



## Unlocking Business Transformation in Singapore: Your Complete Guide to the EDG Grant for SMEs

### Description

## Introduction: Powering Growth Through Government Support

In Singapore's ever-evolving business ecosystem, digitalisation, international expansion, and innovation are no longer optional—they're critical to staying relevant. For Small and Medium Enterprises (SMEs), accessing the right resources at the right time can make or break growth trajectories. Fortunately, the **Enterprise Development Grant (EDG)** stands out as a powerful enabler for ambitious SMEs. This grant offers funding support for projects aimed at improving core capabilities, enhancing productivity, and expanding into global markets.

With up to **50% funding support for SMEs**—and even higher for sustainability-related projects—Singapore's EDG Grant helps ease the financial burden of transformation. If you're a business owner looking to modernise your operations, innovate your offerings, or break into new international markets, this guide will show you how the EDG Grant can help, from application to execution.

## What is the EDG Grant?

Launched by **Enterprise Singapore (ESG)** in October 2018, the EDG Grant consolidates two previous schemes – Capability Development Grant (CDG) and Global Company Partnership (GCP) – to provide streamlined support for companies ready to scale up.

The grant focuses on **three strategic pillars**:

1. **Core Capabilities**
2. **Innovation and Productivity**
3. **Market Access**

Whether you want to embark on a rebranding exercise, deploy automated systems, or enter new markets abroad, the EDG Grant is built to support diverse needs. This initiative underpins Singapore’s economic strategy by encouraging companies to adopt **strategic long-term transformation projects** that align with national priorities such as sustainability, digitalisation, and global competitiveness.

## Key Benefits of the EDG Grant

- **Funding Support up to 50% (and up to 70% for sustainability projects)**
- **Wide eligibility scope across industries**
- **Covers consultancy fees, equipment, software, and internal manpower**
- **Supports projects from 6 to 18 months**
- **Flexible enough to support both digital and non-digital initiatives**

The grant also integrates well with other national initiatives, such as the **Productivity Solutions Grant (PSG)** and **SkillsFuture Enterprise Credit**, providing holistic support for SME growth.

## Who Is Eligible for the EDG Grant?

To qualify for the EDG Grant, your company must:

- Be **registered and operating in Singapore**
- Have at least **30% local shareholding**
- Be **financially viable** to start and complete the project

**Note:** While the EDG Grant primarily targets SMEs, larger companies may still qualify, though funding caps are typically lower (30%).

**Ideal Applicants:**

- Businesses ready for transformation but lacking capital
- Companies pursuing sustainability, digitalisation, or internationalisation
- Firms with solid financials, a strong growth plan, and committed leadership

## **Understanding the Three EDG Grant Pillars**

### **1. Core Capabilities**

This pillar strengthens your business fundamentals. Typical projects include:

- **Strategic Brand and Marketing Development**
- **Business Strategy Planning**
- **Financial and Risk Management**
- **Human Capital Development**
- **Service Excellence**

*Example: A local retail brand rebranded its visual identity and digital assets with EDG support, resulting in a 35% increase in brand recall and customer engagement.*

## **2. Innovation and Productivity**

Focuses on process improvement and digitalisation:

- **Automation of workflows**
- **Redesign of operational processes**
- **Product development**
- **Use of AI, IoT, and cloud-based solutions**

*Example: A logistics SME used the EDG Grant to integrate a smart warehouse management system, reducing turnaround time by 40%.*

## **3. Market Access**

Supports businesses looking to expand into overseas markets:

- **International market research**
- **In-market pilot testing**
- **Setting up overseas branches**
- **Localisation of marketing materials**

*Example: A SaaS startup launched in Malaysia with EDG funding, gaining 1000+ new users in its first 3 months.*

# **Step-by-Step: How to Apply for the EDG Grant**

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### **Step 1: Identify Your Project Category**

Choose one of the three pillars above and align your proposal with clearly defined goals, KPIs, and a timeline. Projects must not commence before submission.

### **Step 2: Engage a Certified Consultant**

For consultancy-based projects, only work with **Enterprise Singapore-recognised consultants**. Certified firms can offer guidance on proposal development and execution.

Creativeans is often cited as a preferred consultancy for brand transformation and innovation projects under EDG.

