

Media Release

Sentosa steps up innovation drive with third cohort of trials under Sentosa X Enterprise Scheme

- *Five novel lactation pods and a dedicated app by Go!Mama launched today as part of trial to enhance Sentosa's inclusivity and accessibility*
- *Six other incubation trials completed since Scheme's launch in April 2019 have helped companies refine their products and made them more commercially ready*

Singapore, 8 December 2021 – Sentosa Development Corporation (SDC) is stepping up its search for innovative solutions to enhance Sentosa island's leisure experiences, following the successful completion of six Sentosa X Enterprise Scheme (SES) trials since the launch of SES in April 2019.

The SES is aimed at driving innovation among local enterprises, while creating opportunities to testbed unique ideas, concepts, and technologies, leveraging Sentosa island's physical, commercial and operational attributes as a conducive testbed environment. SES offers a win-win partnership model, where businesses benefit from a risk sharing arrangement, while trialling projects that could boost Sentosa's vibrancy and attractiveness. Successful applications enjoy the co-sharing or waiver of venue rental, as well as SDC's support in terms of infrastructure and other facilitation resources. The scheme has provided successful applicants with the platform to fine-tune their products through learnings from the pilot phase, thereby strengthening the products' commercial viability.

The first six ideas incubated under the SES feature a diverse range of focus areas, including a solar-powered sunscreen kiosk, and an immersive augmented reality (AR) experience where guests can gain insights into the rich heritage of Fort Siloso. Some pilot projects have built upon the insights gleaned from the pilot phase and have been adapted into longer-term offerings on Sentosa. For instance, come 2022, Sentosa will welcome the island's first perfume concept store, Scentopia, along Siloso Beach. This new attraction follows the successful SES trial of ScentOsa AR Perfumery, a personalised, multi-sensory perfume making workshop where guests can create their own scent blend based on their personalities, with AR projections providing an immersive experience.

"The pandemic has impacted how people engage in leisure activities, and with that, comes new challenges as well as opportunities. While the SES was launched before the onset of COVID-19 as an innovation crowdsourcing platform, it has proved prescient and taken on a fresh importance today. SES is an effective way for us to partner the industry as we study solutions that elevate the Sentosa experience and help us all emerge more relevant to our consumer's evolving needs. We are heartened that past SES participants have found the Scheme valuable and we will continue to partner some of them to refine their concepts towards commercialisation. Each successful project paves the way to bring on new experiences that can boost Sentosa's attractiveness, and we gain new tools, products and capability that can strengthen the value proposition of Singapore's tourism sector," said Mr Lee Cheh Hsien, Divisional Director (Planning), Sentosa Development Corporation.

Launch of newest SES trial

The latest and seventh SES innovation project, supported by the Ministry of Trade and Industry's Pro-Enterprise Panel, is a series of lactation pods and a dedicated app by Go!Mama that will be trialled in Sentosa for six months from today. Conceptualised to meet the needs of nursing mothers, the freestanding booths incorporate innovative features such as automated cleaning and disinfection, as well as secured access control via SingPass or a One-Time Password. The Go!Mama app provides easy way-finding and useful information on available Go!Mama lactation pods or nursing rooms in the vicinity. Users will also be able to pre-book a pod, for a 30-minute or 45-minute session. The pods will be deployed at the Sentosa Express Resorts World Station, Beach Station bus interchange, as well as at Siloso and Palawan beaches, enhancing Sentosa's inclusivity and accessibility as well as its position as a family-friendly destination. For more information on the launch of Go!Mama's lactation pods on Sentosa, please see Go!Mama's [media release](#).

"At Go!Mama, we aim to overcome societal barriers, improve cultural perception and environmental support for breastfeeding mothers. Our surveys revealed that the majority of mothers in Singapore want to breastfeed their babies. However, they value their privacy and find it difficult to find a suitable place to breastfeed or express breastmilk, while on-the-go. In fact, 85% of mothers said that breastfeeding deterred them from going out. As such, we are delighted to partner SDC to testbed our Go!Mama lactation pods, and we encourage mamas to step out and visit the island for some quality family time together," said Vivian Lee, Co-founder and CEO, Go!Mama.

SDC will host more trials under the SES in the coming months and welcomes a variety of innovative solutions that will strengthen Sentosa's value proposition as a leading and sustainable leisure destination. Interested local enterprises or startups may submit their SES applications at <https://www.sentosa.gov.sg/partner-us/sentosa-enterprise/>

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About Sentosa

Sentosa is Asia's leading leisure destination and Singapore's premier island resort getaway, located within 15 minutes from the central business and shopping districts. The island resort is managed by Sentosa Development Corporation, which works with various stakeholders in overseeing property investments, attractions development, and operation of the various leisure offerings and management of the residential precinct on the island.



The 500-hectare island resort is home to an exciting array of themed attractions, award-winning spa retreats, lush rainforests, golden sandy beaches, resort accommodations, world-renowned golf courses, a deep-water yachting marina and luxurious residences – making Sentosa a vibrant island resort for business and leisure. Making Sentosa its home, too, is Singapore's first integrated resort, Resorts World Sentosa, which operates South East Asia's first Universal Studios theme park.

Situated on the eastern end of Sentosa Island is Sentosa Cove, an exclusive oceanfront and residential enclave bustling with some 2,000 homes, romantic quayside restaurants, retail and specialty shops.

The Island is also proud to be home to Sentosa Golf Club and its two acclaimed golf courses, The Serapong and The New Tanjong. Sentosa Golf Club hosts the SMBC Singapore Open and the HSBC Women's World Championship, featuring some of the world's best golf professionals.

Welcoming a growing number of local and international guests every year, Sentosa is an integral part of Singapore's goal to be a global destination to work, live and play. For more information, please visit: www.sentosa.com.sg.

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