



Welcome to Alacrity Canada's Small Business application form for the Canada Digital Adoption Program.

Please indicate how you are applying? \*

- I am the business OWNER **You must check this box**
- I am an EMPLOYEE of the business
- I am a 3RD PARTY Representative (Outside of the organization)

**Business Owner Information**

Owner First Name \*

Owner Last Name \*

Owner Email Address \*

Please ensure the email address provided is correct as applications will be associated to this email.

Phone Number \*

**Fill out this info**

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## Step 2

## Business Information

Fill out this info

Legal Business Name *	Operating Name *	Years in business *	Number of employees *	Industry & NAICS Code***
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="Please select..."/>	<input type="text" value="Please select..."/>

North American Industry Classification System

\*\*\* For information on your Industry &amp; NAICS Code, please visit the Statistics Canada link below.

<https://www23.statcan.gc.ca/imdb/p3VD.pl?Function=getVD&TVD=1181553>

Federal Business Number \*

For more information visit <https://www.orgbook.gov.bc.ca/search>

Select one from  
dropdown  
[More info](#)

GST/HST Number

(if applicable, just the #'s,  
don't include letters)

If you don't know it,  
[Business # lookup](#)

Enter only the first nine digits of the GST/HST account number. Do not include letters.

For more information visit [https://www.businessregistration-inscriptionentreprise.gc.ca/ebci/brom/registry/pub/reg\\_01\\_Ld.action](https://www.businessregistration-inscriptionentreprise.gc.ca/ebci/brom/registry/pub/reg_01_Ld.action)

## Business Address

Address of head office \*

City and Province NOT required (Example: 838 Fort Street)

Fill out this info

City \*

Province \*

Please select...

Postal Code \*

No spaces or "-". (Example: V3V1V1)

## Supporting Documentation

In order to confirm and verify business registration, can you please provide a government issued document for your business?

(e.g., incorporation or registration documents, BC business registration). (Unfortunately screenshots cannot be accepted)\*

Please note city registrations documents are not acceptable.

- Yes - I can provide this document
- No - I cannot provide this document

Click "YES". You need to verify your business registration (see notes in bold).  
You can upload a PDF if you have it, or take a pic of the document with your phone

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### Step 3

#### Digital Assessment

Please tell us about your current e-commerce or digital technologies: \*

- No website
- Website only
- Website with e-commerce features
- Other online marketplace (Shop on Amazon, eBay, Etsy, etc)
- Facebook business page
- Instagram business page
- YouTube channel
- LinkedIn page

What do you have right now?  
Fill out the relevant boxes.

Please tell us about your current digital marketing or online advertising? \*

- No current digital marketing or online advertising
- Google Ads
- Bing Ads
- Facebook (paid ads)
- Facebook (posts)
- Instagram (paid ads)
- Instagram (posts)
- Other (see notes)

What online marketing are you doing right now?  
Fill out any relevant boxes.

How did you hear about this program? \*

Select "Business Organization" from the dropdown

#### Program Proposal

Please provide a brief summary about what e-commerce changes you plan to implement or update on your website through your participation in this program? \*

This grant will be used to add a chat widget to each page on our website. Visitors can use the chat widget to ask us questions or to schedule an appointment for our services.

Step 4

Funded E-Commerce Advisor Support

An E-Commerce advisor who will be available, at no cost to the business, to review current digital strategy and requirements, provide a recommendation on strategies for digital marketing, social media, SEO, paid advertising, and analytics to help you determine the best options for your business.

E-Commerce Advisors will be engaged with Small Businesses through business assessments, recommendations, and some implementation in transforming their digital adoption technology.

No - I'd like to opt-out and ONLY apply

Select the "No" option. When you select "no", the section will expand to the Funding Proposal section below.

Funding Proposal

You must be able to provide a detailed spending plan for this project and should have a vendor in place already. If you have not already have the commitment from a vendor, we strongly encourage you to delay your application until you have been able to find an appropriate company to work with due to the 90 day funding limit.

Before you choose to opt-out of utilizing the no-cost advisory services of a trained E-Commerce Advisor (EA) please consider the following:

- Even if you already have a digital service provider engaged to assist your business, an EA can provide you with an unbiased assessment of your needs.
• An EA is also available to assist in the creation of a suggested project proposal that meets the program requirements for funding. This proposal is not mandatory and the final decision on how to use the grant funds are always up to you.
• Only eligible expenses will be reimbursed under this program.

If you wish to proceed without an EA's assistance, please complete the following Funding Proposal. Please refer to the Program Guide for the list of eligible and ineligible expenses.

Implementation

Provide us the name of the company completing the work on this project. \*

Cityline Websites Ltd

Please indicate the specific e-commerce functionality that will be implemented on your website. \*

Adding an chat widget to all pages to help users contact us quickly and directly with any questions they might have or to set up an appointment.

Approximate cost for e-commerce functionality. \*

\$600

Subscriptions

Please specify any new subscription costs. \*

N/A

Subscriptions Cost estimate. \*

\$0

Search Engine Optimization (SEO)

Do you plan to use any of the funding for SEO services? If so, please provide details. \*

N/A

NOTE: this SEO box is for up front SEO work, and not the ongoing SEO plan that we may do.

