



3 CANADIAN GOVERNMENT GRANTS TO HELP GROW YOUR DIGITAL PRESENCE

Governments give out grants for various reasons, depending on the specific program and the program's goals. The focus is often on economic development, so they may assist businesses or organizations working to create jobs, promote innovation, or stimulate growth in a particular industry or region.

In this month's InfoPays, we review 3 grants currently available to Canadian SMEs to support technological growth and digital presence.

1. Canada Digital Adoption Program — Grow Your Business Online

The goal of this project is to help small businesses take advantage of a micro-grant (up to \$2,400) to help finance the cost of adopting digital processes such as:

- starting an online presence
- increasing your sales via your website
- adopting new security software
- connecting with customers online
- improving your social media marketing strategies
- fine-tuning the user experience for online customers

Status: Accepting applications

2. Canada Digital Adoption Program — Boost Your Business Technology

This grant supports small and medium Canadian-owned businesses (SMEs) with funds for hiring Digital Advisors.

How much funding does this program provide?

- A grant to cover 90% of the cost (up to \$15,000) of retaining a Digital Advisor to craft a digital plan
- An interest-free loan from the Business Development Bank of Canada (BDC) (up to \$100,000) to support the implementation of the plan

- A wage subsidy of up to \$7,300 to hire talent through the funded work placement

Status: Accepting applications

3. Digital Main Street – Digital Transformation Program: Funding for Ontario SMEs' online presence

If you are an Ontario-based SME, you can receive funding for training, advisory support, implementing new technologies, increasing capacity through digital transformation, and developing your online presence.

How can I qualify?

- Have completed Digital Transformation for Main Street
- Be registered and/or incorporated business in Ontario
- Be a permanent street-side establishment available to the general public for walk-in and product or service purchase (no warehouse or manufacture)
- Employ 1-50 employees
- Pay commercial property tax
- Existing operating business, not a start-up
- No previous Digital Transformation Grant

What can I use this for?

- Hire a consultant/agency to execute digital marketing
- Redesign or improve your website
- Purchase software, e.g., graphic design, security, etc.
- Take digital training courses

Status: Applications accepted through September 30, 2023

For full details and to apply, please visit the **Canada Digital Adoption Program website** (<https://ised-isde.canada.ca/site/canada-digital-adoption-program/en>) and **Digital Main Street's website** (<https://digitalmainstreet.ca/>)

HOW TO WRITE A GRANT PROPOSAL

Writing a grant proposal can be a challenging process, but there are general steps you can follow to help ensure your submission is clear, concise, and compelling:

1. Determine your funding source.

Before you start writing your grant proposal, you need to identify potential funding sources that fit your project or organization. This could include government agencies, private foundations, or corporations.

2. Read the guidelines.

Each funding source will have specific guidelines and requirements for grant proposals. It's essential to thoroughly read and understand these guidelines before writing your proposal.

3. Define your project.

Clearly articulate the need for your project or organization, what you hope to achieve, and how you plan to achieve it. Be specific about your goals, objectives, and expected outcomes.

4. Develop a budget.

Your grant proposal should include a detailed budget outlining how you plan to spend the requested funds. Be sure to justify each expense and explain how it will contribute to the success of your project.

5. Write the proposal.

Start with an executive summary that overviews of your project and its goals. Then, move on to a detailed description of your project, including its



background, objectives, and methods. Ensure to address the requirements outlined in the funding source's guidelines.

6. Review and edit.

Once you have completed your proposal, take the time to review and edit it carefully. Ask someone else to read it over for feedback and improvement suggestions.

7. Submit your proposal.

Follow the funding source's guidelines for submitting your proposal, and meet all deadlines.

Remember, writing a successful grant proposal takes time and effort. Don't be discouraged if your first proposal is not funded – use the feedback you receive to improve your following proposal and keep trying!

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