

Fact Sheet

Annex A

EMBARGOED TILL AFTER DELIVERY OF MINISTER'S SPEECH
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SUPPORTING DIGITAL TRANSFORMATION OF SMES THROUGH SMES GO DIGITAL'S START DIGITAL INITIATIVE

SMEs are at the heart of Singapore's economy. With digitalisation transforming every sector of Singapore's economy, it is essential that we ensure our SMEs capitalise on digital technologies to seize growth opportunities.

Overview of SMEs Go Digital

Launched in April 2017, the SMEs Go Digital programme aims to make going digital simple for SMEs. Through this programme, SMEs can refer to the sector-specific digital roadmaps or Industry Digital Plans for SMEs (IDPs) for a step-by-step guide on the use of digital technology at different stages of their growth. SMEs can refer to the IDPs to easily deploy pre-approved digital solutions and participate in industry-led pilot projects to improve operational efficiency and enjoy new growth. To build their digital capabilities, SMEs can consult the principal consultants at the SME Digital Tech Hub.

Building on SMEs Go Digital efforts through Start Digital

Start Digital is an initiative under the SMEs Go Digital programme for new SMEs to start their business right with foundational and competitively-priced digital solutions.

The Start Digital initiative:

- a) Aims to help newly registered SMEs start digital from the get-go
 - By starting with the right digital solutions, new SMEs can focus on their business and build foundational digital capabilities that pave the way for future growth.

- b) Provides SMEs access to solutions selected and curated by trusted industry partners
 - Start Digital solutions have been selected by trusted industry partners who are keen to help SMEs grow.

- c) Enables SMEs to enjoy support from the government and industry
- SMEs can enjoy any two Start Digital solutions with cost waived for minimum of six months and a contract period of at least 18 months. The solutions are pre-approved by IMDA and provided by the industry partners.
 - As they grow, SMEs can adopt additional pre-approved digital solutions for their sector under the SMEs Go Digital programme.

Solutions offered by Start Digital Partners

IMDA and Enterprise Singapore are working with Start Digital Partners who will offer tried-and-tested, asset-light solutions where data can be easily ported across solutions, enabling SMEs to expand on their digital requirements as they grow.

Key services that new SMEs typically require are banking and telecommunication services. Start Digital Partners like DBS, Maybank, OCBC, Singtel, StarHub and UOB being first contact points for new business set-ups, have curated a suite of digital solutions that are suitable for newly incorporated SMEs.

Start Digital packs offered by each partner will offer solutions in each of the five categories:

- Accounting
- HR Management System & Payroll
- Digital Marketing
- Digital Transactions
- Cybersecurity

Eligibility and Terms

Entities, including sole proprietorships, are eligible for Start Digital if they fulfil the following:

- At least 30 percent local shareholding, and
- Revenue of not more than S\$100 million or less than 200 employees, at group level

SMEs can approach any of the Start Digital Partners and take up any two solutions from the five categories. SMEs will enjoy two solutions with cost waived for a minimum of six months and a contract period of at least 18 months. After the cost waiver period, SMEs would need to pay for the solutions as per Partners' rates.

At the point of sign-up, Partners will inform SMEs of the package price. Pricing would vary according to each partners' offering and contractual terms. Interested SMEs can approach any of the Start Digital Partners directly for more details and to sign up.

Contact Details

For more information and links to Start Digital Partners' websites, SMEs can visit www.imda.gov.sg/StartDigital.

About Infocomm Media Development Authority (IMDA)

The Infocomm Media Development Authority (IMDA) leads Singapore's digital transformation with infocomm media. To do this, IMDA will develop a dynamic digital economy and a cohesive digital society, driven by an exceptional infocomm media (ICM) ecosystem – by developing talent, strengthening business capabilities, and enhancing Singapore's ICM infrastructure. IMDA also regulates the telecommunications and media sectors to safeguard consumer interests while fostering a pro-business environment, and enhances Singapore's data protection regime through the Personal Data Protection Commission. For more news and information, visit www.imda.gov.sg or follow IMDA on Facebook IMDAsg and Twitter @IMDAsg.

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