

Capability Development Grant: Sustaining and Growing Your Business

Sharing by Hayley Wang
SPRING Singapore



Building Business Capabilities for Growth

Kick-start your journey with the **SME Capabilities Series**

SPRING
singapore
Enabling Enterprise



What is SPRING Singapore's Capability Development Grant? (CDG)

To support SMEs in capability upgrading to compete and grow locally and globally

Defray up to 70% of qualifying project costs* in upgrading capabilities in 10 development areas

Simplified application process for projects with CDG support of \$30,000 or less:

- Easy-to-answer guiding questions

10 Supportable Areas:



*Includes Manpower, Consultancy, Training, Equipment, Software, & Intellectual Property Rights related costs

Capability Development Grant? (CDG)

To raise your company's profile,
value proposition and brand image

Leverage technology to
develop products, enhance
service and improve workflow



Develop a strategic roadmap to align
company's internal capabilities with
the external environment

Structured approach to explore
new products, services or
business models to gain
competitive advantage

Adopt standards to enhance
business competitiveness,
improve market access and
boost consumer confidence

Develop a strong financial
foundation, strengthen governance
and manage financial resources

To attract, nurture and retain
talent for business growth
and sustainability

Increase company's service
standards to connect with
customers, build loyalty
and bolster brand

Improve workflow
processes and optimise
resource allocation to
maximise productivity

Protect company's intellectual
property to safeguard their
business and to grow into regional
markets and beyond



How Can CDG Help Your Business?

**SUSTAIN
& GROW
with CDG**

Capability Areas

Business Strategy Innovation

- Structured approach to explore new products, services or business models to gain competitive advantage
- Example: Using Design Thinking methodology to understand the target customers and develop a new product or service

Technology Innovation

- To leverage on technology to develop products, enhance service and improve workflow
- Example: Develop a new product with a research institution

Productivity Improvement

- To improve workflow processes and optimise resource allocation to maximise productivity
- Example: Workflow redesign and automation, inventory management

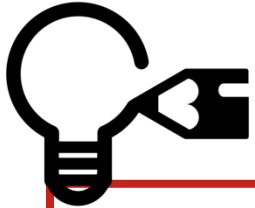
Financial Management

- To have a strong financial resiliency and manage your financial resources more effectively
- Example: Develop financial framework or strategy, M&A



BUSINESS STRATEGY INNOVATION

Provide a structured approach for enterprises to convert knowledge and ideas into **new or improved products, processes, services or business models** to gain a competitive advantage



Integrate **innovation** in your business strategies



Stand out from the crowd

Supportable Activities

- A comprehensive organisational review using the **Business Strategy Innovation process** that covers Internal Analysis, Insights Analysis and Ideation
- **Innovation methods and tools** such as Business model innovation, Design Thinking, Open Innovation and Service Innovation

Deliverables

- Final review report
- Blueprint or prototype of new/improved product, service concept or business process



