Scale Up Your Business Success Tomorrow, Today.

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

UP TO 70% GRANTS from ESG for qualifying costs*

*Check for your organisation’s eligibility and funding criteria
Operation & Technology Roadmapping helps organisations establish a long-term growth strategy driven by technology. Map out and visualise how businesses 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)

- **WHY** Identify Key Business Drivers
  - Technology drivers
  - Internal business drivers
  - Market drivers
  - Customer needs

- **WHERE/WHO** Understand Current Business
  - Strategic assessment
  - Roadmap objectives

- **WHAT** Develop New Deliverables
  - Game-changing products, services and business models

- **WHEN** Chart the Roadmap
  - Milestones and timeline

- **HOW** Identify Technology Enablers
  - Suitable technologies and solutions
  - R&D programme
  - Resource requirements

- **ENHANCE YOUR ROADMAP WITH VALUE-ADDED SERVICES**
  - Market Research
    - Assess target market and potential customers
  - IP/Tech Landscaping
    - Understand technology landscape and trends
  - Feasibility Study
    - Evaluate technical feasibility of developing products, processes and services

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