

# EMPOWERING HEARTLAND ENTERPRISES

**INNOVATE and CO-CREATE**  
NEW BUSINESS SOLUTIONS FOR GROWTH

The Heartland Innovation Challenge offers a unique opportunity for heartland business owners like you to tackle your pressing challenges by co-creating innovative solutions with tertiary student teams. Exclusive to businesses that operate in HDB shops or HDB-owned shopping complexes, this specially curated programme is your gateway to success as you experience the power of innovation with minimal investment!

## PARTICIPATING HEARTLAND ENTERPRISES WILL TAKE AWAY

A Business Proposal

Creative Prototypes

A 60-second social media video

**PARTICIPATION  
FEE: \$1000**



Heartland Enterprises will work with student teams to create youth-centric branding and new product experiences.



## KEY DATES

**WORKSHOP: 21 - 23 APR 2025**

**1-on-1 CONSULTATION: 23 OR 24 APR 2025**

**STUDENTS &  
ENTERPRISES MEETUP: 2 MAY 2025**

**JUDGING: 27 OR 28 AUG 2025**

**AWARD CEREMONY: 29 AUG 2025**

\*Dates subjected to possible changes if due to unforeseen circumstances



## SCAN THIS QR CODE TO SIGN UP NOW

Seize this opportunity to transform your business landscape. Register with us by 11 April 2025 and Join the Heartland Innovation Challenge and chart a course toward unparalleled success today!