



## EDG Documentation Done Right: Enterprise Development Grant Compliance & Evidence Checklist

### Description

## Why EDG Documentation + ESG Proof Drive Grant Approvals

Good branding wins hearts; good documentation wins **Enterprise Development Grant (EDG)** approvals. Reviewers don't reward pretty assets—they reward **capability building**, measurable change, and visible **ESG** habits (plain language, accessibility, fair processes). At Creativeans, we design projects so the paper trail writes itself: acceptance criteria set upfront, baselines captured before changes, and every decision linked to a dated artefact. The side effect is speed—less back-and-forth with the **assessment body**, more time delivering outcomes the **grant** is meant to enable.

## EDG Evidence Pack for the Enterprise Development Grant

We keep the file set simple and human: **Scope, Delivery, Measurement, Financials, Submission.**

**Scope.** Signed proposal and crisp **consultancy scopes** that describe outcomes, not hours (e.g., three conversion-ready page templates with copy and analytics events). We name decision owners and response windows so governance is obvious. Where helpful, we link goals to **business strategy development** and immediate **business foundations**.

**Delivery.** Before/after artefacts for each asset family (page templates, sales decks, service scripts) and final brand guidelines. Our guidelines operationalise **ESG** (legible type, colour contrast, alt-text conventions, and plain-language tone) so **service excellence** is repeatable. If needed, we include a small **test bedding** step to de-risk a message or layout before scaling.

**Measurement.** Baselines before work, a contained **pilot project** during build, and the same KPIs after launch. For acquisition we watch landing conversion and qualified lead rate; for enablement we track production cycle time and revision count; for service we track queue time and recovery success. Each metric comes with the source system, filter, time window, and a dated export so the **grant** narrative is defensible.

**Financials.** Quotes mapped once to **qualifying costs** and, if applicable, a single **assessment fee**. Corporate proofs (one set of **audited financial statements**, concise **ACRA information**, and a current **group revenue** snapshot) are prepared early to avoid claim-time scramble. If a specialist is essential, we include exactly one **third party consultancy** line with defined outputs.

**Submission.** A short index that mirrors the **Business Grant Portal**. Filenames match the form, dates align to milestones, and KPIs in the pack match the dashboard. We avoid duplicate grants portal references and keep the **EDG application process** clean and consistent.

Creativeans sets this structure on day one, populates it as we build, and leaves you with a reviewer-friendly pack that makes **Enterprise Singapore**'s job easier.

## Grant KPIs Reviewers Really Want to See

Reviewers prefer a few stable indicators over a forest of charts. We anchor each branding project to 3-5 KPIs that carry from baseline to pilot rollout. Beyond the numbers, we document how accessibility reduces errors, how clear scripts improve **worker outcomes**, and how practical templates raise productivity (small examples of **productivity solutions** that matter in real operations). When **ESG** discipline appears in guidelines and training rather than as a footnote, reviewers recognise a capability that lasts beyond the project period.

## EDG Scope Clarity: Qualifying Costs That Protect Your Business Grant Claim

Ambiguity is the biggest source of rework. We scope deliverables as finish lines, not time blocks: Three conversion-ready page templates with agreed components, accessible copy, and analytics events configured, or a service-script set for greeting, queue recovery and follow-up,

documented as “say/do” cards and tested with staff. • Every deliverable maps to a phase and its single set of **qualifying costs**.

If **product development** touches branding (naming rules, variant descriptions), we keep it tight and aligned to messaging so it strengthens the case rather than bloating it. Where required, we reference **standards adoption** succinctly and include one mention of **SS 680 certification** (or a local equivalent) when signage, safety, or accessibility are material. We also add a brief “non-scope” note to prevent drift into unrelated **internationalisation projects**.

## Governance for EDG Projects: A Humane Weekly Cadence

Creativeans runs a light weekly cadence—what shipped, decisions made, issues, next week, owner. A single change log captures the reason and KPI/cost impact for any adjustment. Milestones close with short e-sign approvals so everything is searchable. One shared folder, versioned filenames—no personal drives. These habits scale as **group employment size** grows and reflect practical **human capital development**: clarity, accountability, and fair processes. When needed, a certified **management consultant** provides a once-off review, and **SME Centres** can advise on forms; Creativeans remains accountable for outcomes.

