



| CANADA DIGITAL ADOPTION PROGRAM



Government
of Canada

Gouvernement
du Canada

Canada



PROGRAM OVERVIEW

The Canada Digital Adoption Program (CDAP) aims to close the digital gap between Canadian businesses and their global competitors

At a glance

- Budget 2021, GoC announced \$1.4 billion investment over 4 years for CDAP to support economic recovery
- Budget 2021 also announced \$2.6 billion for the BDC to provide 0% interest loans to SMEs to implement their digital transformation.
- Up to 160,000 small and medium sized businesses
- Up to 28,000 funded work placements
- Two distinct grants to digitalize businesses

Objectives

- Increase SME productivity and competitiveness
- Maintain/grow SME revenues and market share
- Support training and job placements for young Canadians
- Help Canadian SMEs access the digital marketplace



GROW YOUR BUSINESS ONLINE

- Up to 90,000 micro-grants of \$2,400 and up to 11,200 job placements for young Canadians to help customer-facing small businesses develop and implement their e-commerce strategies
- Access e-commerce advisors to help small businesses discover and implement new e-commerce tools



BOOST YOUR BUSINESS TECHNOLOGY

- Up to 70,000 grants to a maximum value of \$15,000 for advisory services to develop a digital adoption plan
- Access to a network of Canadian digital advisors
- Potential to get up to \$100,000 interest free BDC loan to implement your digital plan
- 16,800 funded work placements for SMEs undertaking digital transformation



**GROW YOUR
BUSINESS ONLINE**

ELIGIBILITY

For-profit business (including for profit social enterprises and cooperatives)

Consumer-facing business

Registered or incorporated business

Business with a minimum of one employee

Business that can be accessed by customers or provides in person services to customers

CLIENT JOURNEY MAP

1/1



1

Small business accesses **CDAP** website and is referred to the service provider in their area

2

Eligible small business works with service provider and e-commerce advisor to determine best solutions for their digital storefront (new or enhanced)

3

Eligible small business receives up to \$2,400 in microgrants to cover the costs of adopting new digital technologies

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**BOOST YOUR
BUSINESS TECHNOLOGY**

ELIGIBILITY

Sole proprietors or businesses incorporated under the laws of Canada or a province/ territory

Full time equivalent employees between 1 - 499

For-profit

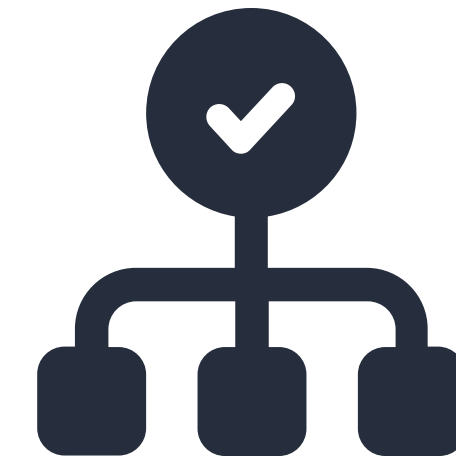
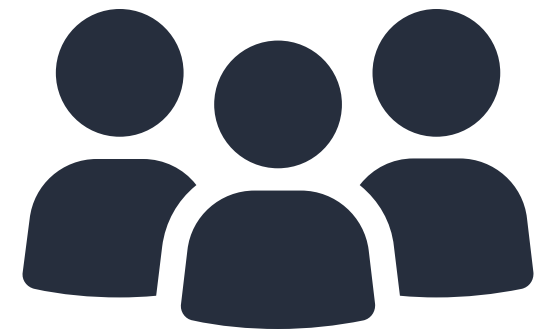
\$500,000 to \$100M of annual revenues in one of the previous three years

Privately owned

Meet all requirements to be deemed a Canadian-controlled Private Corporation (CCPC)

CLIENT JOURNEY MAP

1/3



1

2

3

Canadian **SMEs** access the assessment tool on **CDAP** website

Assessment tool determines best fit

Eligible **SMEs** are directed to boost your business technology and complete a digital needs assessment to determine their digital readiness and maturity

SMEs who are accepted into to boost your business technology will have access to CDAP's Digital Advisor Marketplace to connect with a digital adoption service provider

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CLIENT JOURNEY MAP

2/3



4

5

6

SMEs reach out to Advisors in marketplace and find a service provider to work with

SME and digital advisor agree on cost and scope of digital adoption plan

Once the plan is completed by the Digital Advisor, the **SME** receives a grant of up to \$15,000 to cover the cost of the digital plan

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CLIENT JOURNEY MAP

3 / 3



7

8

9

With a digital adoption plan in hand, **SMEs** can apply for an interest free **BDC** loan to help execute their plan

SMEs who participate in to boost your business technology will be eligible to hire a student to help them implement their plans

SMEs who participate in CDAP will be asked to to complete a follow up survey

SMEs with an existing digital adoption plan from a recognized program can move directly to **step 7**

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DIGITAL NEEDS ASSESSMENT (DNA) TOOL

Through the DNA tool, you can evaluate your business' digital maturity with a customized results snapshot.

Identify your current digital capabilities and needs

Discover potential improvements

Begin to define a digital roadmap

Help to evaluate and prioritize investments



DIGITAL ADVISORS

SMEs enlist the help of a digital advisor to prepare their digital transformation plan



Advisors will assess your company's current digital maturity and identify how digital adoption can support the company's business strategy



Advisors will recommend tailored digital solutions, including the technology and the talent needed to achieve the SME's goals



Advisors will create an digital adoption plan to guide the SME's digital transformation journey

BDC LOAN

BDC can help SMEs bring their digital adoption plan to life!



1

SME has completed their digital adoption plan, as part of **CDAP** or under another recognized program



2

Submit a loan request to **BDC** for further financing through the **CDAP** portal



3

If accepted, receive up to \$100,000 interest-free loan



* businesses are not guaranteed a BDC loan*



FUNDED WORK PLACEMENT

Digital adoption plan completed, time to put the wheels in motion!

Funding up to 16,800 students and recent graduates to support Canadian businesses undertaking digital transformation

Benefits for businesses

Leverage work placements to support small and medium-size businesses (\$7,300 wage subsidy)

Benefits for students and recent grads

Gain valuable experience and develop their skills for future employment



CONTACT US



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www.canada.ca/digital-adoption