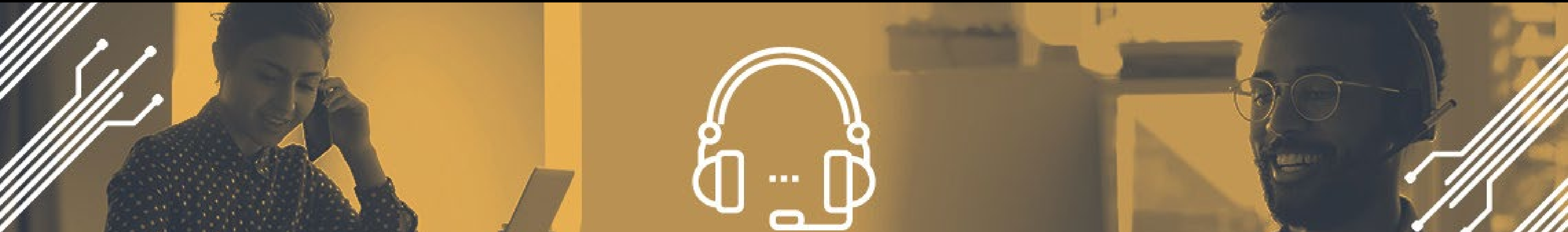
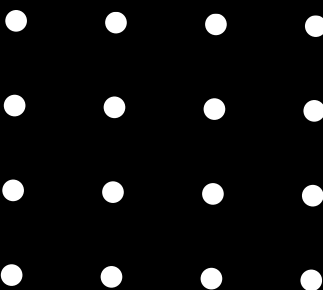


CANADA DIGITAL ADOPTION PROGRAM
(CDAP)



Grow Your Business Online



CDAP Program Overview

How Canadians do business has changed. To stay competitive and grow, small and medium-sized businesses need to adopt new digital tools.

Small business is the backbone of Ontario's economy and their success is integral to local economic prosperity and vibrant communities. In an effort support business and communities across the province, The Ontario Chamber of Commerce with the support of Government of Canada has launched The Canada Digital Adoption Program (CDAP). It has been established to help small and medium-sized enterprises (SMEs) realize their full potential by adopting digital technologies related to e-commerce.



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Over a three year period, the Ontario Chamber of Commerce, through the Grow Your Business Online grant, will help over 12,076 small businesses take advantage of e-commerce opportunities. Businesses will be provided with support and advice through our CDAP team, who can also assist with any program related questions, application completion, information on the range of digital e-commerce tools available and how to make use of them.

Grants do not need to be repaid. They are essentially “free” money if you meet the grant requirements and qualifications.

Eligible businesses may receive a micro-grant of up to \$2,400 to help with the costs related to adopting digital technologies. Grants will be available through local and regional service providers across Canada.

Sponsored By: Innovations, Science and Economic Development Canada (ISED)
Funding Type: Micro-grant



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ELIGIBLE APPLICANTS

Eligible applicants must be small businesses, including those led or owned by equity-deserving groups that meet all the following criteria:

- Is a for-profit business (including for-profit social enterprises and co-operatives)
- Is a registered or incorporated business in Ontario
- Is a consumer-facing business
- Can be accessed by consumers or provides in-person services to consumers
- Attestation
 - Have at least one employee (other than the owner)
 - OR-
 - Have at least \$30,000 in annual revenue

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ELIGIBLE APPLICANTS CONTINUED

Eligible applicants must agree to the following:

- Applicants must commit to maintain the digital adoption strategy for 6 months post approval.
- Applicants must consent to participating in follow-up surveys, having their information shared with the Government of Canada (ISED and Statistics Canada), and having the name of their business published as a recipient of funding.
- Applicants must be in full compliance with all government laws and regulations.
- One application per registered business.
- Applicants have not received any other public funds for the reimbursement of the specific expenses included in this grant application.

