



Transforming Customer Experience in Train Networks through Enhancement of Advertising, Retail and Logistics

Context

Problem Statement:

How might we transform in-station advertising and retail capabilities, including the last-mile delivery process, to create a seamless experience for customers to discover and enjoy new products and services?

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?

We are looking for integrated solutions that **connect media engagement, product discovery, and last-mile/nano-fulfillment** in meaningful and measurable ways. These may include, but are not limited to:

- **Interactive or immersive advertising formats** that trigger product interest or conversion
- **Connected retail ecosystems** that link advertising with smart vending, QR-triggered offers, or virtual stores
- **Automated or flexible last-mile delivery solutions**, e.g., lockers, mobile handover points, autonomous carts, or staff-light concierge hubs
- **Real-time data and analytics** for campaign performance, footfall conversion, or delivery status
- **Personalised or gamified customer journeys** based on behavioral or contextual triggers (e.g., time of day, travel patterns)

Solutions should also consider:

- **Space and infrastructure limitations** typical of urban transit environments
- **Omnichannel integration** (e.g., linking OOH to mobile or e-commerce platforms)
- **Operational feasibility** — easily maintainable with low manpower
- **Customer experience** — intuitive, safe, and enjoyable for commuters in motion
- **Scalability** — adaptable across station types, formats, and geographies

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

Possible Use Cases

1. Interactive Ad Walls + On-Demand Fulfillment

Commuters browse trending gadgets on a large digital wall, place orders via a mobile app, and retrieve purchases from a smart locker within the station before they exit.

2. Location-Based Offers with Real-Time Inventory Sync:

Using location-tracking and AI, a lifestyle platform pushes hyperlocal promotions to passengers near exit gates. Offers are linked to real-time stock data from in-station retailers, allowing commuters to pre-order items for pick-up or delivery within minutes.

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)**