

Programmes under Boost Up Implementation

Supports Product/Service Redesign

1. 1-1 Operation and Technology Roadmap (OTR) by A*STAR

OPERATION & TECHNOLOGY ROADMAP (OTR) PROGRAMME

Behind every thriving business lies a successful growth strategy. Building a technology roadmap through the Operation & Technology Roadmap (OTR) programme will help you form a strategic business plan to grow your business and generate long-term profit.

FOR ENTERPRISES: OTR PHASE 1

Through a 5 half-day facilitative workshop series, our facilitators will bring you through a structured format to gain a fresh perspective of the business environment in your industry and how you can capitalise on technology to sharpen your edge.

OTR PROCESS



BENEFITS



FOR ENTERPRISES: OTR PHASE 2

Every successful strategy is accompanied with a strong implementation plan. Through our engagements with more than 500 companies, we have curated a few pathways for enterprises to deep dive into a selected area for evaluation and implementation:

- Market Analysis Report
- Patent Landscape Report
- Feasibility Study

Furthermore, gain access to A*STAR Collaborative Commercial Marketplace (ACCM) to find your technologies partners. [Find out more about what ACCM has to offer.](#)

COST

	Funding Options	Original Cost*	Final Cost^
Startups/ SMEs	Phase 1	\$10,000	\$2,700
	Phase 1 & 2	\$25,000	\$6,750
LLEs	Phase 1	\$10,000	\$7,700
	Phase 1 & 2	\$25,000	\$19,250

* Before funding & GST included

^ After funding (i.e., 80% grant subsidy for startups / SMEs and 30% grant subsidy for LLEs) & GST included

FUNDING ELIGIBILITY

Startups/Small & Medium Enterprises (SMEs)

- Incorporated a business entity in Singapore with the Accounting and Corporate Regulatory Authority (ACRA)
- At least 30% local shareholdings;
- Company's group annual sales turnover is not more than \$100 million or group employment size is not more than 200 workers; and
- Core activities to be carried out in Singapore

Large Local Enterprises (LLEs)

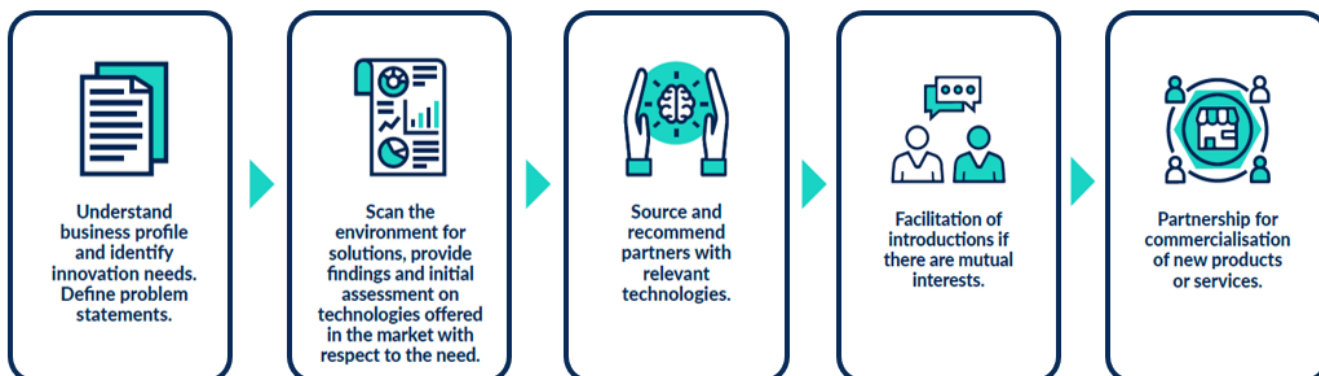
- Incorporated a business entity in Singapore with the Accounting and Corporate Regulatory Authority (ACRA)
- At least 30% local shareholdings;
- Company's group annual sales turnover is more than \$100 million or group employment size is more than 200 workers; and
- Core activities to be carried out in Singapore

Eligible companies may apply for a grant to cover the applicable costs. Please refer to table above for more information.