SEO Cost estimate. \*

\$0

Marketing

Do you plan to use any of the funding for marketing? If so, please provide details (not a stand alone item, needs to be tied to the overall e-commerce implementation plan). \*

Implementation of a Google Ads campaign

Marketing Cost estimate. \*

\$1800

Hardware

Are you planning to purchase hardware as part of the grant funds? If so, please provide details. \*

N/A

Other Costs

Please specify any other costs you wish to apply this grant to? \*

N/A

**Step 5****Equity Diversity and Inclusion**

*Self-identification as a member of an Employment Equity designated group is voluntary. The information you provide is confidential and will be used for statistical reporting purposes only. EDI data may include gender, Indigenous (First Nations, Métis or Inuit) identity, immigration recency, disability status, LGBTQ2 identity, geographic location including rural and remote area living, or racialized person identity.*

**Please select, if any, the equity seeking groups with whom you identify AND what percentage of this business or organization is owned by** (best estimate rounded to the nearest percentage)?

(If you don't identify with any of these groups you may select either the *None of the above* or *I prefer not to answer* options at the bottom)

- Women
- Indigenous (First Nations, Métis or Inuit)
- Recent immigrant to Canada (last 5 years)
- Persons with a disability - Includes visible and non-visible disabilities
- LGBTQ2 - Defined as a persons who identifies as lesbian, gay, bisexual, transgender, queer and/or two-spirited
- Persons living in rural and remote areas
- Racialized persons – Defined as someone (other than an Indigenous person) who is non-white in colour or race, regardless of place of birth
- None of the above
- I prefer not to answer

Comments

**Check whatever box you'd like here. It shouldn't make a difference for your acceptance.**

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**Step 6**

Please review and complete the following:

**Attestations**

Part 1

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 OR have had at least \$30,000 in annual revenue in the most recent tax year
- 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

I attest that the business I am applying for meets the eligible criteria set out above and that I am authorized to act and sign on behalf of the business.

I also confirm that I am aware and understand any and all tax implications for the business, should it be awarded a micro-grant through this program.

I accept the above

Accept and fill out the boxes.

Part 2

I,  ,  at

(Full Name) (Position) (Name of Business)

("Business") certify and attest that:

1. I am the individual who has principal responsibility for the financial activities of the Business and have the required knowledge and authority to sign this attestation on behalf of the Business.
2. All information included in the Grow Your Business Online application is to the best of my knowledge complete, true and accurate in all material respects.
3. The Business has met the following eligibility requirement (select ONE):
4. The Business has and will maintain records for a period of four years (including, but not limited to, tax filings and Notices of Assessment) ("Records") that demonstrate, among other, the Business' gross revenues.
5. The Business will make the Records available to ISED officials as part of Grow Your Business Online program integrity "spot checks" within 60 days of receiving the request.
6. I understand that in the event any of the information provided regarding the Business is found to be false or misleading, the Business may be required to repay all of the funds received through the Grow Your Business Online grant.

I accept ALL the above

Don't forget this box

*\*\*Upon successful entry into the Program a copy of this attestation will be included in the Project Funding Agreement to be signed.*

**Certification**

I certify that the information provided is true, accurate and complete to the best of my knowledge and belief. \*

The CDAP Small Business Recipient hereby consents to the disclosure of all micro or record-level business information provided to Innovation, Science and Economic Development Canada (ISED), as well as the disclosure of all additional information that the CDAP Small Business Recipient may later provide or that ISED may later obtain through other means, to other federal government departments or agencies and partners, for purposes such as: program integrity, for verification of information provided to inform specific funding, support, and partnership decisions; research, analysis, policy development, and facilitation of program improvements; and identification of opportunities through additional support programs and services that may be available to the client.

ISED may also use micro or record-level business data to produce performance and evaluation reports in the form of aggregate data which do not identify the CDAP Small Business Recipient or present information in a way that specific business information can be reasonably inferred. Such aggregate reports may be made publicly available.

The CDAP Small Business Recipient acknowledges that the information may be stored on a cloud based platform which will align with the cloud adoption strategy established by the Government of Canada.

In addition, the CDAP Small Business Recipient acknowledges and consents that certain non-confidential identifying information will be made available to ISED officials and employees for purposes of informing eligibility, specific funding, support, and partnership decisions; research, analysis, policy development, and facilitation of program improvements; and identification of opportunities through additional support programs and services that may be available to the client as applicable.

**Exceptions**

The CDAP Small Business Recipient understands that the information provided may also be disclosed to third parties in certain exceptional circumstances as required by law, such as the Access to Information Act, or for the purposes of an international or internal trade panel for the purposes of a dispute in which Canada is a party or a third-party intervener.

I agree the above

Don't forget this box

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**Step 7**

Fill out the following boxes.

**Declarations**

I declare that I am not applying for or receiving Canada Digital Adoption Program Stream 1 (Grow Your Business Online) funding from another CDAP intermediary. \*

I accept the above

**Consent**

I understand and accept that I may be contacted by Alacrity Canada via phone or email regarding this application. \*

I Accept

I consent to the collection and use of the details provided in this application by Alacrity Canada in order to assess and review against the eligibility criteria as noted in the Program Guide. \*

I consent

**Support Preference**

I wish to be contacted about my application by Alacrity Canada in the following language. \*

English  French

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