

A SMART NATION FOR A FUTURE-READY SINGAPORE

Factsheet – GoBusiness

1. The GoBusiness portal is a Strategic National Project under Singapore's Smart Nation Initiative. It represents the Government's effort to provide easy to use, seamless, and relevant services for businesses, and a more pro-enterprise environment for businesses to grow in. The portal is developed by the Smart Nation and Digital Government Office (SNDGO), Ministry of Trade & Industry (MTI) and Government Technology Agency of Singapore (GovTech).

2. The GoBusiness portal currently consists of the following sub-portals: Gov Assist, Licensing, and the COVID-19 microsite. Businesses can expect more features and enhancements in the near future.

GoBusiness Gov Assist

3. The GoBusiness Gov Assist portal (<https://govassist.gobusiness.gov.sg>) was launched on 11 August 2020.

4. The key feature of GoBusiness Gov Assist is its e-Adviser for government assistance (e.g. grants, incentives, tool kits). The e-Adviser guides businesses to the most relevant government assistance schemes, via a short questionnaire on their business needs and profile. This reduces the time spent browsing multiple agencies' websites, and improves the overall user experience in seeking support.

5. GoBusiness Gov Assist is the outcome of a collaborative effort with industry partners and stakeholders. Through multiple engagements with SME Centres' Business Advisors, in-depth interviews with businesses and collaboration with Enterprise Singapore (ESG), the team mapped out the user journey of companies, and improved the search process for relevant government assistance and government procurement opportunities, and discoverability of such assistance.

6. The GoBusiness team will continue to work with businesses, the Pro-Enterprise Panel (PEP), SME Centres, Trade Associations and Chambers (TACs), and Government agencies to enhance Gov Assist.

GoBusiness Licensing

7. The GoBusiness Licensing portal (<https://www.gobusiness.gov.sg/licenses>) was launched on 31 October 2019.

8. A key feature of GoBusiness Licensing is the Guided Journey. In the Food Services industry, the GoBusiness team, in collaboration with related Government agencies, improved the user journey of a business opening a food shop (e.g. restaurant, cafe or food court), making it simpler, faster and better for new business owners navigating the licence application process.

Simpler, Faster and Better Process Through the Guided Journey Feature

9. As of 31 January 2021, the GoBusiness Licensing portal has facilitated seamless licence application for 1,712 food premises, improving the workflow for businesses to be simpler, faster, and better. The before and after improvements made in this new feature benefiting business users are:

Simpler

S/N	Before	After
1	<p><u>Self-research required</u></p> <p>Companies would need to conduct their own research and read numerous agency websites to figure out which licences they might need to apply based on their business model, and also decide the order of applying licences (i.e. which one has to come before the other).</p>	<p><u>Guided Journey to recommend licences</u></p> <p>By answering a simple set of questions, the portal recommends the licences that are required based on the answers.</p>
2	<p>Companies would need to first know that a change of use/trade might be required for the retail of food to consumers, and check the requirements of the various agencies to decide which agency's approval is required and which type of application is required.</p>	<p><u>In-built auto-mapping logic</u></p> <p>These licences are now listed down in the order that the business needs to apply, in a step-by-step process.</p>
3	<p><u>Agency-centric application process</u></p> <p>Currently, there are several sub-categories of food shops, which determine the compliance requirements. This may not always be straightforward.</p>	<p><u>Automated checks built into the system</u></p> <p>Based on just the premises' address, the portal informs businesses which agencies' permission is required for the retail of food, and exactly which licence to apply for.</p>
4	<p><u>Many fields across many forms</u></p> <p>Business owners had to fill up to 845 data fields across numerous application forms.</p>	<p><u>Business-centric application process, based on the needs of companies</u></p> <p>Based on the questionnaire, the portal narrows down the food shop categories, and recommends the most suitable categories based on the business model.</p>
5	<p><u>Up to 90% reduction in fields on a single form</u></p> <p>Multiple forms were combined into a single form, and the total number of data fields was reduced to no more than 90 data fields.</p>	<p><u>Up to 90% reduction in fields on a single form</u></p> <p>Multiple forms were combined into a single form, and the total number of data fields was reduced to no more than 90 data fields.</p>

Faster

S/N	Before	After
6	<p><u>Filling in similar information multiple times</u></p> <p>Information filled in previous forms are not saved or propagated to subsequent forms.</p>	<p><u>Auto-filling of information</u></p> <p>All information entered by applicant in a previous form are populated automatically in subsequent forms.</p>
7	<p><u>Sequential submission of applications</u></p> <p>Businesses either had to submit their applications to individual agencies sequentially, or submit to multiple agencies at one go but risk rejection due to licence dependencies.</p>	<p><u>Logical sequencing and submission of applications</u></p> <p>Once the pre-requisites are met, the portal recommends license applications based on business needs, sequences them logically, and allows multiple application forms to be submitted to the relevant agencies for concurrent processing.</p>

Better

S/N	Before	After
8	-	<p><u>Reduction of total fees</u></p> <p>The total fee some applicants have to pay has been reduced by more than \$500, from the removal of unnecessary steps in the application process.</p>
9	<p><u>Application of licence to seek confirmation</u></p> <p>Businesses who are unsure whether a change of use is required will apply to URA to seek confirmation, regardless of whether the licence was needed.</p>	<p><u>System automatically checks the status to indicate whether the licence is needed or not</u></p> <p>Based on the premise address, the portal informs businesses when:</p> <ol style="list-style-type: none"> 1. The address does not require a change of use permission. Therefore, the business can immediately apply for SFA's food shop licence. 2. The address does not allow for a change of use. Therefore, businesses should consider alternative premises if they would like to open a food shop.
10	<p><u>Confusing terminologies</u></p> <p>Business can find some of the agencies' terminologies and requirements confusing, and would have to call up agencies to clarify.</p>	<p><u>Simplified and easy-to-read format</u></p> <p>The team simplified the information and provided sufficient information upfront so that businesses can make informed decisions.</p>
11		<p>One of the required certificates food businesses have to apply for is the Fire</p>

		Safety Certificate. To help business owners understand the technicalities of the application process, an infographic has been included to help businesses figure out what kind of renovations would require the hiring of a QP, for a new application of fire safety certificate.
12	<p><u>Updating of information by businesses to agencies done manually</u></p> <p>Changes to application form of preceding agencies are not cascaded down to other agencies. As such, businesses will need to update downstream agencies themselves.</p>	<p><u>System automatically updates changes and informs agencies</u></p> <p>Changes to the application form are automatically sent to downstream agencies that require this information, so that businesses do not have to do this manually.</p>

Enhancing the GoBusiness portal into a Broader Platform of Services

10. To facilitate more seamless and convenient experiences for businesses interacting with the Government, the GoBusiness team will continue to expand to provide other features and services to cater to other key moments of a business' lifecycle, and streamline Government-to-Business interactions.
 - i. "Starting a Business" Service Journey: The team, in collaboration with ACRA and related agencies, is using the Service Journey approach to review and improve the user journey of starting a business. In addition to helping businesses 'start fast' (i.e. business registration), the outcomes of the Service Journey will also help businesses 'start right'. An e-Adviser will guide businesses through this journey. Relevant services, information (e.g. CorpPass account opening), software and digital tools will also be provided to help them start out on a stronger footing.
 - ii. E-Service Navigator: As part of ongoing efforts to improve businesses' experience in their interactions with the Government and business productivity, GoBusiness will launch the e-Service Navigator in the second quarter of 2021. This will bring together key business-related government e-services and information, all in one place, providing businesses easy access to over 300 Government-to-Business e-services available in Singapore.

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