

**WELLNESS**

**OPEN INNOVATION**

**CHALLENGE 2023**

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**Enterprise  
Singapore**

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ASIA PACIFIC



# ABOUT THE CHALLENGE

In a world where our physical, mental, and social well-being is becoming increasingly important, the global wellness economy, valued at a staggering US\$4.4 trillion in 2020 with a remarkable growth trajectory, stands at the forefront of transforming lives and societies. The wellness economy is multifaceted, encompassing sectors such as physical activity, healthy eating and nutrition, to personal care and complementary medicine. It is ripe with opportunities for innovators who can navigate emerging challenges within it, leveraging technologies and creative thinking to unlock new avenues for holistic well-being. To do so, we must foster an ecosystem of collaboration and co-creation, marrying the power of enterprise and innovation.

With this in mind, the Wellness Open Innovation Challenge 2023 aims to catalyse partnerships between established companies and solution providers. Our goal is to co-develop impactful solutions that can revolutionise the wellness economy, locally and globally. The focus areas of this challenge include Fitness, Personal Care, and Travel. Six participating corporate partners have provided eight challenge statements across these themes. Selected innovators will receive an opportunity for co-creation with industry leaders, benefiting from their vast knowledge, mentorship, and resources. They may also be eligible for grant support from Enterprise Singapore and other exciting rewards from our corporate partners.

## CHALLENGE STATEMENT OWNERS



KC GROUP OF  
COMPANIES



SHISEIDO



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Singapore

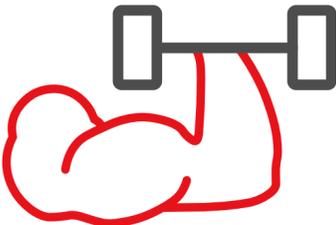
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# CAN YOUR SOLUTION BE APPLIED TO THESE TOPICS?



**FITNESS**



**PERSONAL CARE**



**TRAVEL**

This challenge is open to all local and foreign:



Startups



Small and Medium-sized Enterprises (SMEs)



Institutes of Higher Learning (IHLs)



Research Institutes (RIs)

IHLs and RIs may participate either through registering a spin-off or submitting a joint proposal with a startup/SME as the lead applicant.



# CHANGI AIRPORT GROUP

## ALLEVIATING TRAVEL RELATED FATIGUE FOR BUSINESS TRAVELLERS

### WHAT ARE WE LOOKING FOR?

Solutions that can be incorporated in the transit lounge to help travellers alleviate travel-related mental, physical, and sleep-related fatigue

#### CONTEXT

Changi Airport Group (CAG) operates one of the world's busiest airports by international passengers, and currently holds the title of World's Best Airport. Ever in the pursuit of providing the best travel experience available, CAG is seeking innovative solutions to improve the experience of transiting passengers.

#### ASSESSMENT CRITERIA

- **Applicability:** Proposals should show clear applicability in a transit lounge and relevance to transiting passengers. As transiting passengers may only be in Changi Airport for a short duration, they must be able to derive benefits from the solution quickly.
- **Innovation and originality:** Proposals that feature new ideas or original technology that is the exclusive work of the submitting team or individual are preferred. Proposed solutions should have clear strengths and advantages over existing solutions, if applicable.
- **Ease of implementation:** Applicants should consider the implementation requirements of the solution, in the context of operating in a 24/7 airport setting.
- **Value-add:** Applicants should highlight the value add of their solution to CAG's broader mandate of airport operations. This could include improved traveller satisfaction or increased customer value.
- **Long-term potential:** Applicants should consider the potential for further investment and long-term commercial development of their proposals.
- **Time to market:** Solutions that can be piloted with CAG within 12 months would be preferred.

