

Driving Retail Sales for Train Network Tenants

Context

Problem Statement:

How might we drive retail sales for tenants of our train network using targeted, localised real-time data?

About the Organisers

- **Stellar Lifestyle:** SMRT's business arm managing Singapore's largest transit retail and advertising network, with a growing portfolio in lifestyle concepts and digital engagement platforms.
- **Stellar Ace:** SMRT's media business, connecting brands to millions of commuters via integrated OOH-to-online campaigns.
- **Business Innovations Generator (BIG):** BIG is a four-month founder-centric incubator at SMU. It supports early-stage start-ups with mentorship, go-to-market guidance, workspace, and grant opportunities.

Supported by:

- **JRE Ventures:** Corporate venture capital arm of East Japan Railway Company (JR East, Japan's largest railway company) with a focus on retail, advertising, and logistics inside railway stations.
- **UOB:** UOB is one of the world's top banks, with 500 branches across 19 countries. It has a strong ASEAN presence and focuses on innovation and sustainable growth.
- **Enterprise Singapore:** Enterprise Singapore is the government agency championing enterprise development. The agency partners committed companies to build capabilities, innovate, and go global. It drives growth – empowering local businesses and shaping industries, anchoring Singapore as a trade and startup hub, and establishing trust in products through quality and standards.

What Are We Looking For?

The Problem Solver should take into consideration:

- Leverage existing data. The solution should not require Stellar Lifestyle to collect new data but instead tap on existing data sources (e.g. ridership for train, taxi and buses) to develop possible seeds for communities (demographic, need, interest or behaviour-based) that are already gathering in certain stations at particular times/days of the week. Such data points could include:

- Commuting patterns. Deriving patterns based on information on the time of the day commuters arrive and depart, and frequency of visits to these stations.
- Location data and people flow. Understanding commuter movement within the station to determine which areas they frequent and the amount of time spent in each area.
- Consumption patterns. Determining the amount of money these communities might be willing to spend, and the types of services and experiences they would be willing to pay for.
- In-depth understanding of communities. The solution should be able to generate rich insights into who these communities are and their needs, to help Stellar Lifestyle capture the lifestyle(s) surrounding the station, and curate their station offerings to be more targeted to these communities, including partnering with nearby business and stakeholders (e.g. urban farming and gardening around the Botanic Gardens station).

Prototypes must be testable in Singapore, with the potential for expansion in Japan.

Possible Use Cases

1. Themed Train Stop:

Transform a train station into “Beauty Boulevard” where shoppers can not only access retail outlets, but immerse in instagrammable experiences, get exclusive samples from in-station vending machines and expect frequent pop-up events.

2. Dance Community:

Turn MRT stations into creative hubs for Singapore’s dance community, featuring digital choreography loops, pop-up performances, and social media challenges. Retail tenants benefit through exclusive dancewear promotions and increased foot traffic from engaged, passion-driven commuters.

What’s In It For You

- Up to SGD65,000 of grant funding for the winner of this challenge (see Award Model)
- Be part of the August 2025 cohort of the Business Innovations Generator (BIG) incubation programme. Access to mentors, community, downtown co-working facilities and more.
- Access to locations and/or established businesses to testbed solution

Evaluation Criteria

Submissions will be reviewed by an evaluation panel composed of Stellar Lifestyle, SMU IIE, JRE Ventures, UOB.

Solution Fit (30%)	<u>Relevance</u> : To what extent does the proposed solution address the problem statement effectively?
Solution Readiness (30%)	<u>Maturity</u> : How ready is the proposed solution to go to market? <u>Scalability</u> : Is there any evidence to suggest the capacity to scale?
Solution Advantage (20%)	<u>Quality of Innovation</u> : Is the solution cost-effective and truly innovative? Does it use new technologies in the market, and can it generate new IP?

Management Team (20%)

Business Traction: Does the product have user and revenue traction?
Team Experience: Do the team members possess strong scientific/technical backgrounds?

Award & Submission

- Funding is milestone-based and subject to agreements and due diligence.
- Finalists may need to complete grant forms and submit supporting documents.
- **Deadline: 30 June 2025, 2359 (SGT/GMT +8)**