



Boost Up Initiative

(Frequently Asked Questions)

1. Why should I undergo the Boost Up Initiative?

If your company is looking at expanding your business through product and service innovation, and better brand positioning, Boost Up is for you. This initiative has been curated with our partners to empower companies with frameworks and tools that will unlock new areas of growth for companies. The initiative provides companies with step-by-step guidance in developing customised strategies and accessing the tools offered by our partners for actual implementation.

2. How much does it cost to participate in Boost Up?

Our partners are offering a series of complimentary introductory workshops and 1-on-1 consultation sessions to understand the company's needs before recommending suitable solutions.

Companies looking to implement projects (e.g., launch a marketing campaign, R&D of new product/service, assess service level with a mystery buyer, etc) or be guided on how to develop a bespoke plan can sign up for services offered by our Boost Up partners. A list of the available services and the indicative cost can be found [here](#).

3. Can non-SBF members apply?

Yes, all companies looking to drive business transformation and growth through product, service and brand redesign are encouraged to attend. Do note that priority will be given to attendees of the Boost Up Sharing Session and SBF members.

4. Can I sign up for more than one workshop?

Yes, you may sign up for more than one workshop. However, do note that the slots for each workshop are limited and are subject to availability. We will send you an email confirmation if you have successfully secured a seat for the workshop.

5. Do I have to go through the whole process from info-sharing session to implementation?

No, companies may choose to sign up directly for the relevant complimentary workshops or programmes for implementation if they know what is suitable for them.

6. Who can I contact if I have further questions?

For enquiries on the **Boost Up Initiative**, please contact boostup@sbf.org.sg.