

MISG



MADE IN SG

Buy from people, Not factories
One platform to help local makers get discovered,
build trust, and sell on-platform



**FOR MAKERS,
FOR CONSUMERS**

A
brand
new
concept





WHY MADE IN SG EXISTS

creations that's uniquely you.

- Singapore has full of incredible makers — but discovery remains fragmented across social media, messaging platforms and physical markets
- MadeInSG aims to become the go-to platform for discovering and supporting Singapore makers and creatives.
- Our goal: to build a future where local makers and creatives are easier to find, better supported, and more widely appreciated.
- Say NO to china OEM products. Less mass-produced, More thoughtful and original.



WHAT YOU GET AS A MAKER



- A public maker profile page + SEO-friendly listing pages
- Sell four ways: Products, Services, and Classes/Workshops, food
- Built-in messaging (DM) with email notifications for new enquiries
- On-platform payments with order/booking tracking
- Reviews from verified buyers to build trust and improve conversion
- Featured opportunities via curated collections (admin selected)



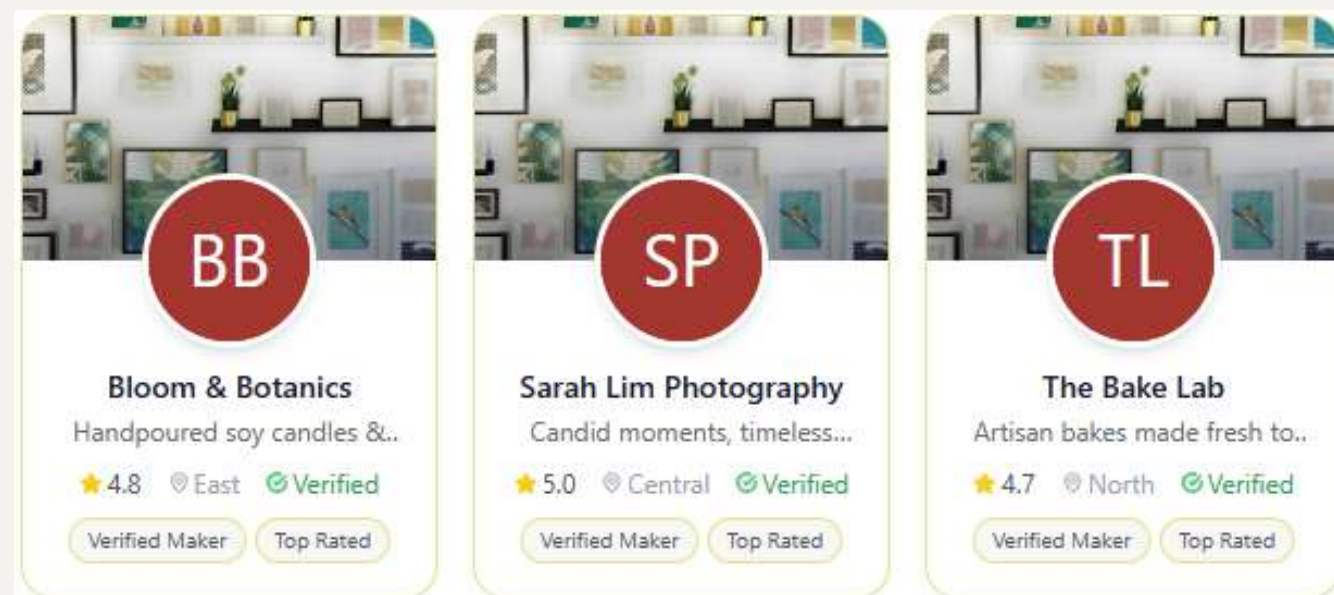


CURATION & MAKER FIT

Every maker and listing is reviewed to protect trust, quality, and platform fit.

why curation matters

- Curation builds customer trust and purchase confidence – improves conversion accross the platform
- Every listing(s) go through a review queue (quality + category fit)
- Reviews are verified only after a completed purchase or booking.
- Badge system: Verified / Featured / New & Promising / Top Rated / Fast Responder



maker fit: who can become a maker



- Singapore-based makers, creatives, artists, craftspeople, or small brands offering products, workshops, or creative services
- selling items/creations/services that are original, thoughtfully made, designed, or created by you or your brand
- able to provide accurate product or service information, pricing, and fulfilment needs.



