EnterpriseSG and Google Cloud Partner to Help Startups and SMEs in Singapore Accelerate AI Adoption and Innovation

- *25 startups from Google for Startups Accelerator: AI First Singapore successfully developed proprietary AI products using Google Cloud's best-in-class AI capabilities; applications for second cohort now open*
- *Google Cloud and EnterpriseSG to help SMEs elevate workforce proficiency and productivity with AI by providing more affordable access to Gemini for Google Workspace*

Singapore, Sept. 20, 2024 – [Enterprise Singapore](#) (EnterpriseSG) and [Google Cloud](#) today announced joint initiatives aimed at accelerating AI adoption and innovation for organizations in Singapore. These initiatives will enable the next wave of globally-oriented, high-growth startups to build and launch their own proprietary AI products, and empower more small and medium-sized enterprises (SMEs) to embrace AI to boost workforce proficiency and productivity.

Deputy Prime Minister and Minister for Trade and Industry Mr. Gan Kim Yong was Guest-of-Honor at *AI First*, an event hosted at the Google Asia Pacific headquarters to showcase the first cohort of startup graduates from *[Google for Startups Accelerator: AI First Singapore](#)*, and to unveil new AI initiatives under the [ongoing strategic collaboration](#) between the Singapore Government and Google Cloud.

"AI is a key driver of the Singapore economy, and it is critical for organizations of all sizes to embrace and deepen their use of AI to grow their businesses. The initiatives unveiled today at Google Cloud's *AI First* event aim to advance AI adoption for startups and SMEs," said **Mr. Gan Kim Yong, Deputy Prime Minister and Minister for Trade and Industry**. "*Google for Startups Accelerator: AI First Singapore* supports the growth of AI-oriented startups based in Singapore, and SMEs can leverage the *Gemini for Google Workspace Program (SMEs)* to kickstart their AI journeys and boost productivity. These initiatives demonstrate how public-private collaborations with technology leaders like Google Cloud can accelerate AI adoption and advance our National AI Strategy goals."

Helping startups develop proprietary AI innovations and scale to new markets

The inaugural cohort of *Google for Startups Accelerator: AI First Singapore*, which ran from April to August 2024, comprises 25 globally-oriented, early-stage startups. Selected from hundreds of applicants, these startups include [Atlas](#), [Cosmos Innovation](#), [Eezee](#), [Kookree](#), [Lytehouse](#), and [Transparently.AI](#), and represent a diverse range of sectors, such as adtech, e-commerce, fintech, HR tech, media and entertainment, restaurant tech, software development and IT, supply chain tech, and climate tech.

Utilizing best-in-class technologies and resources provided by the public-private startup program, participating startups built and launched proprietary AI products that address business challenges and unlock future growth opportunities. Examples of these AI products include innovations aimed at detecting and preventing accounting fraud; increasing solar power capacity; reducing food waste and ensuring food safety; reinforcing public safety; boosting the creator economy; and enhancing the productivity of SMEs.

Four AI startups – Kookree, Lytehouse, [Staple](#), and [UI-licious](#) – were expediently assessed through the program and awarded additional support by EnterpriseSG under the [Startup SG Tech](#) scheme. The Startup SG Tech scheme fast-tracks the development and commercialization of proprietary technology solutions by startups.

Building on the program's success, EnterpriseSG and Google Cloud today announced that applications for its second cohort are now [open](#). The three-month program, scheduled to begin February 2025, will be expanded to accept 35 startups. To fast-track their development and commercialization of proprietary AI products, selected applicants will be able to tap on an enhanced suite of technology capabilities and resources, which include:

- Up to US$350,000 in Google Cloud credits upon graduation from the program.

- Access to Google Cloud's powerful, fully integrated and optimized AI stack for up to three months, through a dedicated innovation sandbox environment, supported by EnterpriseSG.
- Mentorship and technical project support from Google Cloud's product development teams, AI engineers, and startup ecosystem network partners.
- The opportunity to showcase their achievements and connect with potential investors and corporate customers at a Demo Day organized by EnterpriseSG and Google Cloud.
- Potential for additional funding support under EnterpriseSG's Startup SG Tech program for eligible startups.

"The success of the inaugural cohort of *Google for Startups Accelerator: AI First Singapore* reflects our commitment toward enabling promising AI startups with the means to turn innovative AI concepts into reality and commercialize them for local and global markets," said **Mr. Philbert Gomez, Executive Director, Digital Industry Singapore**. "The creativity and sophistication of the AI products developed by the graduating startups is a testament to the talent in our local ecosystem, and its potential to deepen Singapore-based tech expertise, paving the way for long-term AI-powered growth. We look forward to deepening our partnership with Google Cloud as we continue supporting local organizations in their AI journey for growth in the digital economy."

