INFOCOMM MEDIA DEVELOPMENT AUTHORITY | SPARK ADDLLY AI

EDGE GRANT FOR GEN AI MARKETING WITH ADDLLY AI

Overview & Guideline

Start Your EDGE Grant Journey with Addlly AI and Get Up to 50% Support

www.addlly.ai

hello@addlly.ai



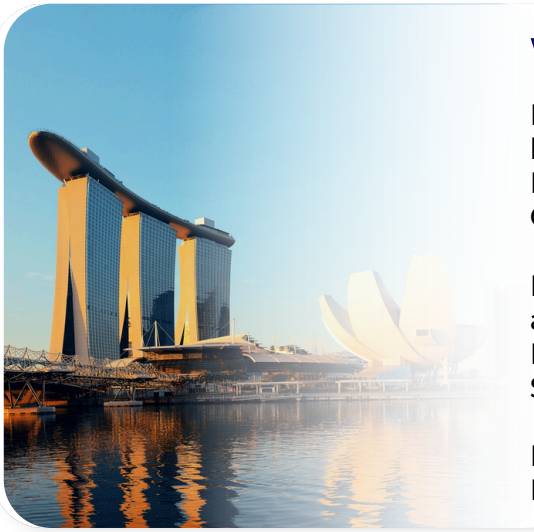
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Introduction

EDGE Grant for Gen AI Digital Marketing

The **EDGE Grant** helps Singapore businesses build new capabilities and adopt digital solutions. With **Addlly AI,** eligible businesses can access support for Gen AI digital marketing to strengthen SEO, GEO, content creation, social media and AI search visibility.





What Is the EDGE Grant?

EDGE Grant is Singapore's consolidated business grant, bringing together support previously available through the Productivity Solutions Grant (PSG), Enterprise Development Grant (EDG) and Market Readiness Assistance (MRA).

EDGE supports more than 100 activities across eight business areas: Automation, Digitalisation, Business Strategy, Financial Management, Innovation, Internationalisation, Standards and Sustainability.

For Addly AI customers, the relevant business area is Digitalisation.

Up to 50%
Support for eligible SMEs

Up to 30%
Support for eligible non-SMEs

$30,000
Annual Digitalisation grant cap per UEN

Who Is Eligible for the EDGE Grant for Gen AI Digital Marketing?

Registered and Operating in Singapore

Your business must be registered and operating in Singapore.

Eligible Business Activity

Your project must fall under an EDGE-supported activity. The eight business areas are Automation, Digitalisation, Business Strategy, Financial Management, Innovation, Internationalisation, Standards and Sustainability.

Meet Activity-Specific Requirements

Additional eligibility requirements may apply depending on the selected EDGE activity and project scope.

Qualify for the Relevant Support Level

Eligible SMEs can receive up to 50% support, while non-SMEs can receive up to 30%, depending on the activity.

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WHAT YOU GET WITH ADDLLY AI

Build Your Gen AI Marketing Capabilities



By adopting digital tools like Addlly AI, you can save on marketing costs while boosting your efficiency. This grant is designed to make it easier for businesses like yours to grow and compete in the digital space.

Five Powerful AI Agents for Your Marketing

Cover every key channel with specialised AI agents, all trained on your brand.



GEO Audit Agent

Measure your brand's visibility across AI search platforms such as ChatGPT, Gemini, Perplexity and Claude. Identify visibility gaps and opportunities to strengthen your presence in AI-generated answers.



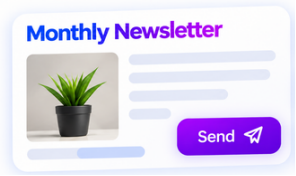
AI Visibility Blog Agent

Create SEO- and GEO-focused blog content designed to improve discoverability across traditional search and AI-powered discovery platforms.



Social Media AI Agent

Generate on-brand social media ideas, captions, visuals and platform-specific content.



Newsletter AI Agent

Create newsletters and email marketing content faster while maintaining your brand voice and messaging.



Youtube AI Agent

Streamline video content creation with AI-assisted ideas, scripts, titles, descriptions and supporting content.



Product Description Agent

Create on-brand product descriptions that highlight key features, benefits and improve discoverability across search and AI platforms.

Why Choose Addlly AI?

Built for SEO and AI Search
Improve your visibility across Google, ChatGPT, Gemini, Perplexity and other AI-powered discovery platforms.

AI Agents Trained on Your Brand
Create consistent, on-brand content using AI agents trained on your brand, products and guidelines.

Reduce Agency Dependency
Build AI-powered marketing workflows in-house and reduce reliance on external agencies for ongoing content production.

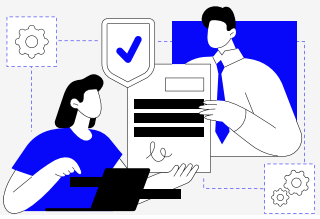
Local Training and Support
Get onboarding, training and ongoing support from Addlly AI's Singapore team.

www.addlly.ai hello@addlly.ai

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STEP-BY-STEP GUIDE

APPLYING FOR THE EDGE GRANT WITH ADDLLY AI



01 Contact Addlly AI for a Formal Quotation

Get in touch with Addlly AI to discuss your digital marketing needs and suitable EDGE package. We'll help you identify the right solution and provide the information you need to get started. Email us at hello@addlly.ai

02 Build Your Solution Package

Based on your Addlly AI quotation, select the suitable solution package on SMEs Go Digital. Use the Package Builder to customise the package if needed, including components such as licences and professional services. Your selected package should match the Addlly AI quotation.

03 Confirm Your Solution Package

Sign in using your company's Corppass account to confirm and save your solution package to your UEN account. Generate the package details required for your EDGE Grant application.
Package creation and quotation generation may be completed in either order.