- mass produced, generic, or factory-sourced products with little to no original brand
- resellers, drop-shippers, or importers of products
- misleading, incomplete, or false business information



LISTINGS

You can list one or all four — start with your best-seller first

The four listing types



PRODUCTS

physical items with photos,
variants, stock,
shipping/pickup options



CLASSES/ WORKSHOPS

sessions calendar,
capacity, ticket types,
location (online/offline)



SERVICES

packages/tiers,
deliverables, lead time,
add-ons, quote requests



FOOD

bakes, desserts,
beverages, meal prep,
savory, snacks, sauces



HOW CUSTOMERS BUY FROM YOU



01. Visit Our Website

Discover and browse categories, search, and curated collections.

02. Evaluate

See your maker profile, photos, reviews, and trust signals.

03. Clarify

message you via DM (structured enquiry templates)

04. Convert

pay/confirm on-platform (orders, bookings, receipts, email notifications, tracking)

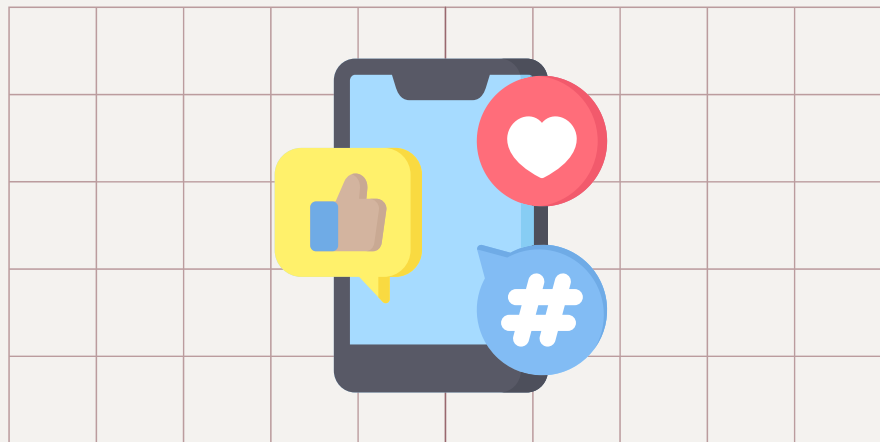
04. Advocate

leave verified reviews + photos to drive your next sale



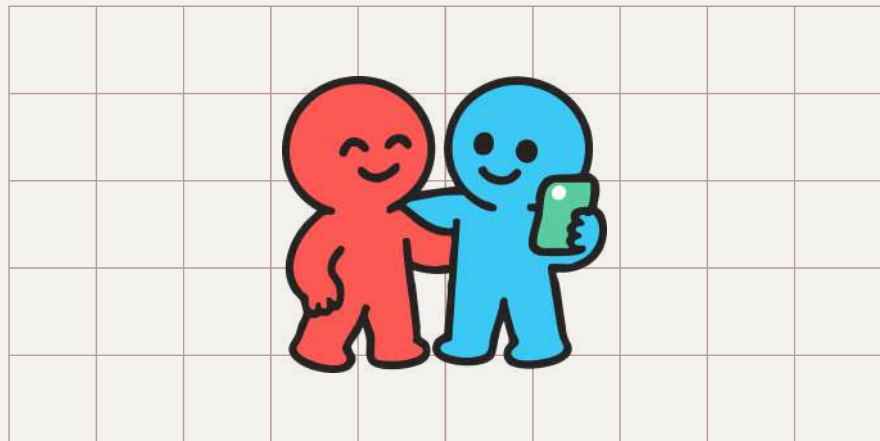
MARKET YOUR PRODUCTS EFFECTIVELY

SOCIAL MEDIA PROMOTION



Utilize platforms like Instagram, tiktok, facebook to showcase your unique creations, engage with followers, and leverage targeted ads to reach a wider audience of potential customers.

ENGAGING WITH CUSTOMERS



Foster meaningful connections by responding to inquiries, encouraging feedback, and creating interactive content. This approach builds loyalty and encourages repeat business, enhancing your brand’s reputation.