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INITIAL APPLICATION DOCUMENTATION

Applicants will be asked to supply the following 3 documents:

- Proof of business registration (ie – incorporation or registration documents, business/operating license, etc.)
- Confirmation provided by CRA of Sales tax (GST/HST) registration [dated within the last 12 months] OR confirmation provided by CRA of recent sales tax (GST/HST) filing [dated within the last 12 months]
- Grow Your Business Online Attestation (attesting to either having one employee or at least 30k in revenue)

Note: the OCC reserves the right to ask for additional validation documents as deemed necessary.

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INELIGIBLE APPLICANTS

The following types of small businesses are ineligible:

- Corporate chains and franchises
- Representatives of multi-level marketing
- Real estate agents and brokerages
- Insurance agents and brokerages
- Mortgage agents and brokerages
- Investment advisors and brokerages
- Not for profit organizations or registered charities
- Businesses engaging in online reselling or drop-shipping reliant third-party suppliers
- Wholesale or distribution businesses and manufacturers

Note: Geographic distribution of funds will be taken into consideration when making funding decisions. Priority sectors for consideration will include businesses owned by Indigenous People, Women, Racialized Communities, LGBTQ2+, and Persons with Disabilities.

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ELIGIBLE EXPENSES

Eligible costs are those that relate to the implementation of e-commerce solutions or the net new cost for improving an existing e-commerce plan, which include:

- Costs related to the implementation or improvement of their digital e-commerce platform (e.g. new plugins or features such as online reservation/booking tools, online ordering systems, electronic payments)
- Costs related to the installation of a new e-commerce platform (including new subscription fees/costs) --> only if they do not have an existing e-commerce website
- Costs of back-office software solutions to support an e-commerce strategy (see list of eligible software solutions in program guide)
- Costs related to the creation of customer databases (CRMs)
- Cost related to cybersecurity, including activities to secure network and privacy of customer data

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ELIGIBLE EXPENSES

Eligible costs are those that relate to the implementation of e-commerce solutions or the net new cost for improving an existing e-commerce plan, which include:

- Costs related to website search optimization (SEO) (must constitute a significant impact on the e-commerce website)

SEO RULES:

- 1) SEO may be claimed as the only expense on your application - as long as your business already has a website with e-commerce functionality.
- 2) When SEO is combined solely with Social Media Advertising and/or Digital Marketing, SEO must constitute 50% or more of the total funding request.
- 3) If SEO is combined with any stand-alone expense, the 50% rule does not apply.

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ELIGIBLE EXPENSES CONT'D

- Costs of social media advertising*
- Costs related to hiring a consultant/agency to execute Digital Marketing initiatives related to your e-commerce store*
- 20% of the costs of hardware and related software purchases (including accounting software) which directly support e-commerce implementation up to a maximum of \$480
This amount would then be added to the non-hardware/software amount to arrive at the total grant amount.*

Hardware Example:

If you apply for a CRM system that costs \$1,000, and also apply for a new computer to run your CRM system that costs \$5,000, the computer portion will be calculated at the 20% rate to the maximum allowable amount of \$480. Therefore, your total eligible grant would be \$1,480.

*Costs related to hardware (and related software), social media advertising and digital media marketing, cannot be used as a stand-alone expense, individually or any combination of these items. These expense items must be in addition to either the creation of a new e-commerce website (if no previous e-commerce website existed) OR an eligible improvement to the functionality of your existing e-commerce website or back-office software/hardware solution that ties into your e-commerce website.

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INELIGIBLE EXPENSES

Ineligible costs include, but are not limited to, the following:

- Purchases and contracts made prior to grant approval
- Costs of connectivity
- Cost of existing e-commerce solution or digital subscriptions (ie. software subscriptions, renewing domain name, e-commerce subscription, etc.)
- Costs of upgrading your current website (ie. new graphics, photography, etc.)
- Signage, printing, Logo redesign and re-branding
- Costs related to the shipping of goods purchased through e-commerce platform
- Business plans/strategic plans/feasibility studies/strategies, etc.
- Office Software (e.g. Microsoft Office, iWork, Google Workspace, etc.)
- Inventory costs
- Existing operating costs
- Equipment/hardware such as laptops, tablets, cellphones, headphones, printers, cables, etc. unless they are directly related to e-commerce adoption
- Items purchased for re-sale
- Payroll costs (Business Owner's salary or current employee salary for executing the project), including costs associated with training
- Non-arm's length transaction between a CDAP applicant and their chosen service provider (ie. a transaction between related parties as described in Section 251 of the Income Tax Act)

*See Program Guide for the full list of ineligible expenses.

