

CASE STUDY



Successfully Scaling with AI: EDGEword Answered the Call to Support Scotland's Entrepreneurs



**SCOTTISH
EDGE**

Scottish EDGE is a social enterprise and one of Scotland's leading backers of early-stage businesses. Since 2013, it has supported over 700 companies with £29 million in funding, helping entrepreneurs grow, generate revenue, and create jobs.

Two national competitions each year, awarding £3 million to the next generation of businesses, behind this impact is a team of just seven.

The Challenge

Repetitive FAQs

Email Backlog

Limited Resource

When competition applications open, demand quickly surges. Hundreds of entrepreneurs seek guidance, inboxes overflow, and with no phone support available, applicants wait on delayed email replies while the small team lose valuable days repeating the same answers.

The Solution – Meet EDGEword...



Hi, I'm EDGEword, need some help?

 Start a call

EDGEword became Scottish EDGE's newest "team member", a conversational AI agent on the website, ready to answer questions instantly, 24/7, and give precious time back to their team.

3 Key Benefits for Scottish EDGE

1. 24/7 Instant Support

Became the first point of contact for applicants, providing immediate answers to repetitive FAQs.



2. Time Given Back

By handling 150+ queries in one application round, EDGEword cut email management from six days to just one, freeing the small team to focus on running the competition.

3. Smarter Communication

EDGEword didn't just answer questions, transcripts revealed applicant needs, gaps in the website, and even new ways to explain things, like "treat your video entry as a trailer to your application".



Kevin Walls

Chief Operating Officer
Scottish EDGE

"I'm very proud that we're leading the way with this technology, the only business support organisation in Scotland using an AI agent, and for a small team, that's a huge achievement. Thanks to Tag Digital, we delivered it on time, on budget, and with real impact."

How does EDGEword Work?

EDGEword isn't hidden away in the background, he lives right on the Scottish Edge website, ready for applicants to connect with.

As a voice AI agent, EDGEword allows entrepreneurs to start a call instantly, ask their questions, and get clear answers 24/7.

If he can't resolve something directly, he seamlessly directs them to the Scottish EDGE team.

For many applicants, EDGEword is their first conversation with Scottish EDGE, making support faster, friendlier, and always available.

EDGEWord in Action



The screenshot shows the Scottish EDGE website. The header includes the Scottish EDGE logo and navigation links: Home, About EDGE, Our Competitions, News & Events, Winners & Partners, Vision and Values, and Regional EDGE. Social media icons for LinkedIn, X, Facebook, and Instagram are also present. The main content area features a large image of a diverse group of people celebrating, with the text "Up to £150k Business Funding" and "EDGE26 is now CLOSED! Round 27 will open in February 2026". A blue button labeled "OUR COMPETITIONS" is at the bottom. A chatbot interface in the bottom right corner shows a profile picture of a person with glasses and the text "Hi, I'm EDGEword, need some help?" and a "Start a call" button.

The Ripple Effect of EDGEword

Positioned Scottish EDGE as a leader in responsible AI adoption within Scotland's business support ecosystem.

Sparked Scottish EDGE's first Safe AI Policy and team-wide AI training to continue adoption.

Highlighted how AI can go beyond FAQs, with applicants turning to Edgeword for pitch, application, and presentation guidance.



Jack Proctor

Marketing & Comms Manager
Scottish EDGE

“Edgeword has given us so much time back. In our busiest application round, he dealt with over 150 queries we didn't have to. It's made a huge difference to how we operate as a small team.”

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