MESSAGING THAT CONVERTS



threads

Threads are tied to a listing for context (less back-and-forth)



email notifications

Email notifications for every new chat so you don't miss leads



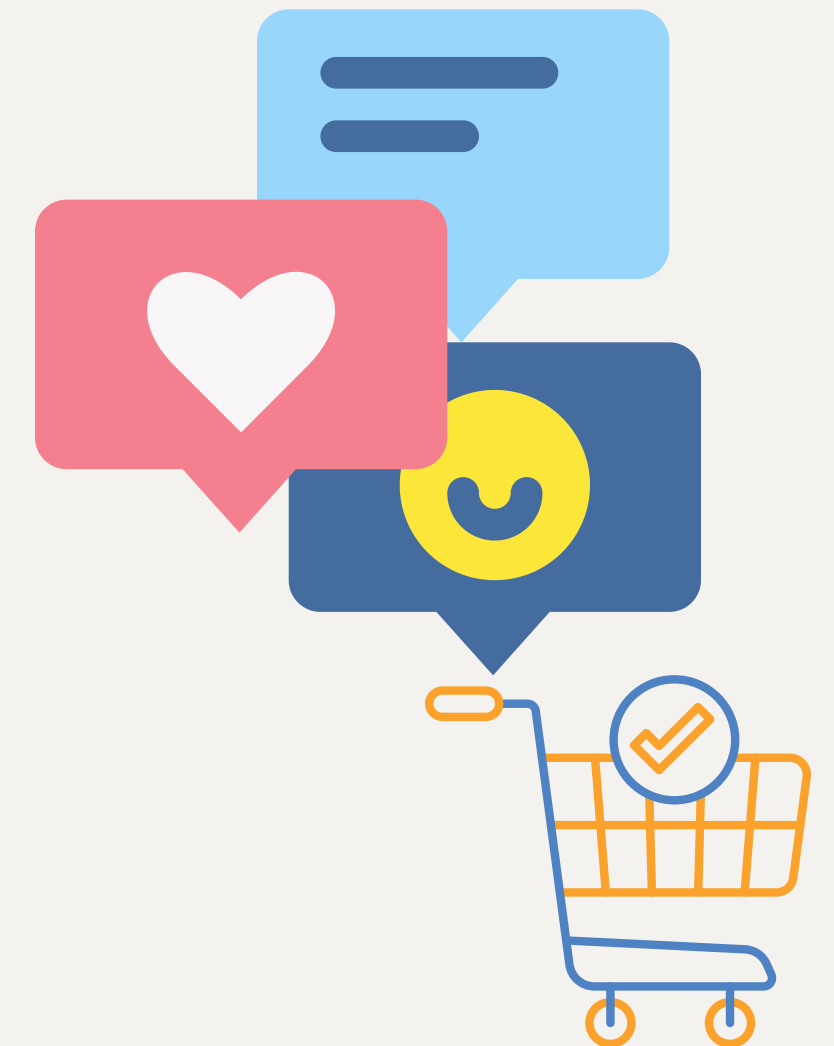
enquiry templates

custom order, bulk order, availability, private class, corporate quote, create your own response templates



check out

send quotes/invoices that allow customers to check out directly from chat





PAYMENTS, FEES, AND PAYOUTS

secure on-platform payments

card + supported methods — customers pay safely in one checkout

Instant confirmation sent automatically via email to both parties



flat rate fair commission

Fair commission (only when you earn):

Products & Services: 15%

Workshops/Classes: 15%

Food: 15%

Customers: \$0 platform fee

MISG absorbs stripe processing fees (excluding refunds)

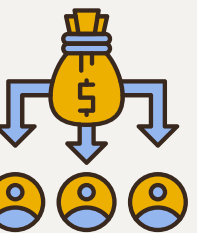


maker payouts

Clear tracking from order acceptance, processing, shipping and completion.
Tied to order/booking IDs for transparency

Maker payouts via dashboard - set up stripe account for payouts, track payout status, view monthly reports.

Weekly payouts upon completion of order





CORPORATE WORKSHOPS (10 PAX+)

Team bonding • Client events • Staff wellbeing • Private group sessions

Designed for bigger bookings

Higher-value groups, smoother coordination, and simple payments—so makers can focus on delivering a great experience.



