

Proposal on Start-up Pavilion @ SIWW 2020

1) Introduction of Start-up Pavilion at SIWW Water Expo

The Start-up Pavilion is a platform for innovative water technologies start-ups/companies to establish new connections and meeting up with potential partners or investors for collaboration. It gathers entrepreneurs, investors, venture capitalists, accelerators and industry professionals from across the water industry. It is most suitable for start-ups who are looking to accelerate the commercialisation of new technologies and form strategic relationships.

With SMART water utility as one of the key themes for Singapore International Water Week 2020, we welcome start-ups to showcase your solutions and technologies at the Start-up Pavilion @ Water Expo. The Pavilion will be the largest gathering of start-ups ever in an international water trade show, and will profile the latest cutting-edge solutions to more than 24,000 international and local trade attendees. Besides having a booth at the Pavilion, the start-ups will also be given airtime to pitch their technologies to the water industry, venture capitalists and accelerators.

PUB, Singapore's national water agency, will also be showcasing a comprehensive suite of smart and digital solutions that are being adopted by the water agency to manage the water supply system in Singapore. Located on level 1 of the Water Expo, the Start-up Pavilion will complement the Pavilion by PUB.

We are looking for promising and innovative companies in your hub to showcase their expertise and capabilities at the Start-up Pavilion at Water Expo! We have specially prepared an attractive rates for your consideration.

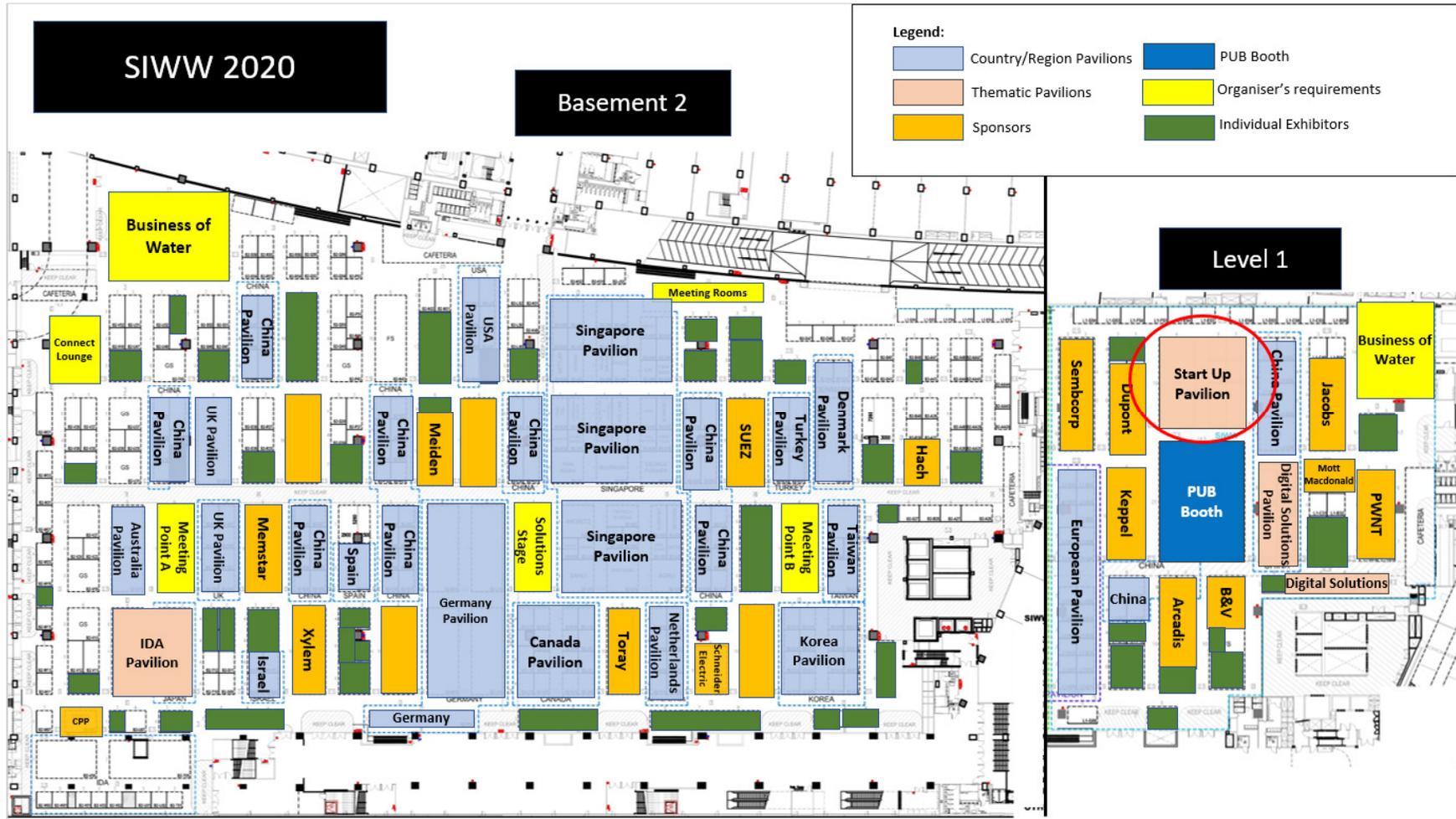
2) Pricing

SGD3,000 per kiosk (for companies under your hub, they will be offered a discount of 10% - i.e. SGD2,7000 per kiosk) which includes the following benefits:

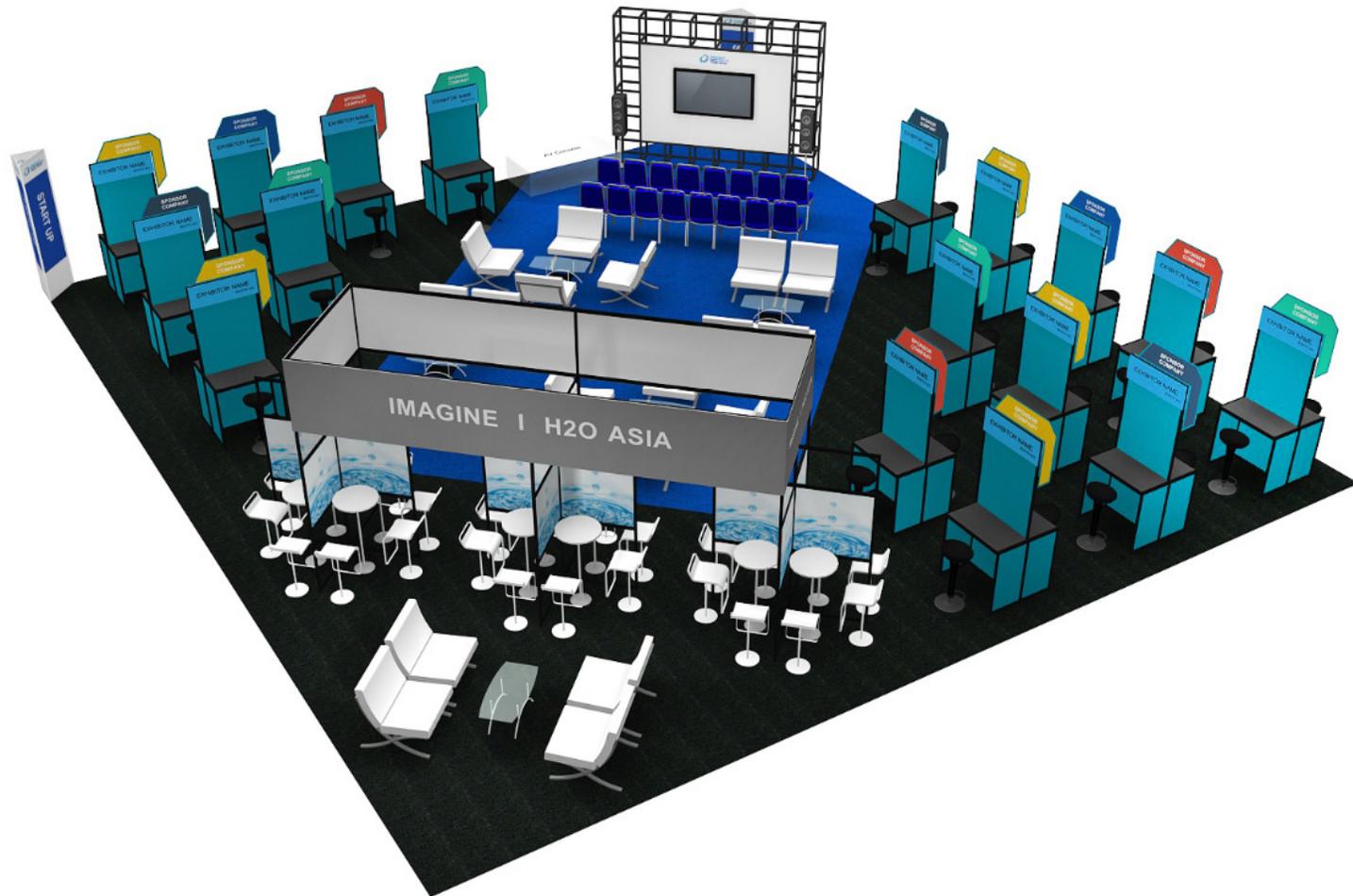
- a) Tabletop with a barstool
- b) Fascia board with Company Name
- c) Power point
- d) Lockable cabinet
- e) Timeslot assigned for presentation/ speaking opportunity at the Pitching Stage
- f) Shared discussion area

You may refer to the attached pictures for reference on the location and visuals of the Start-up Pavilion. We have prepared 2 options on the design for your Hub's consideration.

Location of the Start-up Pavilion at the SIWW Water Expo



Visual of the Start-up Pavilion



Option 1: Companies under the Hub to take individual Kiosk

(please note the Hub's name will be at the "sponsor company name")



Option 2: Companies under the Hub to take consolidated exhibition stand

(please note this is a sample designed for Imagine H2O)