04 Prepare & Submit Your EDGE Application

Prepare the required information and submit your EDGE Grant application through the Business Grants Portal (BGP) 2.0, using the package reference ID generated in the previous step. Your company is responsible for submitting and managing the grant application directly.

05 Receive & Accept Your Letter of Offer

Once your application has been reviewed and approved, review and accept the Letter of Offer (LOF), including the approved grant amount, project scope, qualifying period and applicable terms, before proceeding.

06 Start Your Project With Addlly AI

Start using Addlly AI to strengthen your content creation, SEO, GEO, social media and AI search visibility. Complete the project according to the approved scope and qualifying period, and keep the relevant invoices, payment records and supporting documents for your claim.

07 Submit Your Claim

Once you have completed the required project deliverables and met the applicable usage requirements, submit your claim with the necessary supporting documents through the Business Grants Portal. Respond to any clarification requests and, once your claim is approved, receive the grant reimbursement according to the EDGE Grant terms.

Our team is here to assist you every step of the way, ensuring a smooth application process and a seamless integration of AI into your marketing strategy.

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EDGE Packages and Pricing for Gen AI Digital Marketing with Addlly AI

01 · STARTER PACKAGE

Starter

A simple starting point for one brand.

Contract Term	12 months
Content Actions (per month)	10
Number of Brands	1
Dashboard Licenses	1

Annual Price ~~SGD4,300~~

UP TO 50% OFF

SGD 2,150

Net Price After EDGE Grant

2.FLEXIBLE PACKAGE

Create your own

Start with Package 1. Add what you need.

Contract Term	12 months
Content Actions (per month)	10+4 Additional
Number of Brands	1
Dashboard Licenses	1

Annual Price ~~SGD5,020~~

UP TO S$ 2,500 OFF

SGD 2,520

Net Price After EDGE Grant

03 · MORE PACKAGES

More packages

For bigger content plans and multiple brands.

Growth: 25 content actions / month

Multibrand:
- 3 brands,
- 40 content actions / month
- up to 3 dasboard licenses

We'll help you find the right fit.

Let's talk

Explore More Packages

All Packages Include

Kick-off Call:
Business needs & workflows

Training and Feedback:
1-hour session each for training and user feedback

How EDGE Pricing Works

Flexible EDGE Grant Packages Starting From S$2,150

Customise your annual EDGE package based on your business needs, within the S$30,000 Digitalisation cap. Add extra capacity for S$15 per additional action per month. Additional actions must be included in the annual package and cannot be purchased ad hoc.

Up to 50% Support

Eligible SMEs can receive up to 50% support for qualifying Digitalisation costs. Eligible non-SMEs can receive up to 30% support.

$30,000 Digitalisation Cap

Businesses can receive up to $30,000 in Digitalisation grant support per UEN per financial year, subject to eligibility and approval.

Grant Support Is Subject to Approval

The final grant amount depends on your business eligibility, approved package, applicable Activity Cost Cap, available annual grant balance and final EDGE approval.

EDGE Grant FAQs

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01 How Much EDGE Grant Funding Can a Business Receive?

Eligible SMEs can receive **up to 50% funding support**, while non-SMEs can receive **up to 30%,** depending on the qualifying EDGE activity. Businesses can receive **up to S$30,000 in total EDGE grant support per year,** subject to the project scope, eligibility requirements and approval by Enterprise Singapore.

02 Can I Apply for the EDGE Grant Before Paying for the Solution?

Yes. Businesses should submit their **EDGE Grant application before starting the project** or making payments related to the proposed solution. Applications are submitted through the **Business Grants Portal (BGP).** Businesses should wait for approval and review the Letter of Offer before proceeding with the project or making payments.

03 How Long Does an EDGE Grant Application Take?

The processing time for an EDGE Grant application can **vary depending on the selected activity,** project scope and completeness of the information submitted. Businesses planning a digitalisation project should apply early and allow sufficient time for Enterprise Singapore to assess the application before committing to or starting the proposed project.

04 How Do I Claim the EDGE Grant?

After completing the approved project requirements, businesses can submit an **EDGE Grant claim through the Business Grants Portal (BGP).** You will need to provide the required supporting documents and demonstrate that the approved project has been completed. Claims must follow the requirements and submission timeline stated in your Letter of Offer.

05 What Addlly AI Solutions Can Support an EDGE Digitalisation Project?

Addlly AI provides Gen AI digital marketing capabilities including the **GEO Audit Tool, AI Visibility Blog Agent, Newsletter AI Agent, Social Media AI Agent and YouTube AI Agent.** These solutions help businesses improve content creation, SEO, GEO, social media marketing and visibility across Google, ChatGPT and other AI search platforms.

06 How Does Addlly AI Help Businesses Apply for the EDGE Grant?

Addlly AI can help businesses understand the relevant **EDGE Grant activity,** define their Gen AI digital marketing project scope, and prepare the required solution information and quotation. Once the project is approved, our Singapore team provides onboarding, training and implementation support to help businesses adopt Addlly AI effectively.

07 What Is the Difference Between the EDGE Grant and PSG?

The EDGE Grant brings together business support previously available through **PSG, EDG and MRA under a broader framework.** While PSG focused largely on adopting pre-approved productivity solutions, EDGE supports a wider range of business activities, including digitalisation, productivity, innovation and internationalisation, with support based on the qualifying activity.

Start Your EDGE Grant Journey Today with Addlly AI

Ready to get started? Explore how the EDGE Grant can support your business in adopting Gen AI for digital marketing, SEO, GEO, content creation and AI search visibility. We are here to assist you every step of the way.



Contact us Today

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Scan to book a free demo