2. Tech Scouting/Tech Landscape/Innovation Advisory by IPI

Technology Scouting

Understanding enterprises current innovation needs, IPI will source for the relevant technologies, expertise and partners that best serve their needs.



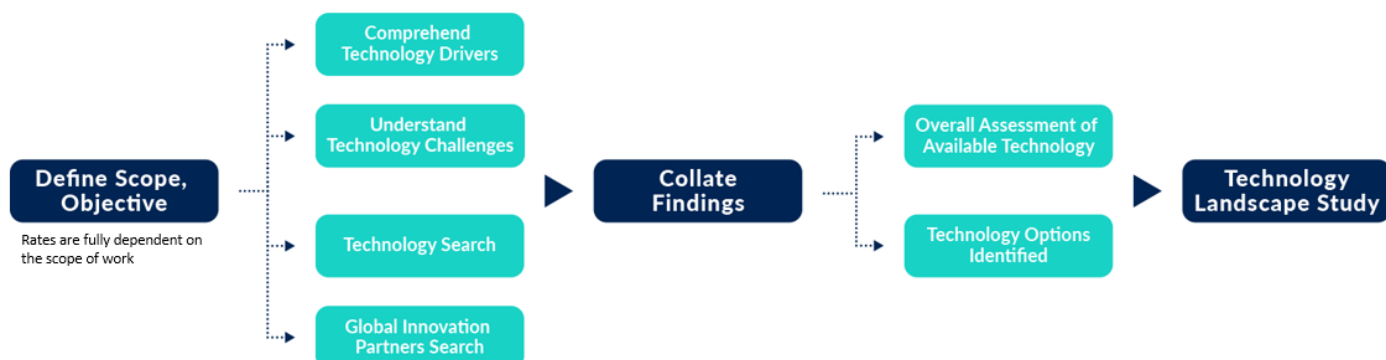
Technology Scouting Service Plans

Description	Plan A Subsidised Rate @ \$5,000*	Plan B Subsidised Rate @ \$6,000*
Innovation needs analysis	✓	✓
Omnichannel Tech Scouting via IPI's global network	✓	✓
Outreach & facilitate meetings with recommended providers	✓	✓
Advisory on collaboration agreements	✓	✓
IP management advisory		✓

*Eligible SMEs may receive additional 50% subsidy (Valid till 31 Dec 2022, conditions apply)

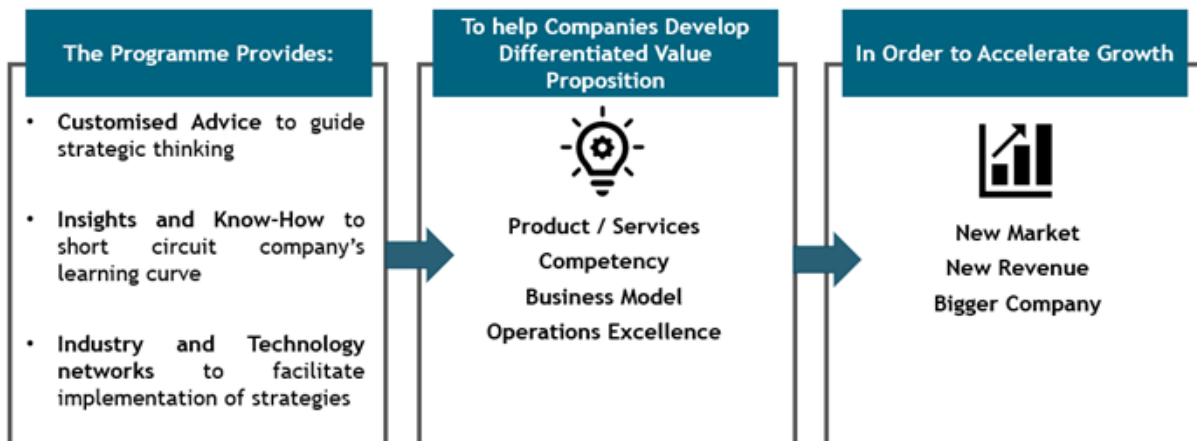
Technology Landscape Study

IPI's team of technologists will scan the technology and business environment, and provide valuable insights into emerging technologies, market trends and potential collaborators, enabling enterprises to identify open innovation opportunities for new product development.