★ Up to S\$45,000  
Prize Money

★ Up to 3 winners  
across CAG challenge

★ At least  
TRL 6





# CHANGI AIRPORT GROUP

## WELLNESS SOLUTION FOR TRANSITING LEISURE TRAVELLERS

### WHAT ARE WE LOOKING FOR?

Solutions that can be incorporated in the transit lounge to provide a quick positive wellness experience for transiting travellers

#### CONTEXT

Changi Airport Group (CAG) operates one of the world's busiest airports by international passengers, and currently holds the title of World's Best Airport. Ever in the pursuit of providing the best travel experience available, CAG is seeking innovative solutions to improve the experience of transiting passengers.

#### ASSESSMENT CRITERIA

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Prize Money



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At least  
TRL 6





**CLIMB ASIA**

## **AUTONOMOUS DETECTION OF INJURIES OR SAFETY VIOLATIONS**

### **WHAT ARE WE LOOKING FOR?**

#### **Solutions for autonomous detection of injuries or safety violations in a climbing gym**

##### **CONTEXT**

Climb Asia is the architect of high adrenaline action; the premier one-stop centre for your vertical playground.

A key aspect of climbing gym operations is ensuring the safety of climbers. Climb Asia is ready to explore solutions that can detect safety violations that might lead to injury. A fully autonomous climbing gym should also have a system that is able to detect injuries sustained by climbers, possibly due to bad falls.

##### **ASSESSMENT CRITERIA**

- **Detection capability:** Technology should be able to accurately detect a range of safety or protocol violations, as well as trigger an alarm when a potential injury occurs in a 24-hour fully autonomous climbing gym setting.
- **Feasibility:** Proposals should be realistically feasible, using current technology or technology likely to be readily available in the near future.
- **Ease of implementation:** Applicants should consider the ease and cost-effectiveness of deploying the solution in a climbing gym context.



Up to S\$10,000  
Paid Pilot



At least  
TRL 6





## WHAT ARE WE LOOKING FOR?

### Solutions for predictive maintenance of equipment in a climbing gym

#### CONTEXT

Climb Asia is the architect of high adrenaline action; the premier one-stop center for your vertical playground.

Proper maintenance of equipment is crucial in ensuring the safety of climbers. Climb Asia is seeking solutions for the predictive maintenance of climbing gym equipment, such as ropes, karabiners, auto-belay devices, and more.

#### ASSESSMENT CRITERIA

- **Productivity improvements:** Solution should allow for meaningful improvement(s) in the maintenance or operations of climbing gyms.
- **Feasibility:** Proposals should be realistically feasible, using current technology or technology likely to be readily available in the near future.
- **Ease of implementation:** Applicants should consider the ease and cost-effectiveness of deploying the solution in a climbing gym context.

★ Up to S\$10,000  
Paid Pilot

★ At least  
TRL 6





**KC GROUP**

**SOLUTIONS THAT ENABLE INDIVIDUALISED BEAUTY SERVICES**

## WHAT ARE WE LOOKING FOR?

### Solutions that enable individualised beauty services

#### CONTEXT

KC Group is one of the fastest growing hair and beauty groups in Singapore. Their beauty brands include Hanbang Skin Solutions, Kskin Express Facial, and Apgujeong Hair Studio.

KC Group wants to take this opportunity to join forces with ventures and researchers alike who are trying to use technology to provide individualised and innovative beauty services. This may include AI-driven technologies for skin or hair analysis, allowing treatment and product customisation/ recommendation, as well as the detection of changes pre- and post-treatment. Other innovative technologies for skin and hair analysis with value-adding results are welcome too.

#### ASSESSMENT CRITERIA

- **Innovation and originality:** Proposals that feature new ideas or original technology that is the exclusive work of the submitting team or individual are preferred. Proposed solutions should have clear strengths and advantages over existing solutions, if applicable.
- **Ease of implementation:** Proposed solutions should preferably be easily incorporated into KC Group's current suite of services.
- **Value-add:** Applicants should highlight the added value of their solution to KC Group's services. This could include improved customer satisfaction, increased customer value or productivity improvements.
- **Long-term potential:** Applicants should consider the potential for further investment and long-term commercial development of their proposals.



