



# Boost Up Initiative

## (Frequently Asked Questions)

### 1. Why should I undergo the Boost Up Initiative?

If your company is looking at expanding your business through developing solutions based on an in-depth understanding of customers' needs or considering expanding your business overseas, then Boost Up is a programme you may wish to consider signing up for. This initiative has been curated with our partners to empower companies with frameworks and tools that will unlock new areas of growth for companies. The initiative provides companies with step-by-step guidance in developing customised strategies and accessing the expert tools offered by our experienced partners for actual implementation.

### 2. How much does it cost to participate in Boost Up?

There is a registration fee of \$20 and \$30 for SBF members and non-members respectively. Our partners are offering a series of introductory and in-depth workshops to understand the company's needs before recommending suitable solutions.

Companies looking to implement projects or be guided on how to develop a bespoke plan can sign up for services offered by our Boost Up partners. A list of the available services and the indicative cost can be found under implementation.

### 3. Can non-SBF members apply?

Yes, all companies looking to drive business transformation and growth through business process redesign, customer experience management and market expansion are encouraged to attend. Do note however, that priority will be given to attendees of the Boost Up launch.

### 4. Can I sign up for more than one workshop?

Yes, you are encouraged to sign up for more than one workshop. However, do note that the slots for each workshop are limited and are subject to availability. We will send you an email confirmation if you have paid and successfully secured a seat for the workshop.

### 5. Do I have to go through the whole process from the launch to implementation?

No, depending on their needs, companies may choose to sign up directly for the relevant workshops or programmes for implementation if they know what is suitable for them.

### 6. Who can I contact if I have further questions?

For enquiries on the **Boost Up Initiative**, please contact [felicia.lee@sbf.org.sg](mailto:felicia.lee@sbf.org.sg).