ROADMAPPING YOUR BUSINESS SUCCESS TODAY, TOMORROW.

OPERATION & TECHNOLOGY ROADMAPPING (OTR)

Roadmapping Your Business Success Tomorrow, Today.

- **Launch New Product, Service or Business Model**
- **Long-Term Growth and Profitability**
- **Embark on Research and Prototyping**
- **Expand into International Markets**
- **Construct and Validate Your Roadmap**

**UP TO 70% GRANTS from SPRING for qualifying costs**
Operation & Technology Roadmapping (OTR) helps SMEs establish a long-term growth strategy driven by technology. The process enables you to visualise how your business can grow by exploiting the right drivers, products and services, and technologies.

**THE OTR PROCESS**

**Build Your Customised Roadmap in 5 Steps**
(5 half-day sessions)

**ENHANCE YOUR ROADMAP WITH VALUE-ADDED SERVICES**

- **Market Research**
  Assess target market and potential customers
- **Patent Search**
  Understand technology landscape and trends
- **Feasibility Study**
  Evaluate technical feasibility of developing products and services

**Define Objectives**

- Strategic assessment
- Roadmap objectives

**Understand Key Drivers**

- Technology drivers
- Internal business drivers
- Market drivers
- Customer needs

**Identify Technology Enablers**

- Suitable technologies and solutions
- R&D programme
- Resource requirements

**Develop New Ideas**

- Game-changing products, services and business models
- Milestones and timeline

**Actualise the Roadmap**

- Connect with technology specialists
- Build big picture perspective
- Lead the team through a unified strategy

Contact us now to find out how you can take the first step towards greater success!
Email: A-STAR_GET-Up@hq.a-star.edu.sg  Website: www.a-star.edu.sg/OTR