### **Step 3: Gather Documentation**

Required documents include:

- ACRA business profile (within 6 months)
- Past two years of audited financials
- Detailed project proposal (template available on Business Grant Portal)
- Consultant credentials (CVs and certifications)
- Quotations for equipment/software

### **Step 4: Submit Through Business Grants Portal (BGP)**

Login via **Corppass** at [www.businessgrants.gov.sg](http://www.businessgrants.gov.sg). Choose "Get New Grant" and follow the guided application process.

### **Step 5: Respond to Queries and Await Approval**

Processing takes **6 to 12 weeks**. ESG may request clarifications or additional details during evaluation.

## **What Happens After Approval?**

- Sign the Letter of Offer (LOF)
- Start your project
- Track milestones and budget
- Submit a **final report** upon project completion

Your reimbursement will be processed only after an approved **audit** and submission of a **project closure report** via BGP.

## EDG Grant vs PSG vs MRA

Scheme	Purpose	Funding	Best For
EDG	Deep transformation projects	Up to 50% (70% for sustainability)	Strategic branding, automation, overseas expansion
PSG	Tech adoption of pre-approved solutions	Up to 50%	Quick, plug-and-play software or equipment
MRA	Market expansion support	Up to 70%	Setting up overseas branches, international PR, market entry

## Common Mistakes to Avoid

- Starting the project before submitting application
- Using uncertified consultants
- Vague KPIs or unclear goals
- Underestimating project budget
- Poor documentation during execution

- Delayed claim submissions

## Case Studies: EDG Grant in Action

### Case Study 1: Food Manufacturing SME

Objective: Streamline production line

Result: 25% increase in output; 30% reduction in labour costs

Pillar: Innovation & Productivity

### Case Study 2: Boutique Interior Firm

Objective: Rebrand and develop digital presence

Result: 40% growth in inbound inquiries

Pillar: Core Capabilities

### Case Study 3: EdTech Company

Objective: Expand to Vietnam

Result: 2 new contracts secured in 4 months

Pillar: Market Access

## Key EDG Grant Tips for Success

- **Start early:** Planning and documentation take time
- **Involve leadership:** ESG looks for strong business commitment
- **Keep communication open:** Respond promptly to ESG's requests
- **Work with trusted consultants:** Experience matters
- **Track everything:** Especially expenses and project outcomes

## Combining EDG Grant with Other Grants

You can combine EDG support with:

- **SkillsFuture Enterprise Credit (SFEC):** Covers up to 90% of out-of-pocket expenses
- **Digital Resilience Bonus (DRB):** For F&B and retail sectors
- **Startup SG Founder Grant:** For first-time entrepreneurs

Talk to your grant consultant or SME Centre advisor for a holistic funding strategy.

## Digitalisation and EDG: A Natural Fit

The EDG Grant is a critical resource for SMEs adopting **digital marketing, CRM systems, e-commerce platforms, and data analytics tools**. It even covers **digital marketing for small business**.

Want to know **what a digital marketer does**? Many EDG-approved projects involve hiring or outsourcing marketing professionals to optimise brand engagement across digital channels.

## Conclusion: Transform Your Business with EDG Support

The Enterprise Development Grant (EDG) stands as a vital growth catalyst for Singapore-based SMEs. Whether you're refining your brand, automating your internal processes, or preparing to enter new international markets, the EDG Grant provides the necessary financial support to reduce risks and make transformation projects more achievable.

More than just a funding scheme, the EDG represents the Singapore government's long-term commitment to nurturing local businesses into globally competitive enterprises. It supports ambitious SMEs in moving beyond day-to-day survival and towards sustainable scaling and innovation. With grants covering consultancy, equipment, and manpower costs, the EDG opens new opportunities without overburdening your operating cash flow.

As an SME leader, the key to success lies in selecting the right project aligned with your business objectives, engaging certified and experienced consultants, and preparing a strong, data-driven proposal. Post-approval, staying disciplined in documentation, milestone tracking, and timely claim submissions ensures a smooth reimbursement process.

If you've ever wondered how to move your business forward but hesitated due to limited resources or risk, the EDG Grant can be your launchpad. The opportunities are

immense—provided you act strategically and execute with focus.

From traditional branding projects to digitalisation, automation, and cross-border expansion, EDG empowers SMEs to thrive in Singapore's increasingly competitive economy. So don't let inertia hold you back. Take that first step, explore your eligibility, and start mapping out a transformative journey for your business today.