HOW IT WORKS

- Company submits enquiry (date, pax, location, budget)
- MISG provides assistance to source for appropriate workshops
- Makers reply with availability + package / quote
- Company pays deposit to confirm the slot
- Workshop delivered
- Remaining balance paid → payout released to maker after completion

FLAT PLATFORM COMMISSION: 20%

- Applies to confirmed corporate bookings (10 pax+)
- Covers: lead generation, enquiry management, payment handling, and support
- Ensure timely payment and payouts (communicated transparently)

WHAT MAKERS GET

- Access to corporate buyers & HR teams
- More visibility for workshop offerings
- Secure deposits + clear confirmation flow
- Admin support for changes, cancellations, and invoicing needs



REVIEWS + PERFORMANCE SIGNALS

- Reviews are only from verified purchases/bookings (high trust)
- You'll build proof over time: ratings, review highlights, photo reviews
- Maker stats can appear: response time, completion rate, repeat buyers
- Tip: ask happy customers to review — it compounds your discovery





BEFORE YOU LIST – PREPARE THESE

> brand basics

logo/photo, short bio, key links (socials), contact preferences

> listing assets

5–10 strong photos, clear titles, pricing, what's included

> operations

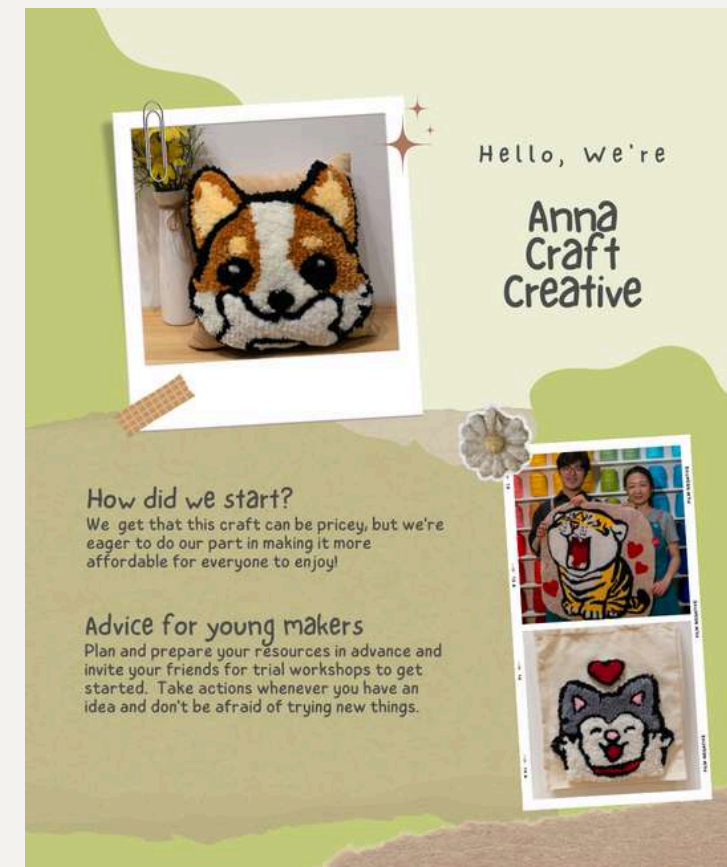
delivery/pickup info, lead times, stock/availability, refund, policy rules