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APPLICATION PROCESS

Step 1:

Read the [eligibility criteria](#) and conditions of participation carefully to make sure your business meets the required criteria to apply.

Step 2:

Go to our website at: <https://occ.ca/growyourbusinessonline> and click on the 'Apply Now' button to access the application.

[Apply Now](#)

Step 3:

Create an account for your business on the CDAP Application Portal.

Note: If applying for multiple, uniquely registered businesses, you will need to create an account for each business.

Step 4:

Once you have logged in, click the 'Apply for Subsidy' button to fill in your application. Once completed click 'Submit'. If the submit button is not active, a required field has not been completed. Please complete the required field(s) and then re-click the submit button.

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EVALUATION CRITERIA FOR ELIGIBLE APPLICANTS

Funding decisions will be subject to a 40-business day turnaround time provided the application is complete when submitted and all requirements have been met. Incomplete applications will not be processed.

Applications will be assessed using the following criteria:

- Applications are processed on a first come first served basis.
- Grant funds are limited. Once funds are exhausted, all other applications will not be processed.
- Eligibility of the applicant and capacity of applicant to carry out the project .
- Quality of activities directly related to deliverables – do activities directly link to outcomes.
- Budget requested – in line with program parameters, directly related eligible expenses.
- Completeness of the application.
- A broad number of communities and regions of Ontario benefit from the program.

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PAYMENT TERMS AND REPORTING REQUIREMENTS

Successful applicants will be provided with a one-time payment, upon submission of a final report satisfactory to the Ontario Chamber of Commerce (OCC).

Payments will be made by Electronic Funds Transfer (EFT). The OCC will assess the submitted expenses against the approved eligibility criteria and determine the final grant amount. All decisions made by the OCC will be final. The Government of Canada retains the right to audit.

Final reports will include, but not limited to the following:

- Invoices from vendors providing digital services directly related to the project activities
- Proof of payment of invoices for eligible expenses (see Required Documents Guide)
- Program survey
- Final Award letter

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APPLICATION PROCESS (IN A NUTSHELL)

- Applicant fills in and submits their application.
- A Reviewer is assigned to the application.
- If additional documentation or information is required, the Reviewer will reach out to the applicant for these items.
- Once both the business and expenses have been deemed eligible, the applicant will be issued a Conditional Approval email with their Recipient Agreement attached.
- The applicant then signs their Recipient Agreement and sends it back to the Reviewer.
- Once the Reviewer has received back the signed and complete RA (all 11 pages), they will send out an email with instructions to proceed and on how to submit the Expense Report documentation.
- Once the applicant has purchased and paid for these items, they will need to email their Reviewer with all the invoice(s) and corresponding proof of payment document(s) in one email submission.
- The Reviewer will then review the invoice(s) and proof of payment document(s) to ensure it came from a legitimate business, that it doesn't violate the arms-length rule, that the expense was for a conditionally approved item and wasn't incurred prior to conditional approval, and that the payment was for the full amount owed (no deposits or partial payments).
- Once the invoice(s) and proof of payment(s) are approved, the applicant will be issued a Final Award letter. They will need to sign this letter and send it back, along with a Void Cheque/EFT Information and an invoice to the OCC for their final approved amount.
- The CDAP Grow Your Business grant is paid out as a single one-time EFT payment.

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THANK YOU!

For any questions please reach out us!

PHONE: 1-833-751-8111

EMAIL: cdap@occ.ca

WEBSITE: <https://occ.ca/growyourbusinessonline>



Innovation, Science and
Economic Development Canada