

## **Additional Information on Request For Proposal (RFP) For The Sarawak Digital And Innovation Ecosystem Promotional Strategy & Activities**

### **1. Updated brand guidelines: is there one that can be shared across?**

At the moment, the branding guideline for Sarawak Digital only covers the use of logo and typography (attached). Vendor may propose a more comprehensive branding guideline in their proposal.

### **2. Difference between SDEC & Sarawak Digital social media pages? Eg from an audience perspective, how would you want them to understand the 2 brands/online platforms?**

SDEC is the agency that supports and catalyses the Sarawak Digital ecosystem. Meanwhile, Sarawak Digital ecosystem (a.k.a. Sarawak Digital & Innovation Ecosystem) is the state's ecosystem, as enshrined within the Post Covid Development Strategy (PCDS). It comprises of multiple agencies and players within and beyond Sarawak that offer opportunities such as co-working spaces, grants, funding assistance, networking and capacity development to Sarawak Digital beneficiaries. These beneficiaries are listed in Attachment A under 'Audience persona'.

SDEC social media accounts showcase updates from SDEC only, while Sarawak Digital shares updates/programs from all ecosystem players across Sarawak when available. We aim to clarify the misconception that Sarawak Digital is tied solely to SDEC and to be seen as a community of different agencies with the same objective of spurring digital innovation in Sarawak.

Some examples of existing ecosystem players are Digital Innovation Hubs, TEGAS Digital Village, SDEC, iCube Innovation, The Learning Curve, PEDI, DCC, MRANTI, MTDC and more. They can be both public or private sector.

### **3. What is the ideal user's journey when applying for Sarawak Digital's services? Describe the process, step-by-step, of the on-boarding process (in the perspective of a beneficiary, i.e. 1. Visit website, 2. Click on "Sign Up Now" button, 3. Fill in form, etc..."**

The registration process to join any Sarawak Digital programs/opportunities differs depending on which agencies offer these services. For example: startups may contact the Digital Innovation Hubs directly to book a co-working space, or entrepreneurs can register for MRANTI's programs directly through their page.

To describe the user journey in a singular process as enquired is also limiting the potential of Sarawak Digital Branding and assumes that the branding is owned by a particular agency (as the process suggest). Instead, the user journey should first be identified as a call to action to be part of the brand - i.e if you are a service provider, get in touch with us or let us connect you with other partners in the ecosystem; if you are a startup, these are the tools and services available under

the ecosystem, if you are a government agency, let's form a partnership in digitalizing your respective target audience.

As of now, beneficiaries can stay up-to-date with the ecosystem's opportunities by following the social media accounts. Vendor may propose a more effective system.

**4. Provide a link to Sarawak Digital's current website. (To better understand the brand). Or is it this SRBN one here?**

Look at the services under the Sarawak Digital Ecosystem as a two-way funnel to more opportunities to collaborate and impact together.

Currently sarawak.digital is being used to temporarily host MySRBN service - which is also part of the service under Sarawak Digital. Moving forward, this shall be the main landing page for all information and services related to Sarawak Digital Ecosystem. As with no. 3, it should also be seen as a two-way funnel and a single source of truth for information that is relevant to the Ecosystem