> for classes

location details, capacity, minimum pax, schedule, tncs

> hero offering

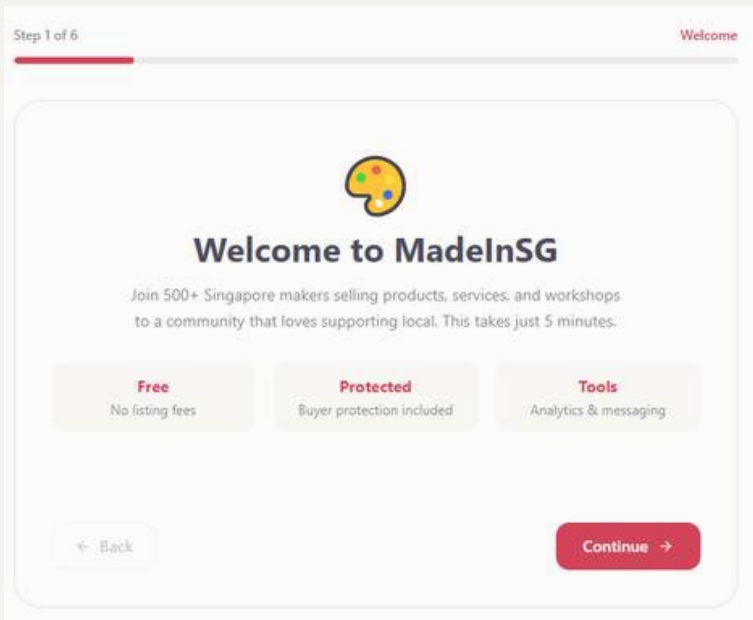
One “hero offering” to launch first (your best seller or easiest to fulfill)





LAUNCH IN 10 MINUTES (STEP-BY-STEP)