Innovation Advisors Programme (IAP)

IAP supports Singapore enterprises in their innovation journey and accelerate their growth through bespoke advisory by industry veterans who are “bilingual” in both technology/innovation as well as business.



Who could benefit from IAP?



SMEs	Start-ups
<ul style="list-style-type: none"> • Singapore-based SMEs and start-ups with at least 30% local shareholding • Willing, Able & Ready - Available resource and Clear Intent for further innovation • Tech*-centric or -enabled company 	<ul style="list-style-type: none"> • Post proof-of-value • Sufficient cashflow for >12mths • Backed by institutional investor • Capable management team
<ul style="list-style-type: none"> • Potential for differentiated value proposition • Has commercialised products and/or services 	

How IAP Works



0 Discovery (1 - 2 meetings)

- Discussion with company to understand their business and pain points
- Ascertain relevance for the programme to add value to the company
- Advisors may not be involved at this stage.



1 Scoping (May take several sessions)

- Advisor to meet company C-suite to understand underlying challenges and opportunities
- Company and Advisor to jointly develop the project scope and output in line with company's growth priorities.
- Upon agreement of scope, company to sign 3-party contract with Advisor and IPI.



2 Implementation (3 - 12 months)

- Companies to engage the Advisor at a subsidised rate till project completion.

Subsidised Rate	Eligible SMEs Receive Additional Subsidy*
\$1,000 per man-day	\$500 per man-day

* Eligibility Conditions Apply

3. Intellectual Property (IP) Business Clinic by IPOS

The IP Business Clinic allows the requestor to make an appointment with a member of IPOS's panel of business consultants on IP strategies and options for businesses. Areas of expertise include IP Strategy & IP Portfolio Management; IP Commercialisation; IP Intelligence, Audit and Valuation.

This 45-minute complimentary session allows the requestor to discuss his/her IP related business concerns with an external professional consultant.

Duration: 45 minutes

Cost: Complimentary

4. Workforce Singapore (WSG) Design Thinking & Job Redesign Business Transformation by Nanyang Polytechnic

Design Thinking is a human-centric design methodology that helps enterprises, and individuals alike, drive innovations in a structured manner through the understanding of their customers and markets. It also enables businesses to see problems from different angles and adopt innovative approaches towards creative problem-solving to better address human needs and pain points.

Under Workforce Singapore (WSG)'s programmes and initiatives, the Design Thinking Business Transformation Programme supports enterprises to innovate and transform their businesses using the Design Thinking methodology, and achieve one of the following outcomes:

- i. **Products or Services Innovation** – leading to new markets and revenue growth
- ii. **Business Model Innovation** – developing new business models, new value proposition to customers leading to new markets
- iii. **Process Innovation** – streamlining internal processes to achieve productivity gain and manpower savings

Through the programme, businesses can also achieve higher productivity such as man-hours savings, increase in output per worker, or increase in revenue per employee.

The programme includes a **Job Redesign** workshop that guides the review and redesign of job roles of employees impacted by the business transformation. Companies will be equipped with the know-how to help employees manage change. Companies will find out that through necessary adjustments in Human Resource practices and review of job scopes, it will keep employees motivated during the business transformation.

Eligibility Criteria

For Individuals: Only Singapore Citizens and Singapore Permanent Residents employed by the company are eligible.

