Intended Outcomes** (Maximum 200 words)  * *After the project is completed, what changes do you hope to make and see?* * *How will your target audience benefit from your transformation project?* * *What do you hope to achieve in the longer-term after the project is completed?* |
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| 1. **Project Management & Timeline** (Maximum 200 words)  * *What is your transformation plan and timeline so that you are able to complete the project in time?* * *What activities and actions need to be taken to achieve your goals that you have articulated above?* |
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| 1. **Key Personnel** (Maximum 300 words)  * *Who is involved in your project?* * *Who are the partners and platforms you plan to collaborate with? (Please include their CVs and write-ups in your submission.) How and what will they contribute to the execution of your project?* |
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| 1. **Proposed Project Deliverables** (Maximum 200 words)  *e.g. proof of concept, prototype, work-in-progress output, qualitative or quantitative documentation of change implemented, survey results, User Acceptance Test documentation, draft industry benchmarks.* |
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| 1. **Key Performance Indicators** (Maximum 200 words) How would you demonstrate the results of the transformation? Please put in quantifiable numbers before and after the transformation, where applicable**.**   *e.g. percentage (e.g. 10%) of cost or time savings within project period (for process transformation)*  *e.g. percentage of increase in revenue*  *e.g. increase in audience and/or customer take up of a transformed programme or process after the project is completed*  *e.g. consolidated feedback from audiences and/or customers towards the change and transformed process or product* |
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| 1. **Long-Term Plans & Business Sustainability** (Maximum 200 words)  * *How do you intend to sustain the impact and outcomes achieved in your project?* * *What are the longer-term plans for this transformation project?* * *If you are awarded the OTG, what are the phases of development beyond this portion of transformation that you hope to embark on?* |
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