

Tourism Technology Grassroots Innovation and Incubation Programme (TTGIIP) Info and Application Guidelines

Purpose of the Programme:

The Tourism Technology Grassroots Innovation and Incubation Programme (TTGIIP) is a jointly developed initiative between the Department of Tourism and Technology Innovation Agency. The purpose of the programme is to support a pipeline of young tourism-tech entrepreneurs who can develop disruptive technologies for the industry, as well as to facilitate the introduction of new concepts that will help boost, sustain and create more jobs in the Tourism industry.

The programme will focus on four key elements of business development;

1. The business management skills of the entrepreneur through skills development and training,
2. The enterprise idea and prototype design and development, business viability and market testing, regulatory compliance, business financial/ risk structure and quality standards,
3. Facilitate start-up funding and venture capital for business expansion and,
4. Facilitation of market and trade linkages for commercialisation of enterprises.

The TTGIIP is aimed at ensuring meaningful involvement of youth and women in the travel and hospitality industry operations by capitalising on their intellectual technology edge to change the traditional business systems and practices in a manner that empowers youth & women and facilitates their participation in business. The programme will involve the development of an industry problem statement that seeks to challenge participants to develop innovative solutions. This is a competitive process which will require the participants to identify problems, develop a tech solution which they will pitch to a panel of judges. The Ideas/solutions must be practical, realistic and show potential for commercial success, upscaling, job creation and attracted funding will be given priority. Chosen ideas will be put on a 2-year development programme which includes, idea finalisation, prototype development, commercialisation plan, venture capital and other investment financing attraction, market testing and eventual graduation into the market.

The TTGIIP programme aims to achieve these specific objectives by helping participants:

- To inspire innovation amongst enterprises in the travel and hospitality sector,
- To involve youth & women in tourism business operations,
- To facilitate commercialisation and market access funding in the travel and hospitality businesses and,
- Create new jobs and skills development.

Programme Beneficiaries:

Targeted beneficiaries of the programme are youth and women with innovative ideas to potentially disrupt the tourism industry.

Eligibility Criteria for TTGIIP Applicants

- South African citizens of ages 18 - 35
- Have full ownership of the Intellectual Property and rights to the proposed solution
- Applicants who do not have ready access to innovation development support, infrastructure, funding or training
- Idea should impact operations in tourism, travel, hospitality and related industries – make trade more efficient, competitive, cost effective,
- Adhere to responsible tourism principles – ideas that create economic opportunities that benefit local communities whilst promoting the preservation of the environment and heritage resources.
- Climate Change responsive ideas – clean tech, energy efficient,
- Improve existing similar technologies – and are scalable for commerce
- Ideas that protect tourism clients and enterprises against natural disasters by entrenching preventative business and health methods and practices.
- Tech innovations that promote the embrace of new tech methods in business practices without compromising efficiency.
- Ideas that can enhance the enjoyment travel experience for all tourists regardless of disability, age and gender,
- Tech ideas that can encourage travel safety
- Rural tourism spread- ideas that can help unearth tourism gems to relevant markets and increase accessibility
- Increase tourism spend and stay – ideas that can increase the stay and spend of tourist at destinations through various means i.e. enhancing information access, exposing local arts and crafts or other markets, promoting local self-drive tourist routes etc.
- Is willing to commit time to the programme activities for a maximum period of 24 months

Disclaimer – if it is later revealed that someone stole another person idea or IP (whether protected or unprotected) they will be summarily excluded from the programme and shall be liable to all expenses on their account.

Selection Criteria for TTGIIP Applicants

Applications will be assessed against the following criteria:

- The stage of development of the solution
- Innovation in the use of technology and the quality of the solution to solving the problem
- Technical and financial feasibility of developing the solution
- Demonstration of clear social impact for a targeted market
- Whether a vision for the commercialisation viability of the innovation has been articulated.
- A clear description of the product/process;
- Can demonstrate clear customer/ market need and can demonstrate market potential.
- Project plan has to be aligned with the fundable activities listed below
- Potential to create competitive, new intellectual property

The TTGIIP programme model consists of:

Grant funding for the proposed innovation including the following support activities:

- Intellectual Property Support;
- Product & technical development expertise, design, infrastructure, hard/software materials and manufacturing;
- Business development support;
- Networking and market access activities;
- Training, mentorship and incubation support;
- Industry compliance and certification.

Fundable Activities

The following is a list of fundable activities:

- Development & production of fully functional prototypes of product innovations that respond to social challenges;
- Operational & capacity building activities for innovators through product development, training and mentoring (acceleration);
- Specialised equipment that is within the budget constraints and required to enable innovation activities;
- Introduction of a proof of concept where a viable business cases can be demonstrated;
- Attaining compliance of already registered enterprises;
- Registration of intellectual property rights, copyright and trademark protection and licensing;
- Stipend to the innovators in support of the development of their innovation.