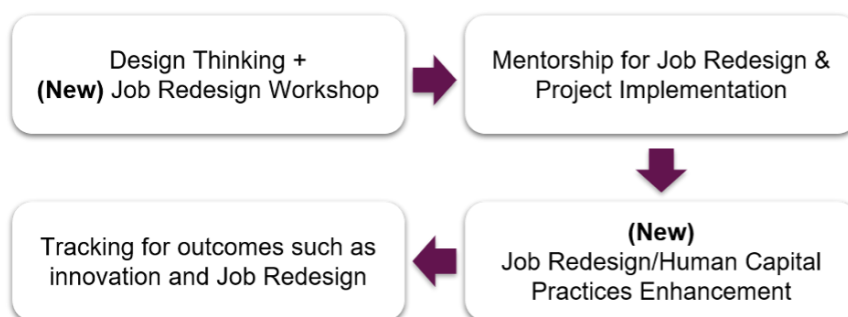
For Companies: All companies legally registered or incorporated in Singapore, with a Unique Entity Number (UEN) registered with ACRA are eligible.

Funding

	Standard Rate	Enhanced Rate
Course Fee	Up to 70% course fees funding for non-SME	Up to 90% course fees funding for SME*

*Enhanced training support for SMEs is extended to local employees of companies that are registered or incorporated in Singapore with at least 30% shareholding held by Singapore Citizens or Singapore Permanent Residents; and hiring not more than 200 employees (at group level) or with an annual sales turnover (at group level) of not more than S\$100 million).

The Design Thinking Business Transformation Programme comprises workshops and consultancy sessions. Companies will gain from the trainers' mentorship during their project implementation.



Supports Brand Positioning & Marketing and Product/Service Redesign

1. User Journey Mapping/Frame & Scope by DesignSingapore Council

User Journey Mapping

This introductory scheme gives small to medium-sized enterprises (SMEs) an overview to the practice of improving customer experiences by better understanding how their customers interact with their products, services and processes.

Who is this for

SMEs interested to:

- understand current customers better;
- identify customers' high and low moments while interacting with them; and
- determine areas of improvement to improve customer experience

Aim

To enable SMEs to:

- better understand customer journeys; and
- experience customer-centric approach to identifying growth and improvement opportunities

Programme outline

Depending on scope of project, design consultant will:

- conduct customer research e.g., through user interviews and observations;
- provide overview of customers' interactions with SME's products and services;
- provide overview of current service blueprint;
- identify areas for improvement to achieve desired customer experience

Note: For SMEs that wish to develop a comprehensive roadmap for business improvement, please refer to the Frame & Scope.

Eligibility Criteria

Companies must be:

- registered and operating in Singapore;
- have minimum 30% local shareholding; and
- company's group annual sales turnover not more than S\$100 million; or
- company's group employment size not more than 200 workers

Eligible companies can also tap into the [SkillsFuture Enterprise Credit](#) to further defray costs.

Frame & Scope

This scheme, by DesignSingapore Council (DSG) and Enterprise Singapore (ESG), supports SMEs to develop sound business solutions, by identifying new growth and innovation areas through a user-centred design process.

Who is this for

SMEs interested to:

- venture into new businesses/markets;
- increase competitiveness in existing core businesses;
- improve operational efficiencies

Aim

To enable SMEs to:

- understand user needs and markets, and identify problem statements;
- develop new touchpoints and innovation opportunities;
- develop sound business grant proposals;
- implement strategies and recommendations identified

Programme outline

This scheme has three stages:

- Discover
- Prioritise
- Implement (subject to approval of grant proposal)

Stage #1: Discover (2 weeks)

The SME is matched with design consultancy to:

- understand customers and markets;
- identify problem statements; and
- identify possible areas of innovation

Stage #2: Prioritise (2-3 weeks)

The SME and the design consultancy will use insights from the "Discover" stage to determine new innovation opportunities and create new touchpoints.

Key deliverable is an implementation roadmap that will result in:

- ESG grant proposal;
- short-term priority goals;
- measurable KPIs

Note: Up to 80% of the project costs of Stages 1 and 2 will be supported by DSG, capped at S\$40,000.