Up to S\$20,000  
Paid Pilot



At least  
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# SENSES INTERNATIONAL SUSTAINABLE ENCAPSULATION OF FRAGRANCES

## WHAT ARE WE LOOKING FOR?

### Solutions for the sustainable encapsulation of fragrances

#### CONTEXT

Encapsulated fragrance has been widely used in many industries, particularly the laundry industry, where laundry detergent products are infused with microencapsulated fragrance to provide long lasting freshness in clothing. Plastic fragrance encapsulations are now regulated in the EU with the ban of intentionally used microplastic by 2027.

Senses International anticipates consumer demand for biodegradable encapsulation in Asia to increase as more and more laundry detergent manufacturers turn to using sustainable ingredients. To that end, Senses International is seeking partners to develop innovative solutions for the sustainable encapsulation of fragrances.

#### ASSESSMENT CRITERIA

- **Innovation and originality:** Proposals must feature new ideas or original technology. Proposed solutions should have clear strengths and advantages over existing solutions, if applicable.
- **Feasibility:** Proposals should be realistically feasible, using current technology or technology likely to be readily available in the near future, and have the potential to be put into commercial production or mass production in the coming future.
- **Environmental value:** The solutions in the proposal must be environmentally- & human-friendly.
- **Long-term potential:** Applicants should consider the potential for further investment and long-term commercial development of their proposals.
- **Cost:** Applicants should consider the cost-effectiveness of the proposal. The cost of biodegradable fragrance should have a premium of no more than 30%.
- **Loading:** The fragrance loading of the solution should minimally be 40%.

★ S\$10,000  
Prize Money

★ At least  
TRL 4





**SHISEIDO**

**LEVERAGING WELLNESS TO IMPROVE SKIN HEALTH**

## WHAT ARE WE LOOKING FOR?

**Mindfulness solutions that leverage wellness to create a positive impact on skin health through a holistic approach**

### CONTEXT

Shiseido's history and tradition is characterised by a long string of innovations and category firsts that have repeatedly set new standards and whose effects have rippled across the entire beauty industry. 150 years later, their commitment to innovation is as steadfast as ever.

Mindfulness is becoming a popular practice for people looking to improve their overall well-being. Shiseido recognises the potential benefits of mindfulness in the beauty industry and is exploring ways to incorporate mindfulness into its products and services.

### ASSESSMENT CRITERIA

- **Applicability:** Proposals should show a clear applicability or link between mindfulness and beauty.
- **Market fit:** Solutions should demonstrate potential market fit to the skincare industry, or any of Shiseido's existing markets.
- **Long-term potential:** Applicants should consider the potential for further investment and long-term commercial development of their proposals.

★ S\$20,000 Prize Money

★ At least TRL 4





## TRUE GROUP

# SOLUTIONS TO MAINTAIN AND IMPROVE HYGIENE AND CLEANLINESS

## WHAT ARE WE LOOKING FOR?

### Innovative solutions to maintain and improve the hygiene and cleanliness of gyms

#### CONTEXT

True Group is one of Asia's largest fitness and wellness groups, with businesses primarily in fitness and yoga. With numerous clubs across the country, True Group is one of the key fitness operators in Singapore.

In order to maintain high standards of hygiene and cleanliness in True Group's clubs, two towels are issued to every member upon check-in - a sweat towel, and a bath towel. The high volume of towel use results in high laundry expenses, as well as replacement costs due to damage and misplacement.

#### ASSESSMENT CRITERIA

- **Applicability:** Proposals should show a clear applicability to True Group's operations of fitness and yoga clubs.
- **Innovation and originality:** Proposals that feature new ideas or original technology that is the exclusive work of the submitting team or individual are preferred. Proposed solutions should have clear strengths and advantages over existing solutions, if applicable.
- **Ease of implementation:** The solutions in the proposal must be implementable in the context of space requirements, customers needs, and operational constraints of True Group's clubs.
- **Environmental Value:** The solutions in the proposal must be environmentally & human-friendly.
- **Long-term potential:** Applicants should consider the potential for further investment and long-term commercial development of their proposals.



