



# CANADA DIGITAL ADOPTION PROGRAM

**GROW YOUR BUSINESS ONLINE**  
MANITOBA REGION PROGRAM GUIDE



CANADA DIGITAL  
ADOPTION PROGRAM



Thank you for your interest in the Canada Digital Adoption Program – Grow Your Business Online stream.

The Momentum Centre, Inc. and AstroLab Synergies have joined forces in a shared commitment to supporting economic and workforce development. We are thrilled to introduce IntegrateIT, the initiative under which we will implement the Canada Digital Adoption Program - Grow Your Business Online micro-grant funding in Manitoba. We recognize how important it is to assist businesses with adopting digital technology. We are excited to share this journey with the small to medium - sized enterprises (SME).

As if the pandemic wasn't enough, businesses continue to face new challenges, including high inflation, supply chain disruptions, and record low unemployment rates. Businesses have told us that it's increasingly difficult to find and retain talented workers, yet the youth unemployment rate continues to climb. We understand the impact the last 2+ years have had, and the toll it has taken. To help with that we've developed IntegratED, a companion work experience program funded by The Canada Digital Adoption Program that is focused on employability and leadership skills development, all necessary to compete in the digital economy. IntegratED will offer businesses complimentary direct access to our team of passionate and motivated eCommerce Advisors, who will provide advisory services and recommendations to assist you on your digital adoption journey. Although optional - we highly recommend that your business take full advantage of this valuable resource.

The program guide that follows is based on established guidelines and eligibility criteria set out by the Government of Canada. As much as we'd love to help everybody who applies, we are required to work within these guidelines as we deliver the program. We ask you to please keep that in mind. Some of the criteria is established through public policy, one example being the definition of small to medium sized business, which states that a business must have at least one employee, excluding the owner, or had at least an annual gross revenue of 30K from the most recent tax filing. Please see enclosed link: [https://www.ic.gc.ca/eic/site/061.nsf/%20eng/h\\_03126.html#definition](https://www.ic.gc.ca/eic/site/061.nsf/%20eng/h_03126.html#definition).

As we work to administer one thousand micro-grant applications throughout the province and employ over one hundred youth annually, we ask for your understanding and awareness that this process will take time. It is our privilege to assist you on your digital adoption journey. We are going to do our very best to help you achieve your goals!

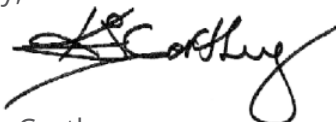
Next steps:

1. Review the following program guide
2. Prepare your documentation for the application upload
3. Complete your application online
4. Submit!

Upon submission of your application, you will receive an acknowledgement of receipt. We look forward to contacting you once we've had a chance to review and adjudicate the applications.

Thank you again for your interest in the IntegrateIT and IntegratED programs.

Warmly,



Kimber Corthey  
The Momentum Centre



Crystal Kalaitzakis  
Astrolab Synergies

## **Grow Your Business Online Application Process**

- Ensure that your business meets program eligibility requirements.
- Complete the online application form, upon submission expect a confirmation email from IntegrateIT (if you do not receive one check your junk mail folder, and contact us).
- While IntegrateIT reviews your application, your business will be invited to complete a digital assessment (quick 10 min survey).
- Successful businesses will receive a micro-grant agreement that must be signed and returned, IntegrateIT will execute and return a final copy.
- Your business is now able to start your project and can incur expenses. During this time IntegrateIT's eCommerce Advisor (eCA) team will reach out to you (where selected) to provide up to 20hrs of project support.
- Once your project is complete, your business will submit invoices, proof of payments and complete final reporting. If approved, final disbursement payment will be made to your business account.

## **Eligibility Requirements**

To qualify for the micro-grant, businesses must:

- Be a for-profit business based in Manitoba (including for-profit social enterprises and cooperatives)
- Be a registered or incorporated business
- Be a consumer-facing business (B2C, accessible and/or provides services to customers)

And meet one of the following conditions:

- Has employed one person other than the owner for a minimum of three months
- Had at least \$30,000 in annual gross revenue from the most recent tax filing

The following businesses do not qualify:

- Companies engaged in only business-to-business sales (No B2C component)
- Corporate chains, franchises, or registered charities
- Representatives of multi-level marketing companies
- Real estate brokerages and sales agents
- no wholesale or distribution business or manufacturer (unless you sell directly to consumers)

## Program Scope

The Momentum Centre and AstroLab Synergies have come together to manage The Canada Digital Adoption Program - Grow Your Business Online in Manitoba through the IntegrateIT initiative. IntegrateIT is a three-year partnership that will deliver over 2900 micro-grants to small businesses.