Stage #3: Implement (6-12 months)

- Subject to approval of grant proposal by ESG;
- Approved projects will be funded up to 90%;
- SME and design consultancy to implement strategies and recommendations outlined in approved proposal

Eligibility Criteria

Companies must be:

- registered and operating in Singapore;
- have minimum 30% local shareholding; and
- company's group annual sales turnover not more than S\$100 million; or
- company's group employment size not more than 200 workers

2. NYP360 & Teaching Enterprise Project

Nanyang Polytechnic (NYP) provides different levels of end-to-end solutions that cater to the needs of businesses and organisations.

Teaching Enterprise Project (TEP)

For business needs that are more specific, such as research on key target audience, online or social media engagement, recruitment or video filming, our Teaching Enterprise Project (TEP) centres under the School of Business Management provide a suite of services from market research, customer experience and eCommerce, to HR, media production and more. To date, we have delivered over 150 industry projects and worked with businesses and organisations from different industries with diverse business challenges.

Some examples of services provided under TEP:

- Social media strategy and content development for businesses and organisations who wish to deepen online engagement. Scope of project may include social media playbook development, content creation, social media profile updates and analysis report.
- Survey to find out needs of target customers. Scope of project may include questionnaire design, survey engagement, data collection and analysis, with a survey findings report.
- Focus Group discussion to gain insights on key customers. Scope of project may include small group facilitated discussions, data analysis and a findings report.
- Mystery Shopping to benchmark service level and customer experience. Scope of project may include mystery shopper deployment, key service level investigation, data analysis and a findings report.

NYP360

When business needs transcend different disciplines, NYP360 is a targeted approach that brings together diverse expertise across schools and Continued Education Training institutes for end-to-end solutions. We can support your company in sustaining growth, enhancing efficiency and maintaining long-term competitiveness. Our NYP360 approach can assist your business in achieving this with our full suite of innovative and collaborative solutions, and training options. We work with a wide range of partners, and can help you tap into and infuse technologies that are changing our world and your business.

Let us work with you to:

- Digitalise your business
- Provide technical solutions
- Re-design jobs and work processes
- Secure grants and funding

Not sure where to start? Get in touch with us for a free one-on-one consultation.

For more information, please visit:

TEP: <https://www.nyp.edu.sg/schools/sbm/innovative-teaching-and-learning/teaching-enterprise-project.html>

NYP360: <https://www.nyp.edu.sg/industry-solutions/nyp360.html>

3. GlobalConnect@SBF for Internationalisation

GlobalConnect@SBF is a unique programme that will enable businesses to not only learn about new markets but also land successfully overseas with the help of SBF and our strategic partners. There is a team of market advisors in Singapore and Singapore Enterprise Centres in Jakarta and Ho Chi Minh City that are enthusiastic to partner even more Singapore businesses as they venture into new markets. SBF initiated the GlobalConnect@SBF Strategic Partnerships platform to partner companies with strong international networks, which could ease the internationalisation process for Singapore SMEs. SBF is working with an additional 11 pioneer strategic partners to further expand the range and depth of expertise available to Singapore SMEs for their overseas expansion.

Meet our Market Specialists

Connect with an experienced team of seasoned experts who will work hand-in-hand with you to establish your foothold in new markets. We help companies like yours find and win deals, whether in-market or on our digital platforms.



We assist you to define your business's **unique value proposition**



We help you to **strengthen your brand and market position** before entering overseas markets



We strategise with you to **select the right market(s)** overseas and map out the best market entry strategy



We connect you with overseas partners and counterparts to **find deals**



We work hand-in-hand with you to **win deals** overseas, from start to finish

B2B marketplace, GCB2B

Scale your business digitally by joining over 2,000 active businesses on GlobalConnectB2B (GCB2B). GCB2B is designed to help businesses find and get to know new partners overseas, before making your first cross-border transaction, all from your desk.

Engage with stakeholders in new markets

Doing business overseas often involves engaging key stakeholders at the state and national leadership levels. With GlobalConnect@SBF, you can navigate through government agencies and fast track your engagement with desired stakeholders.

Meet with overseas business chambers

Expand your influence with local business associations to build a stronger and lasting network of partners. GlobalConnect@SBF can help broker new alliances with numerous foreign trade chambers and business associations.