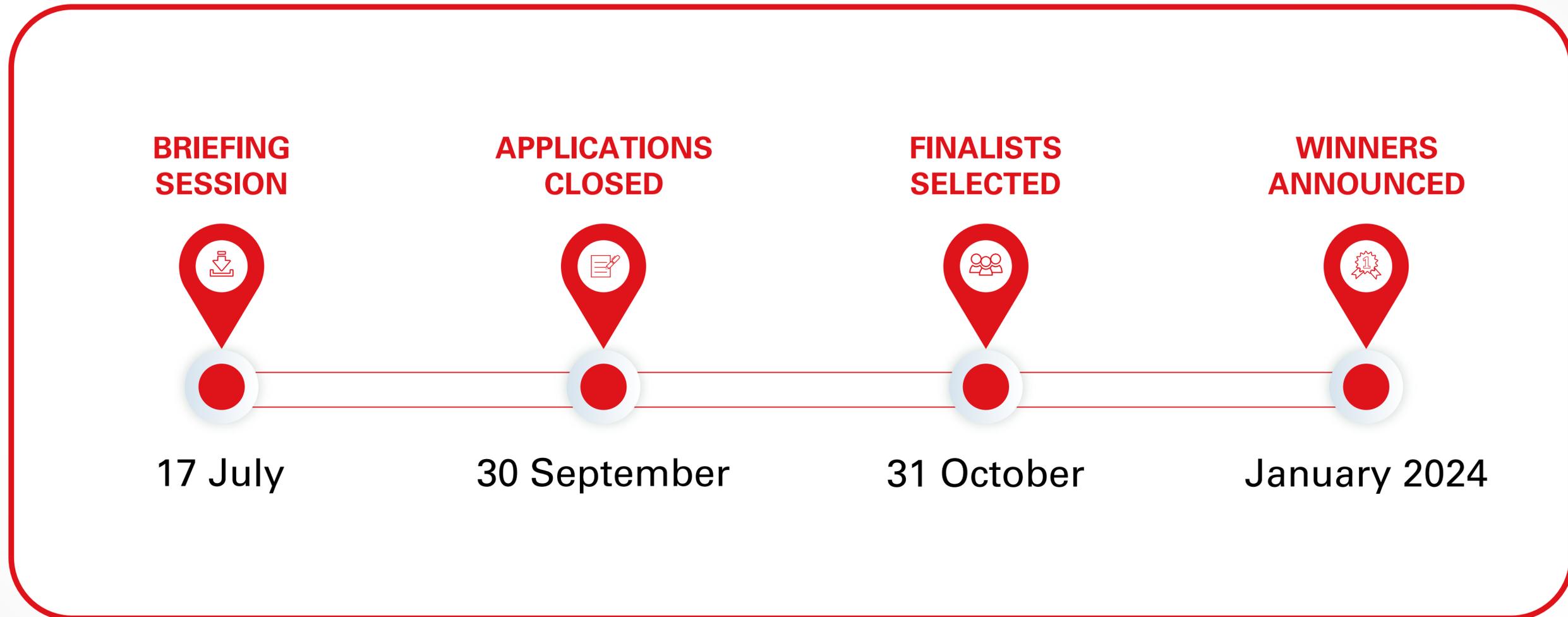
S\$10,000  
Prize Money



At least  
TRL 6



# KEY DATES



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# WHAT'S IN IT FOR YOU?

**UP TO S\$125,000 IN PRIZES AND PILOT OPPORTUNITIES**



Access to new  
markets



Partnership  
opportunities



Cash  
prize



Paid  
pilots

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