"Google Cloud has been a prolific contributor to the growth of gen AI startups, with [more than 60%](#) of all funded gen AI startups and [nearly 90%](#) of today's gen AI unicorns leveraging our infrastructure and capabilities. Through *Google for Startups Accelerator: AI First Singapore*, we're providing locally-based founders with access to our broad choice of foundation models and developer tools, as well as resources, support, and routes-to-market for early-stage companies that are in line with regional nuances, so they can build and scale new AI products from the ground up in a matter of weeks," said **Ms. Serene Sia, Country Director, Singapore, Google Cloud**.

Accelerating SME adoption of AI to elevate workforce proficiency and productivity

At the *AI First* event, Google Cloud and EnterpriseSG also launched the [*Gemini for Google Workspace Program (SMEs)*](#). The program will support eligible businesses with their adoption of [Gemini for Google Workspace](#) by defraying up to 50% of the license costs for a 12-month usage period. This will help small business owners and their employees supercharge their productivity, creativity, and quality of work with industry-leading capabilities of Gemini for Google Workspace.

An always-on collaborator that helps teams write, organize, visualize, accelerate workflows, have richer meetings, and more, Gemini for Google Workspace was built with the everyday demands of small businesses in mind. It also gives organizations access to Gemini, Google's most capable multimodal AI models, built into the collaboration and productivity apps that billions of people use every day, such as Gmail, Drive, Docs, Sheets, Slides, Meet, Chat, and soon, [Google Vids](#), with built-in enterprise-grade data protections.

Apart from making it more cost-efficient for SMEs to adopt enterprise-grade generative AI (gen AI) tools, the program will provide dedicated training and consultation by Google Cloud and its partner ecosystem to help SMEs effectively deploy Gemini for Google Workspace across business functions and processes. This includes hands-on workshops to help companies and their users identify use cases where Gemini for Google Workspace can deliver the most [measurable value](#) and write effective prompts to get the most out of incorporating Gemini for Google Workspace into their daily workflows.

This launch follows the success of a pilot program conducted in August 2024, where companies like [Big Tiny](#), [IKARI Services](#), and [Koufu](#) participated as early adopters, and quickly experienced measurable benefits from using Gemini for Google Workspace. The early adopters utilized its capabilities to [conduct competitive analysis](#), [gather insights and close deals faster](#), [create compelling marketing content](#), [standardize and personalize customer service responses](#), and [more](#).

Interested companies can learn more about the [eligibility criteria](#) for the *Gemini for Google Workspace Program (SMEs)* and [sign up](#) between September 20, 2024, and March 19, 2025.

"*Google for Startups Accelerator: AI First Singapore* and *Gemini for Google Workspace Program (SMEs)* underscore EnterpriseSG's efforts to boost Singapore's fast-developing AI ecosystem and deepen our companies' capabilities to simplify work processes and improve efficiency. We will continue to collaborate with AI ecosystem partners like Google Cloud to spur AI innovation and adoption among businesses to strengthen their competitiveness, build new capabilities, and capture emerging opportunities," said **Mr. Geoffrey Yeo, Assistant Managing Director, Enterprise Singapore**.

"The *Gemini for Google Workspace Program (SMEs)* makes it easier for small business owners and their employees to adopt and extract value from gen AI, given that these companies typically operate with a tighter pool of resources that may see one person doing the job of many and they would benefit from having time freed up to focus on important work and innovation. Alongside other initiatives like *AI Trailblazers* and *Skills Ignition SG*, the developments announced today fall under the programmatic and intentional approach that Google Cloud has been undertaking with the Singapore Government since May 2023, reinforcing our commitment toward helping organizations of all sizes thrive in an AI-enabled digital economy," added Sia.

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About Enterprise Singapore
Enterprise Singapore (EnterpriseSG) is the government agency championing enterprise development. We work with committed companies to build capabilities, innovate, and internationalize. We also support the growth of Singapore as a hub for global trading and startups, and build trust in Singapore's products and services through quality and standards. Visit www.enterprisesg.gov.sg for more information.

About Google Cloud
Google Cloud is the new way to the cloud, providing AI, infrastructure, developer, data, security, and collaboration tools built for today and tomorrow. Google Cloud offers a powerful, fully integrated and optimized AI stack with its own planet-scale infrastructure, custom-built chips, generative AI models and development platform, as well as AI-powered applications, to help organizations transform. Customers in more than 200 countries and territories turn to Google Cloud as their trusted technology partner.