



Grow Your Business Online

CLIENT JOURNEY

In the digital age, it's crucial for consumer-facing businesses to develop and implement e-commerce capabilities to remain competitive.

Eligible businesses will receive a micro-grant of up to **\$2,400** to help with the costs related to adopting digital technologies.

The eligible businesses will have the opportunity to work with e-commerce Advisors to assess their digital needs and help them develop their e-commerce strategies and deploy new digital technologies.



Small business accesses **CBDC.CA** website to register and for program details



Eligible **small business** will work with e-commerce advisors to determine best solutions for their e-commerce strategies



Eligible **small business** receives up to \$2,400 in microgrants to cover the costs of adopting and executing their e-commerce strategies



Eligibility

Applications can only be submitted by a small business that meets all of the following criteria:

- 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
- Must commit to maintaining digital adoption strategy for six months after participation in the program
- Must consent to participating in follow-up surveys, sharing information with the Government of Canada (ISED and Statistics Canada), and having the name of the business published as a recipient of funding

The following types of small businesses are ineligible:

- Corporate chains, franchises or registered charities
- Representatives of multi-level marketing companies
- Real estate brokerages

Micro-grant value

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

- Costs related to the implementation of a digital e-commerce plan (e.g. online reservation/booking tools, online ordering systems, electronic payments)
- Costs related to website search optimization
- Costs related to the installation of an e-commerce platform (including subscription fees/costs)
- Costs of back-office solutions to support an e-commerce strategy
- Costs of social media advertising
- Costs related to the creation of customer databases