

THE SINGAPORE TOGETHER ALLIANCES FOR ACTION (AFA) AT A GLANCE

OUR RESPONSE TO CHALLENGING TIMES

AfAs are industry-led coalitions, working in partnership with the Government. A total of nine AfAs were formed under the Emerging Stronger Taskforce (EST) to prototype ideas in areas of opportunities or address a common challenge.

WORKING IN PARTNERSHIP: SHORT, SHARP, AND INCLUSIVE.

- Bringing private and public sectors together with a common goal.
- Short burst of three to six months using a 'startup' approach to focus on bite-sized and executable minimum viable products (MVPs).
- Each AfA could have a different approach, but would typically adopt a three-step process:



STEP 1: CONCEPT CREATION

To identify opportunities, earmark problems, and scope out potential solutions.



STEP 2: CONCEPT TESTING

Refine, de-risk and prototype solutions, and validate value proposition and business case within three to six months.



STEP 3: SCALE & CONCLUDE

Document the learning points and insights gathered, and evaluate the results against the outcomes it originally set out to achieve.

DOES THIS MODEL WORK FOR YOU?

Before convening an AfA, it is important to assess if this model is suitable for your idea. In doing so, you should consider the three key principles governing the AfA model.



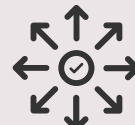
INDUSTRY-LED AND GOVT-SUPPORTED

Industry stakeholders must power this initiative, working in partnership with the Government.



AGILITY

The identified problem needs to be broken down into smaller, tangible output to enable simultaneous activities, speed in action, and continuous refinements.



BIAS TO ACTION

A clear call-to-action and exit plan must be worked out. The compressed timeframe of three to six months seeks to focus the AfA on problem statements identified, and drive efficiency.



CRITICAL SUCCESS FACTORS

- Clearly-defined joint goals
- Willingness of all parties to sprint together
- Commitment from private and public sector members
- Ability to market test proposed solutions and MVPs



KEEN TO COME ON BOARD? HERE'S HOW.

Have an idea for an AfA? Here's what you need to do.

Submit your AfA proposal to Future_Economy@mti.gov.sg. For the proposal to be considered, you should include information on:

- Leading (minimum two) and supporting private sector organisations that have committed to resource and execute the AfA
- Objectives and proposed focus areas of the AfA, including specific pilots, prototypes, or MVPs
- Estimated duration of the AfA
- Desired outcome(s) of the AfA