



Q1 2021

# ACCELERATE

**GROW • EXPAND • SCALE**

**AAMS PRESENTS AN ACCELERATOR  
PROGRAMME FOR THE BOLD**

Designed for local admarcoms companies ready to accelerate their growth, expand into new service lines, and scale internationally.

## WHAT WOULD SUCCESS LOOK LIKE?

Successful firms are those that are embracing digitalization, streamlining their operations, pivoting into new service lines, pursuing partnerships, and expanding to international markets.

## TAKING TIME: LEARN, REFLECT, STRATEGIZE, LAUNCH

Day-to-day operations can be a drain on creativity, growth, and effective planning. Left to our own devices, agency life can sometimes feel bogged down, stagnant, or overwhelming.

## ACCELERATE @ AAMS

AAMS is introducing an accelerator programme to address these challenges. Run over the course of six months, the accelerator will energise local firms and take their competitiveness to the next level.

The accelerator programme is an exclusive offering to a small cadre of elite local firms. After a 50% subsidy by AAMS as a commitment of its support to the industry, course fees for the first five successful applicants will be priced at just S\$7,500.00 + GST

\* non-AAMS members will incur full course fees.

## WHO'S ELIGIBLE?

Invitations are **now open** till 28 February 2020, for five admarcoms firms to apply to join the business accelerator, learning alongside each other in a trusted cohort. We are seeking:

- Performance-oriented companies positioned to grow, expand, and scale
- Business entities registered and physically present in Singapore
- Senior management teams to commit one day per month over six months
- Companies with at least 30% local equity held directly or indirectly by Singaporean(s) and/or Singapore PR(s), determined by the ultimate individual ownership
- Companies with a group revenue of less than S\$100 million

This programme is open to all companies in the admarcom industry. Media owners, advertisers, creative agencies, and media buyers are all encouraged to apply.

## THE GAME PLAN

An accelerator programme isn't a walk in the park. Growing business, expanding service lines, and internationalising are complex undertakings.

We're offering a structured, systematic pathway to growth. To do this, we'll need to work closely together. Over the course of six months, we'll develop a customised strategy for company transformation, covering:

- Developing a growth plan
- Value proposition design
- Customer validation
- People, technological, and operational excellence
- Local and international partnerships
- Business and financial sustainability

At the end of the programme, participating agencies will have outlined a clear, concrete strategy for transforming their firms. We will also be documenting and championing successful firms as future case studies.

## ABOUT AAMS

The Association of Advertising and Marketing Singapore (AAMS) represents Advertising, Marketing, Media Owners and Marketing Communications companies in Singapore. AAMS brings deep knowledge of the Admarcom industry, wide networks with global associations and government agencies, and deep relationships with our corporate members in Singapore,

## ABOUT EDEN STRATEGY INSTITUTE

Eden will lend our expertise in strategy, innovation, and sustainable transformation, drawing upon our experiences developing the Admarcom sector development roadmap, advising multinationals such as GE, Samsung, Shell and Sumitomo, and as an appointed accelerator for the Kata Foundation and raiSE Singapore. We will facilitate an accelerator programme that is co-creative, robust, fun, and actionable, to ensure an enjoyable and meaningful transformation experience for all participants.