

E-COMMERCE BOOSTER PROGRAM

FUNDING TO IMPROVE YOUR BUSINESSES' REACH

Community Futures West Interlake (CFWI) is launching a funding program to help businesses improve their online presence. Covid 19 and related restrictions have limited in-person business transactions and highlighted the need for businesses to be visible in a digital format. Businesses may need to take action to assure their business utilizes:

- websites to showcase their products and services
- online purchasing software or equipment to facilitate ordering and purchases
- social media accounts to reach target markets and inform customers of operating hours, product availability, promotions and events
- training necessary to support these e-commerce activities

Application Process:

CFWI is offering up to \$1,000 in direct support to businesses looking at creating or enhancing their online presence. In order to access the funding, the applicant must:

1. Complete the attached application outlining the need for assistance
2. Identify the services, training or equipment required
3. Obtain a quote from the provider, confirming the services/equipment to be received and timeframe for delivery. The quote may be in excess of \$1,000 but the applicant will be responsible for any costs beyond those approved under the program. Quoted services/equipment must be delivered and billed by **March 5, 2021**.
4. Submit the application for review

Applicant Eligibility:

Applicants must meet the following qualifications:

1. Be a for-profit sole proprietorship, corporation OR a social enterprise that has been in operation for a minimum of one year (in existence by January 1st, 2020)
2. Be based in the West Interlake region (within the RMs of Grahamdale, West Interlake, Coldwell, St. Laurent or Woodlands)
3. Have not been in receipt of other e-commerce support programs
4. Commit to completing a follow up survey in December 2021 to determine the impact the enhanced e-commerce activity have had on the business

Eligible Expenses:

The program will cover the following evidenced expenses to a maximum of \$1,000.00:

- Website development or improvements that share product/service information
- Purchase of e-commerce equipment or software to enable online purchasing/ordering (subscription costs may also be considered)
- Professional services (accounting, legal, technology) to assist with integrating e-commerce transactions into operations
- Marketing costs to raise awareness of new e-commerce options for your customers (limited to \$500)
- Training registration fees to increase knowledge and support use/management of e-commerce options

CFWI reserves the right to determine eligibility of costs submitted.

Deadline for Applications: 4:00 p.m. – Monday, February 8, 2021

Selection Process:

CFWI has established a \$15,000 fund for this program. Completed, eligible applications will be considered on a first-come, first-serve basis. CFWI reserves the right to disqualify any applications deemed to be ineligible based on the above noted guidelines.

Successful applicants will be notified no later than February 12th. Approved funds will be paid directly to the supplier of the services covered, based on receipt of an invoice.





COMMUNITY FUTURES E-COMMERCE BOOSTER PROGRAM APPLICATION

Legal Name of Business: _____

Business Structure: (Please select one)

- Sole Proprietorship
- Corporation
- Partnership
- Social Enterprise

Name of Business Owner(s)/Directors (please list all):

_____	_____
_____	_____
_____	_____

Mailing Address of Business:

PO Box: _____ Town: _____ Postal Code: _____

Physical Address of Business Operations:

Civic/Legal Address: _____ Town: _____ Postal Code: _____

Number of Employees (including owner): ____ Full-time ____ Part-time ____ Seasonal

Owner Demographics: (Please check off all that apply).

- Women-Owned Business
- Indigenous-Owned Business
- Tourism Business
- Youth-Owned Business (18 - 29)
- Entrepreneur With A Disability-Owned Business
- Francophone-Owned Business
- Visible Minority-Owned Business
- LGBTQ2+-Owned Business
- Business Owned by New Canadian
- None of the above / I do not wish to self-identify with any of the above groups

Date of Business Start: _____

Describe The Business: (What services do you offer, products do you sell? How do you currently reach your customers? If/how you currently do business online?)

Net Income of Business in Previous Full Year of Operations: \$ _____

Describe E-Commerce Enhancement: (Please briefly describe how you would like to enhance your business for e-commerce? What you would use the money for if approved?)

Impact of Support: Please indicate how the support will help your business (check all that apply)

- Maintain business operations at current levels
- Reach new markets
- Grow revenue generated by business
- Grow my workforce (hire additional people)
- Other: (please explain)

Funding Request: (Program may provide up to but not more than \$1,000)

Description of Service/Equipment	Supplier	Cost (Supported by Attached Quote)
TOTAL		\$

Application Check List:

- You have read and understand the guidelines of the program
- You have completed the application and submitted by February 8, 2021
- You have attached quotes for the e-commerce enhancements you would like to be funded
- You are prepared to participate in a follow up survey in December of 2021 to discuss the impacts of the funding support

Declaration:

I, _____ (print name) have read the program guidelines and declare that information provided is true and accurate.

(Signature of owner/signing officer) Date: _____

QUESTIONS OR FOR ASSISTANCE:



Community Futures West Interlake
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Email: admin@westinterlake.com

ALL INFORMATION PROVIDED WILL BE KEPT CONFIDENTIAL AND USED ONLY FOR THE PURPOSE OF ADMINISTERING THE PROGRAM AND CONFIRMING ELIBILTY OF APPLICANT.