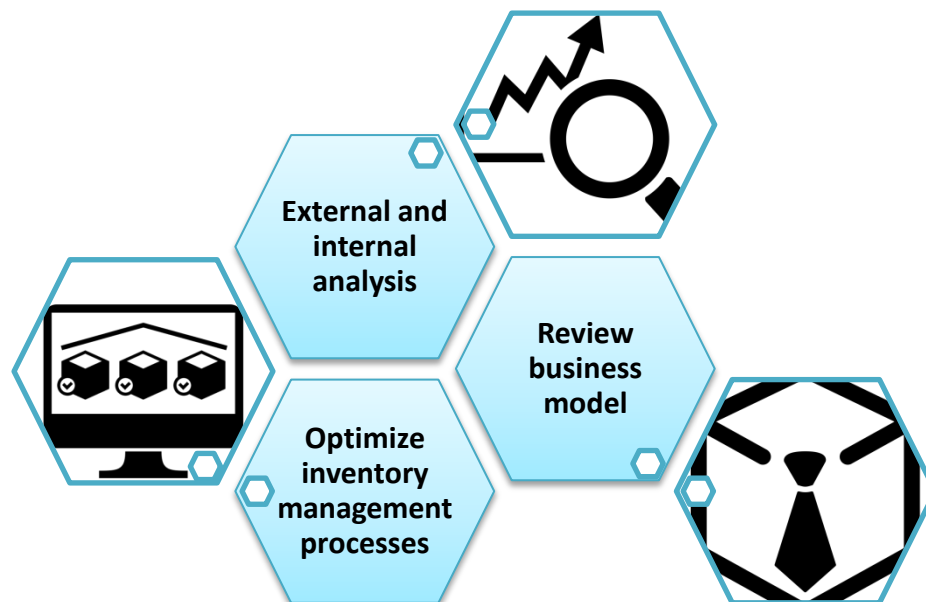
BUSINESS STRATEGY INNOVATION



Her Velvet Vase

Online fashion boutique established in 2007

Tapped on CDG support for BUSINESS STRATEGY INNOVATION to introduce **“Mood-Box” function** on their website which packs and couriers personalised product recommendations as value-added service to customers



Project Outcomes



500% increase in profits in 2 years



33% increase in social media awareness

FASHION MOOD?



20% improvement in inventory turnover YOY

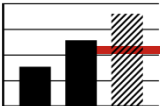


TECHNOLOGY INNOVATION

Supports SMEs which **leverage on technology** to improve productivity and/or develop new products, processes or business models as a competitive strategy for the business

Strengthen your
technology innovation
capabilities



 Improve **market**
competitiveness of
your product & services

Improve your
PROFITABILITY



Supportable Activities

- Leveraging technology and R&D for **new product development** to create new sales channels and business models, or result in significant improvements to **service delivery or productivity**

Deliverables

- Applies technology to transform, automate or streamline existing processes, resulting in **productivity improvement**
- Applies technology for new products or processes or business models, demonstrating **technical feasibility and market viability**



TECHNOLOGY INNOVATION



Pacific Forest Products

Interior and exterior timber fit-out specialist and contract manufacturer established in 1988

Tapped on CDG support on a TI project to develop and launch the new **OneWood™** product, a green wood substitute material targeted at environmentally conscious customers



Automation of manufacturing process

R&D project to research, design and develop



Project Outcomes



90% projected increase in revenue



Increased potential for overseas export business



Developed new in-house capabilities in R&D

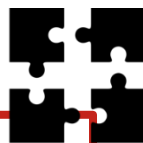


PRODUCTIVITY IMPROVEMENT

Implementation of projects to improve processes, optimise resource allocation, leverage technology, and develop employees for **productivity gains**.



Improve your workflow processes



Optimise your resource allocation



MAXIMISE your productivity

Supportable Activities

- Consultancy to **streamline workflow and processes**
- Optimisation of **resource planning**
- Development of project to **increase efficiency level** of business operations

Deliverables

- Detailed final report
- Implementation of productivity initiatives or development of productivity roadmap for SMEs



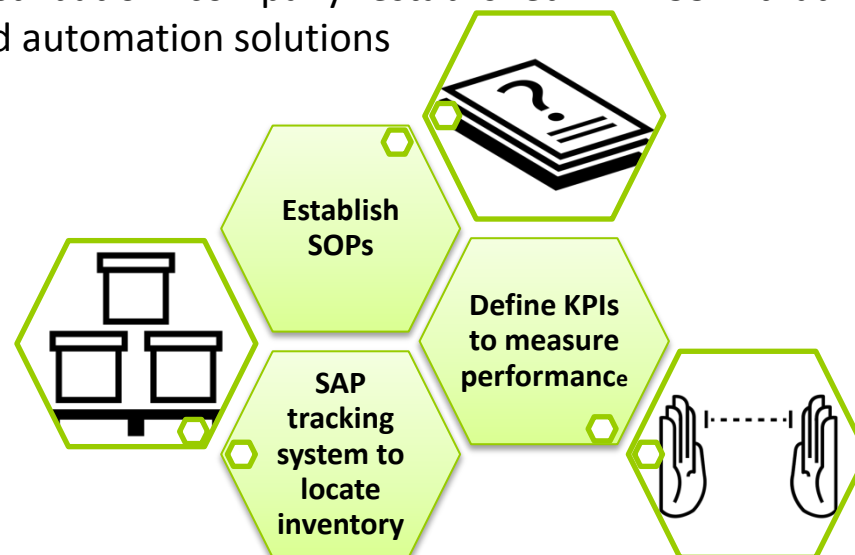
PRODUCTIVITY IMPROVEMENT



Syspex Technologies

Packaging distribution company established in 1992 that offers packaging and automation solutions

