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| **OTG PROJECT PROPOSAL TEMPLATE**  **(PLEASE FILL IN A NEW DOCUMENT FOR EACH UNIQUE APPLICATION)** |
| **Project Brief**  **Your project brief is an important part of our assessment of your application. 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.** |
| **Title of Project:** |
| 1. **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.** |
| 1. **What is the heritage-related organisational transformation problem statement that you hope to address?**  * *What is the motivation and impetus behind your project?* * *Why are you embarking on these transformation efforts?* |
| 1. **What is the objective and goal of your project?**  * *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?* |
| 1. **What is the intended outcome(s) that you hope to achieve and impact you hope to see, by the end of the project and in the longer-term?**  * *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?* |
| 1. **How do you plan to achieve the goals and outcomes set out for the project within the time period of this scheme?**  * *What is your transformation plan and timeline?* * *What activities and actions need to be taken to achieve your goals that you have articulated above?* |
| 1. **Who are the key people involved?**  * *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?* |
| 1. **What deliverable(s) at the end of your project would demonstrate proof of completion?**   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. |
| 1. **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*  *e.g. documentation of recommendations for next phase of transformation*  *e.g. documentation of activities that took place to facilitate the transformation project* |
| 1. **What are your plans after the grant funding period for the transformation project?**  * *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?* |