



SiPi

SMF Singapore Innovation
& Productivity Institute

Business Model Innovation Masterclass

For CEOs, Business Owners and Senior Managers



Learn how to become an Unicorn like Uber & Airbnb?

Learn how Steve Jobs (1955 – 2011) created Pixar, iPod, iPad, iPhone, etc.

Learn how to apply Mencius (372 – 289 BC) philosophy in Business Model Innovation strategies.

Learn what the Business Model Innovation proven strategies are for Singapore companies.

WHAT IS BUSINESS MODEL INNOVATION?

Business Model Innovation, or BMI, is defined as an innovative way to capture, create, develop and deliver value to the customer and market. Many SMEs in Singapore need to transform their business models which are becoming irrelevant. What we are witnessing today is an explosion of business model innovation that is not only changing the rules of the game but the entire game itself.

PROBLEMS FACED BY SINGAPORE COMPANIES

The **middleman** roles played by many local manufacturing SMEs (stockists, agents, distributors, etc) are being marginalized due to the prevalence of the Internet, making it easy for buyers to find the sellers and vice versa.

Globalization has resulted in open markets in international trade. With increasing Trade Agreements, more and more trade barriers have been removed. SMEs will face a global competition.

Traditional markets are being affected by **disruptive technologies** and innovative business models. Companies with the 'business-as-usual' mentality are not able to adapt to these disruptions.

Intense competition not only from developed economies but now also from emerging countries. Singapore companies must now also focus on value creation to stay relevant and retain their competitiveness

PARTICIPANTS' TESTIMONIALS

"This programme has helped us to better strategise and have a clearer idea of our future plans."

Ms Almy Goh
Fong Yit Kaya Pte Ltd

"This course is good for those who are running business and need something to fall back on to measure the various components in the company in order to help them to improve their businesses."

Ms Looi Sheau Chian
BG Streets Holdings Pte Ltd

"We have learned that productivity has to be innovation-driven."

Chef Pung Lu Tin
Tim Palace Pte Ltd

"This programme taught me how I can be sustainable future-proof my business."

Mr Benjamin Low
D3Signs Pte Ltd

"I have learned new business models to differentiate myself from my competitors."

Mr Andy Lim
iTaz Pte Ltd

"I have learned how a traditional business like mine can move forward and scale to greater heights."

Mr Jerome Lim
Mingfa Food Industries Pte Ltd

JOIN THE BUSINESS MODEL INNOVATION MASTERCLASS PROGRAMME

Singapore Innovation and Productivity Institute (SiPi)'s BMI MasterClass Programme is designed for the C level executives of SMEs and comprises both strategic planning and implementation plans for business model transformation.

MasterClass Framework

Phase 1

Duration:

4 days of coaching over 3 weeks

Outcomes:

- Understand different components of business models using visual tools
- Map out current business model using Business Model Canvas (BMC)
- Identify potential growth strategies
- Gain exposure to different business model platforms
- Prioritise business model innovations
- Apply tools for charting out growth plans
- Complete the implementation-readiness checklists
- Identify current stand within 3 phases of turnaround (Plan, Manage Strategies and Tactics)
- Learn from success stories of companies who have innovated their business models
- Sharing of Frost & Sullivan research study

Phase 2

Duration:

3 days of engagement with SiPi's consultants over 3 weeks (excluding preparation of Project Report)

Outcomes:

- Trigger employees' thinking about current business model and growth; and rectify future business model
- Assess the employees' readiness to change
- Compare gaps between CEO's and employees' assessment scoring to identify gaps and implementation risks.
- Align future plans on business models
- Draw out roadmap with milestones, investments, areas for development and risks involved.

Companies that have benefitted from the Programme include:

MANUFACTURING INDUSTRY

BG Streets Holdings Pte Ltd
Chinam Canvas and Manufacturing
Foh Foh Pte Ltd Fong Yit Kaya Pte Ltd
Fong Yit Kaya Pte Ltd
Megapac Manufacturing Pte Ltd

SERVICE INDUSTRY

@bsolute Cleaning Pte Ltd
PostLink Pte Ltd

FOOD / RETAIL INDUSTRY

Freshmart Singapore Pte Ltd
S. S. Kim Enterprises Pte Ltd
Epoint Systems Pte Ltd
Five Star Hainanese Chicken Rice
Four Seasons Durians Pte Ltd
Keith & Kin Pte Ltd
Mingfa Food Industries Pte Ltd
SCPG Pte Ltd
Tim Palace Pte Ltd

OTHER INDUSTRIES

Aesthetics Marketing Asia Pte Ltd
Airtrade Systems Pte Ltd
D3Signs Pte Ltd
Hydratech Industries Pte Ltd
I-Spray Pte Ltd
iTaz Pte Ltd
Labtechnic Testing Services Pte Ltd
Oculus Design
Orient Technology (S) Pte Ltd
Surecatch World Pte Ltd
Thong Yong 2000 Marine Pte Ltd

MASTER TRAINER



Dr. Michael Teng

CEO, Singapore Innovation and Productivity Institute

Dr. Michael Teng is the author of the best-selling book "Corporate Turnaround: Nursing a sick company back to health", in 2002. His book was endorsed by management guru Professor Philip Kotler and business tycoons Mr Oei Hong Leong and Dr YY Wong. He had authored more than twenty seven management books mainly in productivity and business innovation. His latest

book is entitled Business Model Innovation: Introduction to Implementation.

He has more than 30 years of senior management experience in small and medium enterprises, multi-national and publicly listed companies. He also spearheaded the business model transformation of several organisations in the Asia Pacific region.

Dr. Teng served as an Executive Council member of the Marketing Institute of Singapore for fourteen years (1990 – 2004) and with the last four years as its President. He is currently the President of the National University of Singapore MBA Alumni and the past President of the University of South Australia alumni as well as the past Chairman of the Chartered Management Institute, Singapore Branch.

Dr. Teng holds a Doctor in Business Administration (DBA) from the University of South Australia, Master in Business Administration (MBA) and Bachelor in Mechanical Engineering (Beng) from the National University of Singapore. He is also a Professional Engineer (P Eng, Singapore), Chartered Engineer (C Eng, UK) and Fellow Member of several prestigious professional institutes namely, Chartered Institute of Marketing (FCIM), Chartered Management Institute of Singapore (FMIS), Institute of Electrical Engineers (FIEE), and Practising Management Consultant (PMC) and Advanced Training and Assessment Certificate (ACTA) awarded by the Singapore Workforce Development Agency (WDA).

Programme Fees:

Phase 1 (BMI MasterClass)	\$12,412
Phase 2 (Coaching/ Consultancy on BMI)	\$6,420
Fee Payable Per Participant*	\$18,832
SPRING Funding - Up to 70% (*Claimable upon completion of programme)	

*All fees are inclusive of the prevailing GST

*Participant must complete both Phase 1 and 2.

*Subject to funding approval by SPRING Singapore (excluding GST)

To enquire, please contact

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Singapore Innovation & Productivity Institute

A Centre of Excellence under Singapore Manufacturing Federation (SMF)

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