

# Business Tech Solutions Program

## Application Guide

### Applicant Identification

1. Legal Name of Applicant and operating Name, if different
2. Business Number
3. Lines of Business and Core Product, Service or Offerings
4. Key Contact
5. Mailing Address
6. Telephone #, Fax #, Email Address
7. Website
8. CRA/HST #, if applicable
9. Form of Business
10. Current Number of Employees
11. Number of Years in Operation
12. List of Affiliated/Associated Businesses

### Overall Business Goals

13. State your business's overall strategic priorities / goals. (provide what your business does and products and services sold / provided, your current revenue, your current channels you achieve that revenue from and your overall strategic priorities/goals)

### Objectives and Impacts

14. State specific and measurable objectives that your business hopes to achieve through digitalization. These objectives could be based on the following: (what do you hope to achieve with the Business Tech Solution Program funding, refer below for some instructions and suggestions for your project)
  - a. Plans for the introduction, modification or replacement of technology that provides significant benefit to a business' operational processes, production or quality for generating online sales or implementing ecommerce solutions; or (upgrading the current process of how online sales are done; the introduction of online sales and services; developing a new marketing campaign online; changing to a new online sales provider; acquiring new software to allow online sales and service)
  - b. Plans for managing the entire production to fulfillment process; managing relationships with employees and contractors; or (retaining a consultant to run and oversee the project; project management will be done in house by current staff;; contractors/ consultants will be retained to help identify and implement a new digitalization process for increased online sales and services)
  - c. Plans for upgrading of skills, knowledge and methods to assist in the implementation of the technology expansion processes. (employees training on new processes related to online sales and digitalization; acquiring new technology that will allow or improve online sales)

15. For each of the objectives mentioned map the benefit or impact to the company. This could include:
  - a. Opportunity for the business, the need, potential export opportunities and potential for partnerships or collaboration with local technology solutions/firms. (new business opportunities; creation of new export markets that did not exist before; possibility to collaborate with local companies or other companies to improve sales and services via online; )

### **Project Delivery**

16. Outline project management approach to project implementation, including proposed activities, project plan, time frame and ability to Implement. (will the project be managed in house or with the use of a consultant; outline the project timeline from start to finish with a realistic approach to be able to achieve these in the time allotted; outline the project from start to finish with possible goal dates or achievements anticipated at each level; provide specific details on the project how, what and why it is being undertaken. **Note** that you must complete your project and submit your claims and report on or before March 15, 2021)

### **Budget**

17. Anticipated project costs and itemized listing. Following are some guidelines:
  - a. The budget should align with the objectives mentioned.
  - b. The budget should be specific and mention clearly what the money will be spent on. (provide an outline/listing of the project expenditures planned and the anticipated sources of funds to implement the project, expenditures must equal sources of funds; to provide a more detailed budget with a table (headings "Expenses" and "Sources of Funds") please attach it to supplementary information section)
  - c. Net of GST/HST. (when submitting your final claim form you can claim up to \$15,000 of Eligible Costs, before applicable taxes of GST/HST. The GST/HST cost will also be reimbursed. Any out of country costs incurring foreign taxes are treated differently and the foreign taxes are considered part of the cost of the item/service. Import Taxes are treated the same as GST/HST. **Note** that if you are a Social Enterprise and you are not reimbursed 100% of the HST, in which case when claiming please put 50% of HST in as a cost)

### **Other Required Documentation**

18. Complete and submit electronic payment enrollment form
  - a. Attach void cheque
  - b. Attach confirmation from financial institution if applicable
19. Copy of Articles of Incorporation
20. Include any supplementary information that may be relevant to submission.
  - a. [Option to add multiple attachments if necessary] (applicants can add other information to the online application, there is an area to attach documents that are deemed relevant, word version of a project proposal, supplier quotes,

consultant overview or any other information that the applicants deems relevant to help with the assessment of the application)