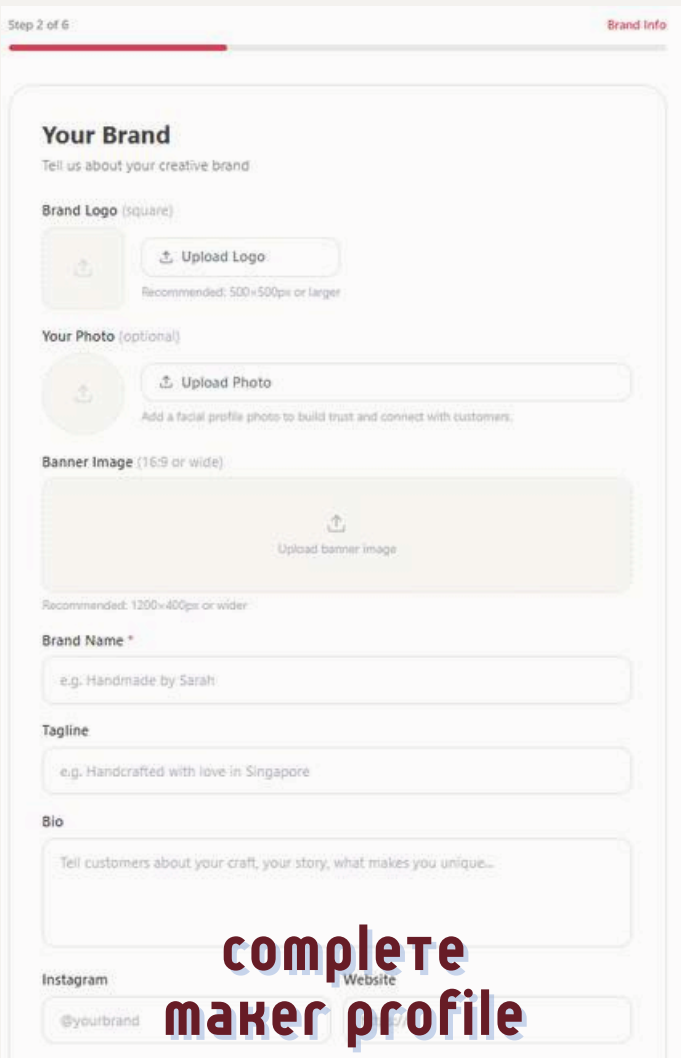
1



create
account

Google/Email → Become
a Maker

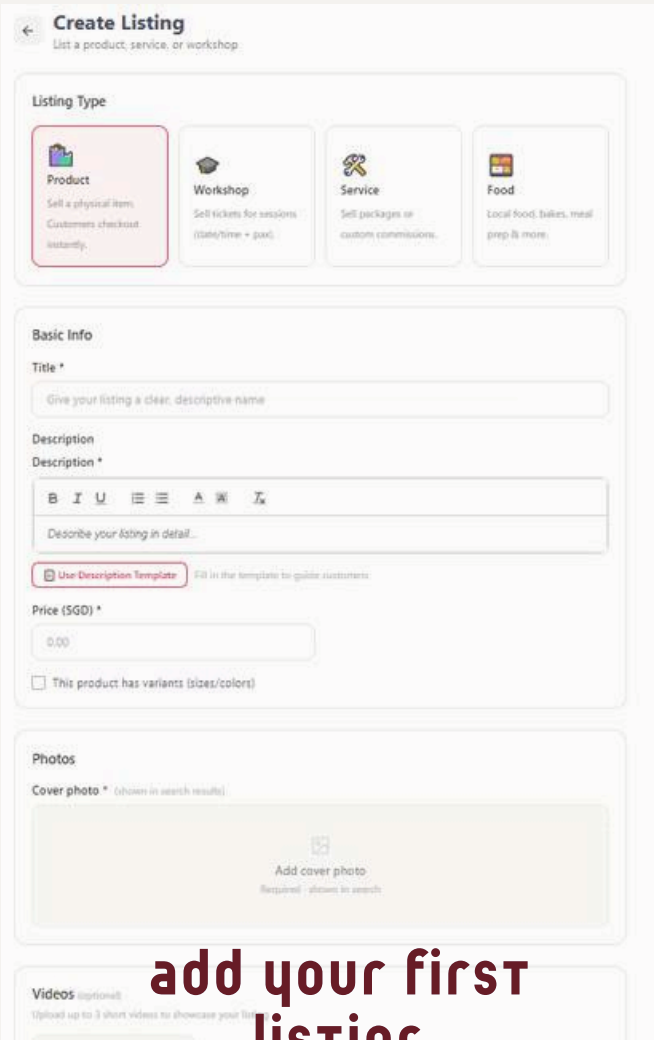
2



complete
maker profile

Photos, bio,
categories, location

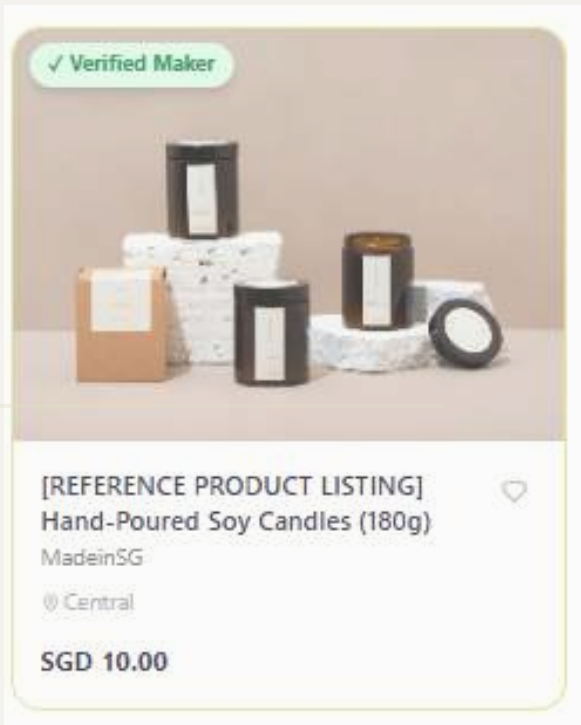
3



add your first
listing

Product/Service/Workshop/Food

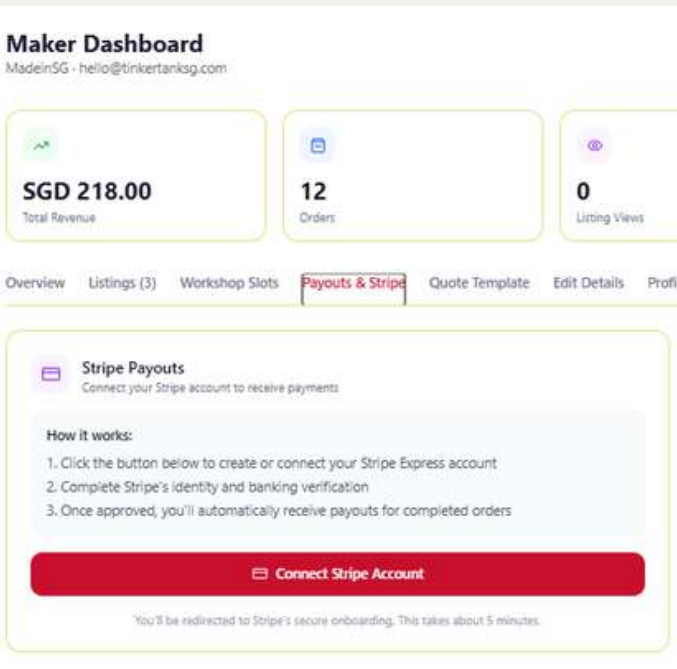
4



publish live

Submit new listings for
review → publish live

5



connect
payouts

Set up Stripe Express account via
Maker Dashboard to receive payouts



RULES & VIOLATIONS



transparency

Do not bring transactions outside of the platform.
Enquiries that come through MISG must remain on the platform.



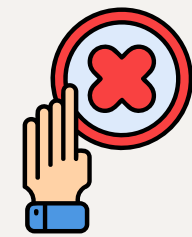
accuracy

Do not list inaccurate listings. Prices must match what you already provide on your own markets.



category

Do not list drop shipping/inappropriate items. Prohibited items policy and category standards apply (admin moderation)



cancellations

Do not make repeated cancellations or refunds unnecessarily. This would affect your profile ratings.

Repeated violations may result in account suspension.



DISPUTES & REFUNDS

refund policy

To maintain trust accross the platform, all makers on MISG are expected to state a clear and fair return policy



- You must state a clear and fair return policy in your listings.
- Customised, made-to-order, perishable, digital, hygiene-sensitive, and final sale items are generally non-returnable unless damaged, defective, or incorrect.
- Damaged, defective, or incorrect items should be eligible for return or refund within the stated time window (7 days)
