

Join AmplifAI and walk away with:



A clear, **business-led Digital/AI roadmap** tied directly to P&L impact



A **fit-for-purpose AI solution** designed, built and deployed with IMDA-appointed Tech Partners



Leadership AI capability uplift, from knowing what's possible to **driving transformation with confidence**



An exclusive network of business leaders to share insights and build meaningful partnerships

Programme Overview



Focused on P&L Impact

Every initiative tied to clear KPIs and business outcomes



Tailored To Your Business, Not Generic

Work on your own business priorities and problem statements



Minimal Time Away, Maximum Impact

Designed for busy leaders — 5 days of in-person workshops across 20 weeks, with flexible 1:1 coaching support



Government Funding Support

50% co-funding by IMDA, drive impact at a fraction of the cost, incl. one AI solution deployed in your business

BCG U

AmplifAI

AN INITIATIVE UNDER IMDA'S DIGITAL LEADERS ACCELERATOR BOOTCAMP

50% programme funding support available for eligible Singapore enterprises

Supported by:



*AI is the buzzword
you hear every day*

...but only

1 in 3 companies
*actually generate
business value from AI*

*...because the hard part
was never the
technology (or AI)*

— It's the
transformation

Unlock your transformation impact with Amplif**AI**

- 01** Set the AI ambition from the top — and hold every initiative accountable to P&L outcomes
- 02** Build your organisation's capability to sustain and scale AI transformation independently

- 03** Redesign how work gets done end-to-end — not layer tools on top of broken processes
- 04** Scale through a structured roadmap with defined owners, milestones, and KPIs

WHY BCG

Global AI Leader

- Named as "Leader" in the IDC MarketScape Worldwide AI Services 2025
- OpenAI Frontier Alliance member

Proven Local Track Record

Supported 300+ Singapore enterprises via the RISE for Business programme

AI Upskilling @ Scale

Designed and delivered world-class AI capability-building programmes for leading global organisations

