Scale Up Your Business Success Tomorrow, Today.

OPERATION & TECHNOLOGY ROADMAPPING (OTR)

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

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

WHAT
Develop New Deliverables

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

WHERE/WHO
Understand Current Business

• Technology drivers
• Internal business drivers
• Market drivers
• Customer needs

WHY
Identify Key Business Drivers

• Strategic assessment
• Roadmap objectives

HOW
Identify Technology Enablers

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