Eligible businesses may receive:

- A one-time micro-grant of up to \$2,400 for costs related to adopting digital technologies and eCommerce activity (e.g., consulting, software, platform subscriptions and licenses, etc.)
- Complimentary access to our network of eCommerce Advisors (ECA) to assist with digital adoption.

## Before you Apply

Please gather the following information for your application submission:

- Business and owner's contact information
- Federal business number
- Start date of the business (as listed in your articles of incorporation)
- Industry type and NAICS code
- Articles of Incorporation documentation
- Ownership Diversity and inclusion data
- Current digital adoption status

## General Conditions

- The application form must be submitted in its entirety with the required business documentation. An incomplete application will not be considered
- Meeting the program intake criteria does not guarantee approval of funding
- IntegrateIT must approve the business application and provide a signed micro-grant agreement before expenses are incurred
- Applicants receive a maximum of \$2400 with Grow Your Business Online stream (CDAP).
- Applicants will be required to follow program guidelines and requirements, and complete submission of all required reports, including financial documentation
- Applicants will give consent to participate in follow-up surveys, and to share the name of their business as a recipient of funding
- Applicants will give consent to release their business information to The Momentum Centre, AstroLab Synergies and the Government of Canada
- Applicants must maintain their digital adoption project for six months post intervention

## eCommerce Advisors (ECAs)

Youth ECAs will be available for up to 20 hours to provide complimentary advisory services and recommendations to all approved businesses to support their digital adoption journey. If more than 20 hours are needed, additional approval will be required. Although it is not mandatory to use the services of an ECA, it is recommended to do so to fully optimize the grant funding.

Regardless, businesses will be contacted by IntegrateIT over the course of the micro-grant agreement to ensure that project requirements are met.

# LAUNCH YOUR DIGITAL ADOPTION STRATEGY IN

# 2023



**20%**  
Of Canadian businesses  
are considered digitally  
mature.



**50%**  
Of business executives  
have sped up their  
adoption of digital  
technologies.



**78%**  
Of Manitobans reported  
use of social media in  
2021.

## Reimbursement of Micro-Grant

Within 30 days of the project completion date the business must forward to IntegrateIT:

- a brief project narrative describing the project outputs (i.e. links, screenshot, plans, etc.)
- expense claim with all related invoices and proof of payment details.

IntegrateIT adjudicates the narrative and claim to determine the final micro-grant amount. Upon approval, funds will be sent by electronic funds transfer (EFT), bank fees may apply.

## Eligible Expenses

Expenses tied directly to selling products or services online will be considered an eligible expense, including, but not limited to the following:

- Costs related to the implementation or improvement of a digital eCommerce solution (e.g. online reservation/booking tools, online ordering systems, electronic billing & payments)
- Costs of back-office solutions to support an eCommerce strategy (e.g. inventory management, order fulfillment and distribution, creation of customer databases (CRM))
- Costs of social media advertising (if linked to eCommerce implementation plan)
- Costs related to search engine optimization (SEO) or search engine marketing (SEM) (if linked to an eCommerce solution)
- Hiring of a 3rd party to execute digital adoption or marketing related to eCommerce
- Development of new or upgrading of an existing website to support eCommerce

## Ineligible Expenses

A complete listing of ineligible costs will be detailed in the micro-grant agreement.

Ineligible expenses include:

- Purchases made prior to grant approval
- Costs of connectivity
- Costs related to the shipping of goods purchased through the eCommerce platform
- Office Software (e.g. Microsoft Office, iWork, Google Workspace, etc.)
- Renewals of digital services such as domain name or software subscriptions
- Website development not tied to an eCommerce solution
- Signage and printing
- Logo redesign and rebranding
- Hardware such as laptops, computers, and cellphones
- Business salaries or payroll costs
- Monthly mortgage, loan and/or rent payments
- Any fees relating to the preparation or submission of your application

**Contact us if you have any questions or concerns. Thank you.**



<http://iit.momentumcentre.ca>



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