- Change-of-mind returns are not allowed.
- Customers are generally responsible for return shipping(for products) unless the issue is due to maker error.
- Communicate directly with the customer for Exchanges requests.

resolution process



- Customer contacts you first via MISG chat
- You responds within 2 business days
- Unresolved cases may be escalated to MISG
- MISG reviews both sides with evidence submitted
- Possible outcomes: refund, partial refund, replacement, voucher, or mediation
- If a refund is due to maker error, the maker is responsible for absorbing the Stripe transaction fees and refunding the customer in full. If the refund is due to the customer, the refund amount may exclude the Stripe transaction fees.
- MadeInSG may review and mediate disputes where needed.



HOW TO GET YOUR FIRST 10 SALES/LEADS



- Start with one hero listing → drive traffic to a single conversion page
- Reply within 1–3 hours during daytime (Receive Fast Responder Badge)
- Add at least 5 photos + 1 video that is accurate and realistic, provide clear details and delivery timelines
- Bundle: add a “starter set” or “best value” tier
- Collect 3–5 reviews early (offer great service, not discounts)
- Apply to be featured in curated collections once you have proof of sales



MADEINSG – MARKETING

giving it back

Getting traction is the #1 struggle for most makers: visibility and steady leads. We commit to allocating at least 25% of platform revenue to marketing and advertising to grow demand on MadeInSG—so makers get more views, enquiries, and sales.





