Scale Up Your Business Success Tomorrow, Today.

- 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

Construct and Validate Your Roadmap

Up to 80% 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)

**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

**WHEN Chart the Roadmap**

- **Milestones and timeline**

**WHERE/WHO Understand Current Business**

- **Technological drivers**
- **Internal business drivers**
- **Market drivers**
- **Customer needs**

**WHAT Develop New Deliverables**

- **Game-changing products, services and business models**

**WHY Identify Key Business Drivers**

- **Strategic assessment**
- **Roadmap objectives**

**HOW Identify Technology Enablers**

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

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