Non-fundable Activities

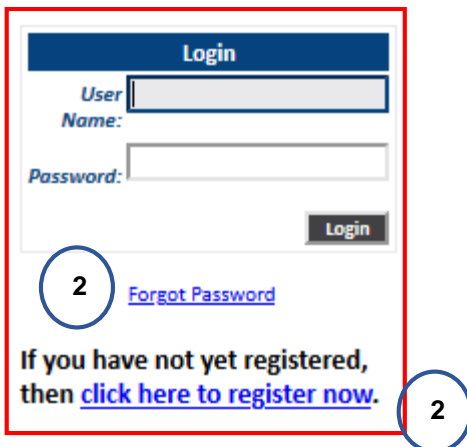
The following is a list of non-fundable activities:

- Operational activities not related to innovation activities;
- Acquiring of licenses to replicate external innovations;
- Research projects;
- Research institutions and organisations;
- Student bursaries, research projects and extended periods of work. Students can be contracted to perform specific tasks that are only directly related to the project; and
- Infrastructure development

Online Application Guidelines

1. PROCEDURE TO REGISTER PERSONAL PROFILE

Step 1: Click on the URL link: <https://gms.tia.org.za/funding/default.aspx?callRef=105>



Screen 1: Login window

Step 2: Click the link for click here to register now (Refer to screen 1 above)

Step 3: Register your profile on the system, then the system will send you the temporary password your e-mail address;

Step 4: You will be expected to change the temporary password immediately and failure to change it will lead to you having to follow the section 3 below (**Procedure to reset your password**);

2. PROCEDURE TO POPULATE AN APPLICATION

Step 1: You must login on the system after you have successfully created login credentials;

Step 2: You must go to "**CREATE A NEW APPLICATION**" section on the landing page of the system;

Step 3: Click the green plus (+) next to the **TOURISM_20/21 SOI GIP**, then commence with your application process (Refer screen 2 below).

| | | | | | |
|---------------|-----------------------|---|------------------|---------------------|-----|
| INSETA_20-21 | INSETA_20/21 SOI GIP | INSETA-2020/2021 - SOI Closed Call GIP | Phase One - GIP2 | 12/12/2020 17:30:00 | 3 + |
| TOURISM_20-21 | TOURISM_20/21 SOI GIP | TOURISM-2020/2021 - SOI Closed Call GIP | Phase One - GIP2 | 12/12/2020 17:30:00 | |

Screen 2: Create a new application section

Step 4: Populate all the sections of the application form of the system from section 1 (*Applicant*), section 2 (*Project details*), Section 3 (*Support and Funding*) and section 4 (*Uploads*). Refer screen 3 below

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| | | | |
|------------------------|------------------------------|--------------------------------|----------------------|
| Section 1 Applicant | Section 2 Project Details | Section 3 Support & Funding | Section 4 Uploads |
| APPLICANT | | | |

Screen 3: Application sections

Step 5: You must click **Submit** button on top right of your page once you are happy with your application and you are ready to submit it. The system will send **Submission confirmation** to your e-mail. If there is no submission notification, consider your application not yet submitted to TIA and you need to go back to the system and submit;

| | | |
|--|----------|--------|
| Print read only application form | | |
| DECLARATION | VALIDATE | SUBMIT |

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Screen 4: Submit button

3. PROCEDURE TO RESET PASSWORD ON GMS

Step 1: Please enter the e-mail address you have used to register on the system under the **Username** field;

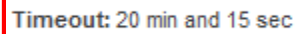
Step 2: Click **forgot password** link on the system (Refer screen 1 above): <https://gms.tia.org.za/funding> ;

Step 3: Then temporary password will be sent to your e-mail address (Please check your e-mail inbox and write down that temporary password);

Step 4: Change that temporary password within 30 minutes of receipt, failure to do that you will have to follow the process of resetting the password all over again starting from **Step 1**.

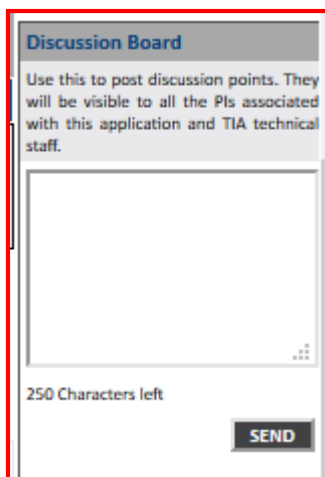
4. SYSTEM HINTS AND SUPPORT DETAILS

- A. You are advised to save your work from time to time to avoid losing the information that you have already populated, since the system has the security timeout of **25 minutes**. This time-out keeps incrementing time back to 25 minutes as and when you click the save button (Refer screen 4 below).



Screen 5: System time-out

- B. Please be take note that TIA will not accept unsubmitted applications regardless of whether it is completed or not after the closing date;
- C. You are advised to contact system Administrator through the **Discussion board** on the far right of the system (Refer to screen 6 below) or alternatively send an e-mail to william.maisela@tia.org.za or call on 0790844314 for further assistance



Screen 6: Discussion board