



CANADA DIGITAL
ADOPTION PROGRAM



DIGITAL
MAIN ST.

WHAT IS THE GROW YOUR BUSINESS ONLINE PROGRAM?

The Grow Your Business micro grant will help small businesses across Ontario take advantage of e-commerce opportunities. www.digitalmainstreet.ca/on-cdap

Eligible businesses will receive a micro-grant of up to \$2,400 to help with the costs related to adopting digital technologies. Grants will be available through Digital Main Street. DMS will also support a network of e-commerce advisors who will advise and help small businesses adopt e-commerce.

WHO IS ELIGIBLE?

- Is a for-profit business (including for-profit social enterprises and co-operatives)
- Is a registered or incorporated business
- Is a consumer-facing business
- Can be accessed by consumers or provides in-person services to consumers
- Has at least **one employee** on payroll that isn't the owner or a contractor (full time or part time, but for at least three months prior to application) **OR** had at least \$30,000 in annual revenue in the most recent tax year (2021).
- Must commit to maintaining digital adoption strategy for **six months** after participation in the program

E-COMMERCE ADVISORS

Small businesses will have the opportunity to work with local e-commerce advisors to assess their digital needs and help them develop their e-commerce strategies and deploy new digital technologies. They can access support from their e-commerce advisor for up to 10 hours over a 4-week period.

Advisors will receive training from DMS and industry-leading corporate partners, and offer support covering several topics:

- Understanding the Grow Your Business Online \$2,400 micro grant
- Learning the capabilities of several e-commerce solutions and related tools
- Understanding the basics of cybersecurity
- Developing a digital marketing strategy
- Determining an individual business's needs and growth opportunities

MICRO GRANT

Eligible small businesses will receive a micro grant up to \$2,400 to help with costs related to adopting e-commerce technologies. The grant is reimbursement based. Businesses will submit an e-commerce spending plan for approval. Once approved, they are free to execute on the spending plan and submit their invoices for reimbursement.

You can find a comprehensive list of eligible and ineligible costs: www.digitalmainstreet.ca/on-cdap

It is important to note that all eligible costs must show a direct tie in to implementing a new eCommerce strategy in your proposed spending plan. Anything that is not tied to directly selling products or services online, will not be an eligible expense. Other important things to note include:

- Hardware and related software are capped at 20% of the total grant amount.
- While social media advertising and SEO are eligible costs, the plan cannot be strictly social media advertising or SEO, they need to be tied to overall eCommerce implementation plan, and not a standalone item.