

Business Script Samples
(Pitches)

Excerpt from Southeast Bank Pitch with Koji Partners (2021)

So, how do we deliver GO to Singapore? We begin by developing and launching "10 Clicks, 10 minutes" using HCD and Agile. Starting from the concept approval, we will dive into app development prototypes, followed by user experience testing and MVP refinements.

By the fifth month, we would have rolled out our pilots, followed by a multichannel marketing campaign to boost sign ups, tapping on user feedback to make iterations. Customer data collection will sharpen customer insights to build business cases. This gives us the ammunition to build, train and launch our AI assistant, Sebastian.

Our next marketing campaign will be launched to give a gentle nudge to our existing customers to switch. By 2 years, we envision 90% of our customers on Go, reducing dependency on legacy systems and phasing out older applications linked to it.

Lastly, we will make the full shift to cloud-based banking.

In summary, we have introduced GO, the digital transformation solution to our users' pain-points. The 10 click process minimises time and frustrations spent on researching and signing up, reducing the loss of customers in the funnel process.

Next, our incentivised deposits encourage our users to follow through on depositing their salaries, and the app's financial insights and gamification further increases the stickiness of our product.

Most importantly, this entire journey is well supported by our AI enabled conversational banking assistant, Sebastian.

Our customer-centric focused enablers assist in us improving our agile governance, whilst our modular app offerings, tech and process allow for iterations to happen seamlessly, lessening delays and down time.

We've shared insights from our market sizing, and the roadmap on how this can be executed effectively. Also, in this time we've taken to give this presentation, you would have already opened a GO account.

Thank you, we are now ready for your questions.

Excerpt from Smart Procurement L&D Training Materials with Koji Partners (2021)

To conclude, digital procurement and supply chain management is a competitive necessity. Whilst it may be tempting to stay with what we know already works, continuing to run antiquated processes can stunt growth and prevent organisations from pivoting to the new.

Doing so may also give us the edge to plan ahead of time and forge much needed partnerships. This will allow us to secure better prices, make well informed choices, and even develop new supplier business models that can take advantage of our new procurement needs. Moving forward, it will be even more crucial to work together with our competitors, rather than against them.

Lastly, in executing the digital transformation, here are 3 things for us to consider, "time, money and vision". In order for us to get up to speed and actually start using these capabilities, we have to first get through the long runway of collecting relevant data, developing the systems & processes, and building the analytics and AI. Considering that this takes up to 3 to 5 years - the slower we start, the less time we have to catch up.

It also requires a big investment. Planning ahead will help us set aside the right budget and make well informed choices in order to transition our organisations towards gaining the full capabilities the digital transformation may offer.

Finally, without vision, it all falls apart. Digital procurement is vastly different from its traditional form, and change has to be implemented with empathy. This is why a company should seek champions who can define what the future organisation will look like and how we can make it a reality.

Thank you, we have come to the end of our presentation. We are now ready for any questions you might have.

Excerpt from Sentosa Pitch on Personas with Team Catalyst (2021)

We sieved our research down to focus on two personas.

Meet Overworked Olivia, and BZ "Family Conscious" Bella. Both are working executives, and have largely similar needs and goals. The only difference they have is their choice of experiences. Olivia is a little more interest and comfort centric, whereas Bella prefers a variety so as to cater to the family's needs. The majority of our archetypes are not sports driven, but open to new experiences. A niche minority however loves to pursue fitness goals together.

For them, quality time with their loved ones is so precious. Hence, they treasure these moments and want to make the best out of it. So their first key goal - is to spend unhindered quality time with the least delays and disruptions.

Next, with their busy lives, the last thing they would want is to sit hours in front of the computer just to book and plan. Hence efficiency, and the ability to personalise, is definitely a key need.

Our personas have high expectations, and always desire a good bang for buck. It's no wonder that our forums are filled with visitors asking for recommendations, and ways to spend wisely in Sentosa.

Diving into the customer journey, we reveal pain points.

First, most locals, and even tourists, perceive Sentosa as too "touristy" and couldn't identify with it. There was even a posting that shared that there was more local culture and food to appreciate in mainland Singapore than a trip to Sentosa.

The booking process also hindered many. Too many hours were spent just sieving through info. Many refrained from purchasing directly from Sentosa, as ticket prices were much higher than purchasing from their partners.

There were also communication gaps. A visitor who booked a ticket was turned away from the attraction after booking with a Sentosa partner. He was told that he had to make a second booking with another website. Gaps like these created bad experiences that deter returning visitors.

Disorganised information also meant that visitors were often lost and spent long hours wandering in Sentosa.

Lastly, the lack of live tram timings led many to struggle waiting under the intense heat. We verified this with first-hand experience when some of our teammates headed down. The tram timing showed 10-15 mins, but it came more than 25 minutes later.

With all these in mind, we crafted our creative matrix and asked targeted questions to develop solutions, assisting our visitors to become more efficient and to transform their perceptions. My teammate Jason will share with you more.

Hygge Case Study Pitch in collaboration with Felder K. (2021)

Technology has transformed how we communicate and build our relationships. In our society, everyone functions behind their screen. While our followers on social media may increase, many of us are isolated. In troubled times, we often find that we lack the right people who walk alongside us. As we get older, our opportunities to meet others dwindle. Unlike at school, adults in our 30s and above are limited to our social circle at work, and have less interactive opportunities.

At Hygge, we believe in redefining the idea of "social networking". So, why do we have to limit ourselves online? Why can't we all meet - in reality? We envision a human-centered space where users find countless opportunities to meet and interact on a deeper level to build long lasting relationships.

We advance this through a three-pronged approach.

First, we introduce people to each other through activities in our Hygge space. As most of our users are career driven professionals, these activities could range from healthy fitness classes, career workshops, to skill-based hobbies. This would strengthen their life and career goals, as well as discover new interests with each another. Through group facilitated sessions, users will be encouraged to move out of their comfort zone and have tons of opportunities to grow closer.

Next, our design space is crafted with interactions as its focus, allowing users to create lasting memories through games, food and conversation. All these are seamlessly interwoven with our third prong, the Hygge App.

Our app is a 3-in-1 integrated platform. As a virtual assistant, it schedules bookings for our activities and facilities with ease. It also allows our users to chat with each other. With options to engage via groups, forums and online mini games, users can continue to interact and strengthen their bonds till the next meeting. With this, they can also access loyalty perks with our partners to offer a wider range of experiences outside of Hygge.

We believe that Hygge will be a start for many to build lifelong relationships together. We hope, that by doing so, our world will become less cold, and a little warmer inside. Thank you, this is the end of our presentation. We are now ready to take on any questions you might have.