

Welcome

Innovation Offerings

Programmes For SMEs

A\*STAR Collaborative  
Commerce Marketplace

Tech Access

**Operation & Technology  
Roadmap**

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Enterprise Capability  
Upgrading

T-Up Excellence Awards

Technical Capability  
Upgrade

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## A TECHNOLOGY ROADMAP TO SUSTAINABLE BUSINESS GROWTH



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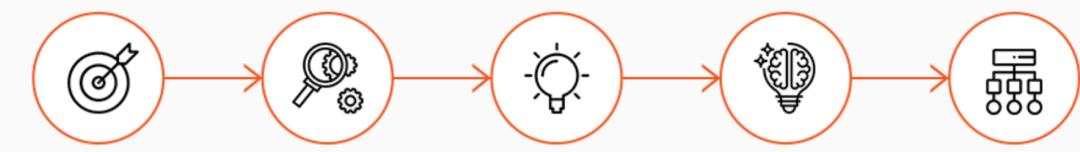
### OTR PROGRAMME

Behind every thriving business lies a successful growth strategy. Building a technology roadmap through the Operation & Technology Roadmap (OTR) programme will help you form a strategic business plan to grow your business in the long term.

### FOR ENTERPRISES: OTR PHASE 1

Through a 5 half-day facilitative workshop series, our facilitators will guide you through a structured methodology to discover a new outlook of the business environment in your industry. You will learn how to capitalize on identified technologies and solutions to meet your market and business drivers.

#### OTR PROCESS



1) Define objectives

2) Understand  
key drivers

3) Develop  
new ideas

4) Identify  
technology enablers

5) Actualise  
roadmap

#### BENEFITS



Connect with  
tech specialists



Build big picture  
perspective



Lead the team through  
a unified strategy

## FOR ENTERPRISES: OTR PHASE 2

Every successful strategy is accompanied with a strong implementation plan. Offered as an optional undertaking following Phase I, you will deep dive into focused initiative(s) through a consultative study, aimed towards validation and recommendations for implementation. This includes a market analysis report, IP landscape report, or technical feasibility study.

Market Analysis Report

Patent Landscape Report

Feasibility Study

## FOR CONSORTIUMS/TRADE AGENCIES: CONSORTIUM OTR (COTR)

The Consortium-level OTR programme is tailored to groups of companies within the same sector or industry. This programme provides tools to deepen ecosystem partnerships and foster pervasive innovation framed towards resolving common pain points about a thematic focus. As a participant in this programme, you will be able to map out the general trend and direction for an industry aligned to the ITMs and identify both short-term and long-term industry needs. Through this programme, you will have the opportunity to kick-start projects or research programs to uplift the sector.

Overall, the OTR Programme offers a structured and effective approach to building a technology roadmap for enterprises and consortia/trade agencies, leading to sustainable business growth and success.

Map out the general trend and direction for an industry aligned to the ITMs

Identify both short-term and long-term industry needs

Kick-start projects / research programmes to uplift the sector

### Get our OTR Package

[Contact Us](#)

Eligible SMEs can apply for up to 80% grant from Enterprise Singapore to offset qualifying cost.

## FUNDING

### COST

	Funding Options	Original Cost*	Final Cost^
Startups/ SMEs	Phase 1	\$10,000	\$2,900
	Phase 1 & 2	\$25,000	\$7,250
LLEs	Phase 1	\$10,000	\$7,900
	Phase 1 & 2	\$25,000	\$19,750

\* Before funding

^ After funding (i.e. 80% grant subsidy for startups / SMEs and 30% grant subsidy for LLEs) & GST included

### FUNDING ELIGIBILITY

Startups/ Small & Medium Enterprises (SMEs)

- » Incorporated a business entity in Singapore with the Accounting and Corporate Regulatory Authority (ACRA)
- » At least 30% local shareholdings;
- » Company's group annual sales turnover is not more than \$100 million or group employment size is not more than 200 workers; and
- » Core activities to be carried out in Singapore

#### **Large Local Enterprises (LLEs)**

- » Incorporated a business entity in Singapore with the Accounting and Corporate Regulatory Authority (ACRA)
- » At least 30% local shareholdings;
- » Company's group annual sales turnover is more than \$100 million or group employment size is more than 200 workers; and
- » Core activities to be carried out in Singapore

Eligible companies may apply for a grant to cover the applicable costs. Please refer to table above for more information.

#### **Others**

- » For Trade Association & Chambers (TACs), MNCs and Public Agencies, please contact us directly to find out more.



#### **CASE STUDIES - OTR**





MR. CHEONG CHUN KEAT,  
CEO OF ERS INDUSTRIES PTE LTD

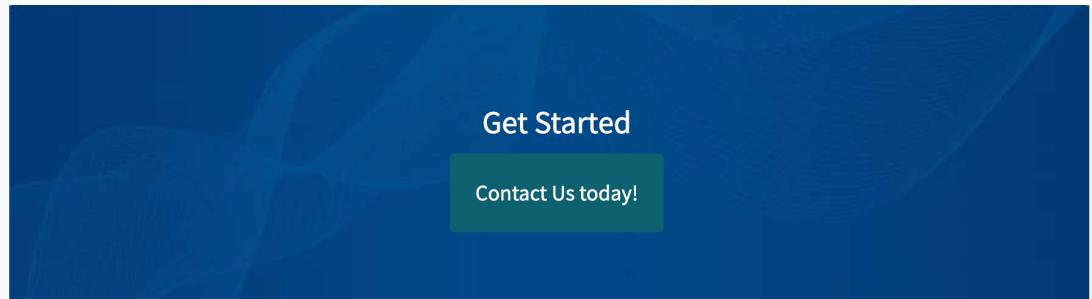
## CASE STUDY - COTR



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The COTR process has translated my thoughts into action and reaffirmed our business strategy. I would like to implore traditional businesses to rethink digitalisation as an opportunity for growth and not a threat.

EUGENE TAN,  
DIRECTOR/MANAGER OF PERE OCEAN



AGENCY FOR SCIENCE, TECHNOLOGY AND RESEARCH (A\*STAR)

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