Tapped on CDG support to **automate** and **upgrade** its warehouse management and storage system by deploying a **product racking and vertical lifting solution**



Project Outcomes



20% reduction in order processing time



30% increase in storage space savings



25% increase in orders



FINANCIAL MANAGEMENT

Enable SMEs to manage and leverage their financial resources to address their business and growth needs by improving **financial performance** and **financial growth**



Develop **strong financial resiliency**



Improve **financial management capabilities**

Supportable Activities

- Develop **financial framework and strategy** to validate and enhance expansion plans
- Develop **measures and controls and corporate financial systems** to meet financial challenges and enhance financial resilience
- Develop **framework to support inorganic growth**, through mergers and acquisitions and fundraising

Deliverables

- Detailed final report
- Implementation roadmap with actionable steps for SME



FINANCIAL MANAGEMENT



DeskRight

Leading local single-source, contract stationer for office supplies to corporations and government agencies

Tapped on CDG support to **build financial management expertise and framework** to support expansion plans **through mergers and acquisitions (M&A)**



Implement
M&A readiness
checklist

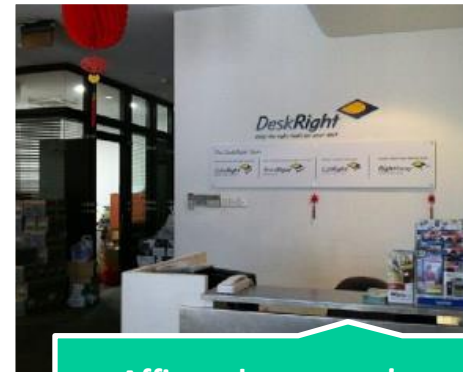
Evaluate
financial and
business
health



Project Outcomes



Identified potential
acquisition targets



Affirmed company's
growth options and plans

Applying for CDG





How Should I Proceed Now?

UNDERSTAND

Understand your **business and growth needs** and develop your business plans



IDENTIFY

Identify relevant **capability development areas** that are in line with your growth plans

APPLY

Visit the SPRING website or speak to a business advisor to kick start your **CDG application**





How to Apply for CDG?

How to Apply?

Step 1

Identify the business and growth needs of your company and the business capability area which requires upgrading at www.spring.gov.sg/CDG.



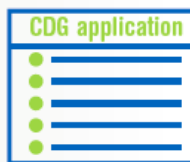
Step 2

Discuss your project with an SME Centre business advisor. Call **+65 6898 1800** to make an appointment (optional).



Step 3

Identify a solution provider and/or consultant to discuss project implementation details and prepare your CDG application.



Step 4

Prepare your CDG application. This includes your company's latest ACRA form, audited financial statements, project proposal, relevant quotations for your project cost items, and consultant's proposal for projects involving consultancy.

Step 5

Submit your CDG application online via your SingPass account at the SPRING Grant Portal grantportal.spring.gov.sg.



Eligibility Criteria



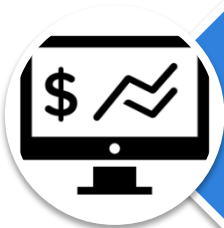
- Registered and operating in Singapore
- At least 30% local shareholding
- Group annual sales turnover \leq S\$100m or group employment of \leq 200 employees



Application Requirement



***Easy-To-Answer Questions or Business Proposal**



Latest Financial Figures

Audited Financial Statements & ACRA



Project Proposal

Application process for grant support of \$30,000 or less has been simplified

*refers to grant amount less than S\$30,000



Frequently Asked Questions (FAQs)



What is the grant limit of the CDG?



How long does it take to approve a project?



Is there a list of pre-approved consultants / service providers for CDG?



How many projects can a company undertake at one time?



How is the grant disbursed?