FREQUENTLY ASKED QUESTIONS

improve together

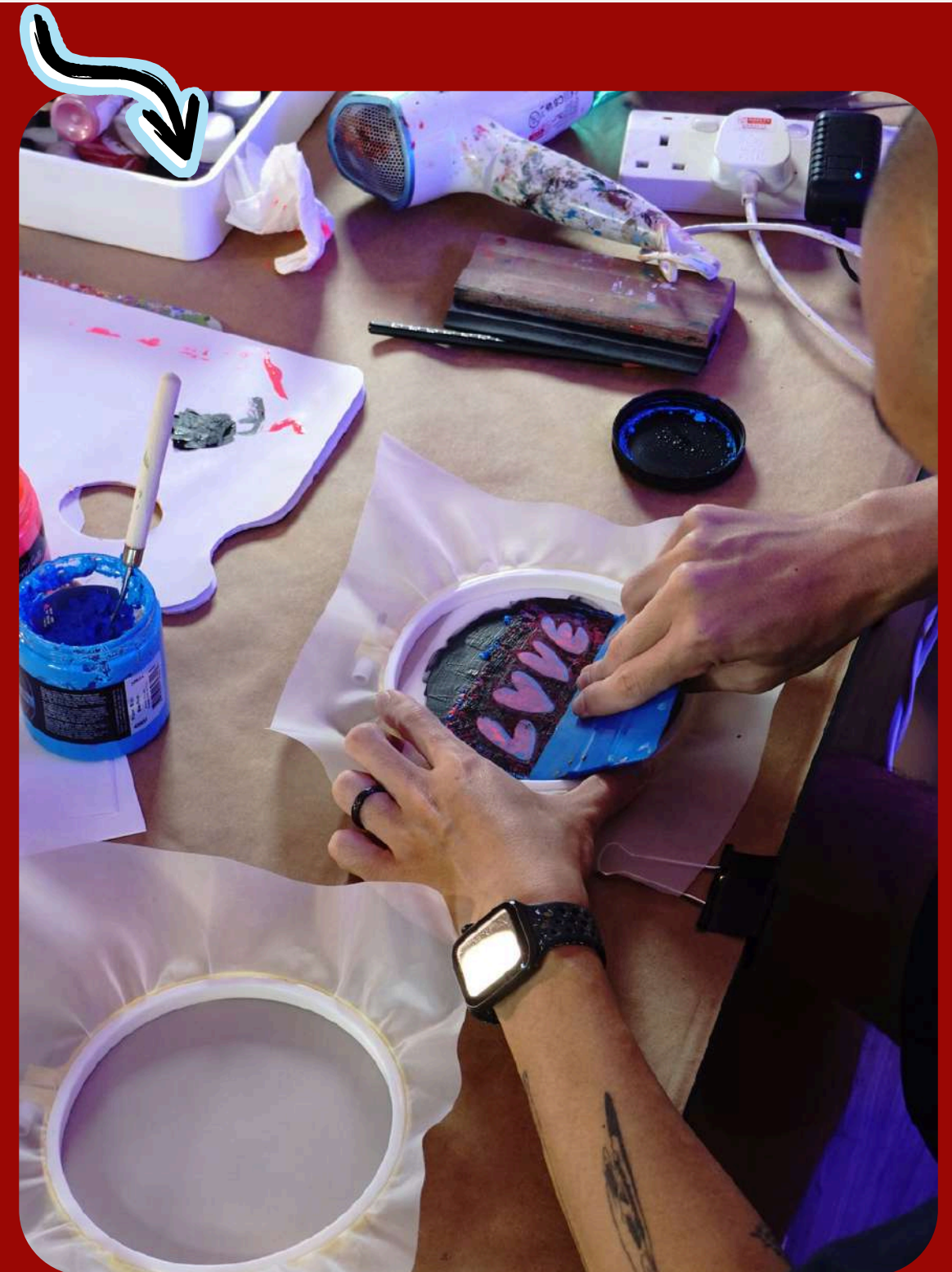
communicate all technical/general concerns with the team and let us help you make the onboarding process smoother and fuss-free.



- How do I sign up? Use Google/email → switch to Maker and complete your profile.
- What can I list? Products, Services, and Classes/Workshops (including custom orders).
- Do listings need approval? First listing(s) will be reviewed for quality + category fit.
- How do customers contact me? In-app DM with email notifications for every enquiry.
- How do payments work? Customers pay securely on-platform; receipts are sent automatically.
- What are the fees? 15% (Products/Services/Workshops/Classes). You only pay when you earn.
- When do I get paid? Weekly. Set up payouts in your dashboard; track payout status + monthly reports.
- How do refunds/cancellations work? Managed via order/booking IDs for clear tracking.
- How do reviews work? Reviews are verified-only (post purchase/booking) to build trust.
- How do I get featured? Strong listings + fast replies + good reviews → apply for curated collections.

SOFT LAUNCH

This onboarding deck is for the soft launch phase of MadeInSG. The platform will continue to undergo improvements and optimisation before the official website goes live. We welcome makers to raise any questions, concerns, or feedback as we work towards a stronger launch.





JOIN THE SINGAPORE MAKERS COMMUNITY

START a new movement together

PHONE NUMBER

83235505

EMAIL ADDRESS

hello@madeinsg.com

WEBSITE

www.madeinsg.com

MAKE YOUR
CRAFT