## Budget & Financial Hygiene for the Business Grant Portal

An **EDG-ready** budget mirrors delivery: **Insight, Strategy, Identity & Templates, Activation, Measurement**. We explain cost drivers plainly (research breadth, template count, web depth, two iterations, training scope) and keep a modest contingency. Because the structure mirrors the **Business Grant Portal**, submission becomes transcription: numbers match the signed scope; milestones align; KPIs are consistent across dashboard and pack.

We also consider resilience: if roles expand, we explain how the work supports **human capital development** and potential **job creation**; if temporary load increases, we describe **internal incremental manpower**. If testing is needed, we show the touchpoint with the **Singapore Accreditation Council** and how results refine copy. Single, tidy mentions keep reviewers focused.

## Compliance Anchors for Faster EDG Reviews

Three habits keep review cycles short:

1. **Baselines first**. We capture “before” screenshots/exports so “after” is credible to the **assessment body**.
2. **Small pilot**. One page, one channel, or one script concentrates signal and clarifies cause-and-effect—useful for **business upgrading** decisions.
3. **Visible accessibility**. We show **ESG** in guidelines and training, not just in claims.

Where relevant, we also note **local shareholding** and **30% local equity**, and confirm the entity's **financially viable position** post-project. If you plan to **venture overseas**, we indicate how the enablement kit supports repeatability and **market readiness assistance** without letting scope balloon.

## Managing EDG Risk Without Slowing Delivery

Projects stall when teams try to change everything or measure everything. We limit the first pilot to the smallest surface that can prove value—a landing page with a clear offer, a templated case study for sales, or a reception script tested in one clinic. We measure only the metrics that support the **grant** case: conversion, cycle time, recovery success. If early results underperform, we iterate quickly; if they land, we scale with the same model so numbers remain comparable. CFOs appreciate this responsible use of the **grant**, and reviewers do too.



## Submission Checklist: One Pass Through the Grants Portal

Before filing, **Creativeans** turns your work into a reviewer-ready story—not just a folder of files. We reconcile the evidence index with the form, phase by phase, so figures align and **qualifying costs** match quotes. We ensure KPIs are identical across the dashboard and exports, and we populate the **Business Grant Portal** with the same wording used in your signed scope and **consultancy scopes**. We name clear contacts for the **assessment body** (project owner; finance owner) and attach a

single, tidy set of **ACRA information, audited financial statements**, and the concise **project proposal** (plus relevant context for **business plans** when useful). Because we believe branding should be **clear, useful, and humane**, we also confirm that accessibility practices and **ESG** were applied in guidelines, micro-copy, and training. Our role is hands-on: we draft the summaries, label the artefacts, and run a final cross-check so the **grant** submission is quick, consistent, and defensible.

## Who this helps (beyond the claim)

The same Creativeans discipline serves **eligible social service agencies**, retailers, clinics, and professional services. You don't just get approvals—you keep an identity system, editable templates, and service scripts that reduce rework; a lean KPI set your team actually reads; and a habit of documenting decisions so future audits are painless. Planning to **venture overseas**? The structure carries forward to new markets, and we help you surface **supportable components** for follow-on phases without scope creep. If processes must evolve, our Brand-to-CX practice designs light **process redesign** steps and pragmatic **productivity solutions** so improvements stick in daily operations.

## Next Step: Creativeans Makes Your EDG Funding Pack Reviewer-Ready

If you want an evidence-ready branding scope, **Creativeans** will structure the project, capture baselines, run a contained pilot, and assemble a clean file set for the **Enterprise Development Grant (EDG)**. We align scope to outcomes, map deliverables to **qualifying costs**, and prepare corporate proofs—**ACRA information, audited financial statements, and group revenue**—so finance is never a blocker. We guide your team through the **EDG application process**, draft the portal copy, and keep governance light with clear owners and timelines. Most importantly, we make documentation a by-product of doing good work: plain-language guidelines, accessible assets, and measurable change. The result is a defensible, fast **EDG** claim—and customers who feel the improvement while your organisation meets real transformation needs.