

# Closing the digitization gap between Canadian businesses and their global competitors

- \$1.4 billion investment over 4 years
- Two streams to digitize businesses

#### **Objectives**

CDAP helps SMEs boost their e-commerce presence and digitize how they run their businesses behind the scenes.

#### **Businesses can apply to two** funding streams:

STREAM 1: will help SMEs take advantage

of e-commerce opportunities

STREAM 2: will help businesses with

the development and implementation of digital adoption strategies

#### **IDENTIFY THE BEST STREAM USING THE CDAP ASSESSMENT TOOL**

#### STREAM 1

#### **GROW YOUR BUSINESS ONLINE**

2400\$ microgrants Access to digital experts

#### **Eligibility**

- Canadian for profit registered or incorporated businesses that provides in person services to customers.
- Business with a minimum of one employee
- Must commit to maintain digital adoption O strategy for 6 months post intervention

## **How it works**







Call for applications

Evaluations

Assessement of digital needs



\$2400 in microgrants

Access to youth digital advisors

5

Up to \$7300 funding for traning costs

6

#### STREAM 2

#### **BOOST YOUR BUSINESS TECHNOLOGY**

Grants up to \$15,000 Access to Canadian digital advisors Access to BDC loan (BDC loans are not guaranteed) Youth student placement

#### **Eligibility**

- Canadian privately owned, for profit businesses with 1-499 full time employees and \$500,000 of annual revenues in one of the previous three years.
- Must meet all requirements to be deemed a Canadian-controlled Private Corporation (CCPC)

## How it works







Assessment tool determines SME is Eligible for stream 2

SME get access to CDAP's Digital Advi-sor Marketplace

SMEs reach out to Advisors in Marketplace and find a service provider







SME and Digital Advisor agree on cost and scope

Digital Advisor develops Digital adoption plan

Once completed SME requests a grant to cover expenses

## **Additional Student Placement**

Stream 2 is funding up to 16,800 students and recent graduates to help Canadian businesses implement digital technologies.

## **BDC Loans**

Stream 2 SMEs who completed their digital adoption as part of the CDAP program can submit a loan request to BDC for further financing if accounted they can receive up financing If accepted, they can receive up to \$100,000 0% interest loan.

\*Loan amount is determined by business size

## For more information

www.canada.ca/digital-adoption 1800.328.6189 digital adoption-adoption numerique@ised-isde.gc. ca







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(3)

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