

# Upgrading Capabilities and Accelerating Growth with IMDA Spark



Promising, early-stage tech startups can leverage a tailored engagement plan that includes government tools and support from industry community partners



### 01 Refine Your Market Fit

Get support from IMDA and its community of partners to:

- Validate your addressable market
- Sharpen your product-market fit
- Establish your market entry strategy
- De-risk your investments into the local tech ecosystem



### 02 Build Up Your Strengths

- Support from partnered consultants and market experts on issues including fundraising, branding, marketing, and legal services
- Receive priority processing of IMDA's Product Development Grant



### 03 Connect to Clients

- Gain access to IMDA's Open Innovation Platform to identify real-world project opportunities in both government agencies and enterprises
- Leverage IMDA-facilitated Proof-of-Concepts (PoCs) with prospective customers

# Building Up Virspatial Technologies' Capabilities in Singapore

The tech company's tailored engagement plan included ample support for relocation, recruitment, and community partner outreach in Singapore



**01**

### Set-Up

Virspatial's Singapore team started as a one-man show in an office facilitated by IMDA in the challenging early period of the pandemic. The startup hit the ground running with a series of private and government projects, earned through referrals from the Spark programme.



**02**

### Expanding Capabilities

With IMDA's help connecting to headhunters and talent consultants, Virspatial's Singapore office functions have rapidly expanded into marketing, technology application and project implementation.



**03**

### Training New Talent

Virspatial's Singapore arm is looking to expand into product development, and is now working with IMDA community partners such as NUS Lab and DigiPen to hire people with the right skillsets.

As a leading company in spatial computing, Virspatial is also training talent in this emerging sector.

# Plugging Attivo Networks into Singapore's Tech Ecosystem

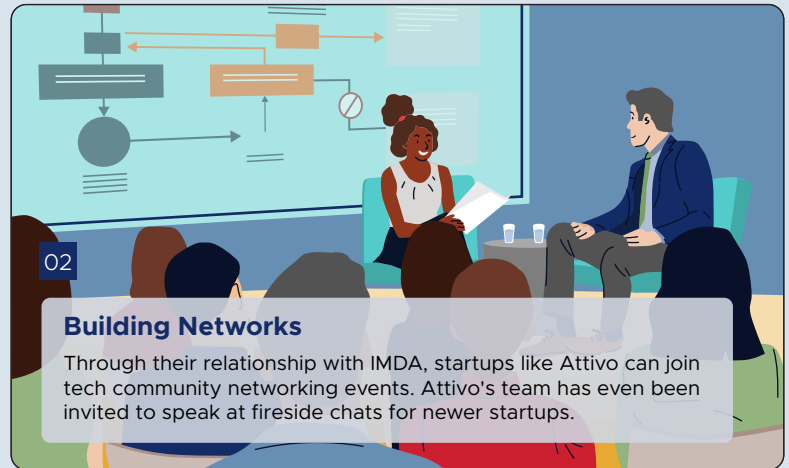
IMDA's credentials and validation helped the startup convince companies and organisations of their cutting-edge cybersecurity system's long-term value



**01**

## Establishing Trust

Working with IMDA's community partner consultants to strengthen their business models and branding allowed Attivo to leverage the agency's credibility and encourage market adoption of their novel technologies.



**02**

## Building Networks

Through their relationship with IMDA, startups like Attivo can join tech community networking events. Attivo's team has even been invited to speak at fireside chats for newer startups.



**03**

## Strategic Partnerships

As national infrastructure becomes increasingly digitised and cybersecurity risks rise, IMDA has enlisted Attivo to work on cybersecurity projects for other government agencies, as part of Singapore's National Cybersecurity Strategy.