



\$15K GRANT & \$100K INTERST-FREE LOAN

CANADA DIGITAL ADOPTION PROGRAM GUIDE BOOK

Get up to \$15,000 grant, up to \$100,000 interest-free loan,
and up to \$7,300 wage subsidy to boost your business
technology that can propel your business forward.





What is CDAP?

The Federal Government is spending 4 billion dollars to boost medium-sized businesses. That is a \$15,000 grant and up to a \$100,000 interest-free loan for six years and a \$7,300 wage subsidy. This program is designed to help businesses improve their technology and boost their online presence.

Only a CDAP-approved firm can help businesses enroll in this program, and Designo Graphy is a CDAP-approved firm.



Why CDAP-approved Advisor?

There are thousands of businesses which qualify for the basic eligibility criteria. But the government only wants to spend the funding on those behind in technologies or competition.

This is where a CDAP-approved digital advisor plays a key role in assessing your current business technologies, practices and digital maturity. Then they prepare recommendations to boost your business technology and profitability. The government issues the business an interest-free loan based on the digital advisor's recommendations.





Benefits of CDAP

After a CDAP-approved digital advisor submits your digital adoption plan, you can get:

- Up to \$15,000 to get Advice from a CDAP-approved digital advisor (no need to pay back)
- Up to \$100,000 - 0% interest loan (that is around \$30,000 saving in interest over six years)
- up to \$7,300 wage subsidy

The CDAP Boost Your Business Technology grant helps small businesses:

- Reduce overhead costs
- Speed up business processes
- Increase business revenue & profit
- Respond to clients more quickly
- Manage business/inventory more efficiently
- Improve supply chain logistics
- Automate most of the day-to-day tasks



Our Service Charges

The CDAP covers 90% of the eligible cost incurred in developing the Digital Adoption Plan, with a cap of \$15,000 (taxes included). Applicants are responsible for covering the remaining 10% of eligible costs.

Eligibility Criteria



You're an owner or director



Your business is Canadian-owned



Your business is for-profit



Your business has 1 to 499 employees



Your business has had at least \$500,000 in annual revenue in 1 of the last 3 years





How does it work?

You can apply in 4 easy steps!

Step 1: Create your account.

Step 2: Confirm your eligibility.

Step 3: Work with a digital advisor to develop your digital adoption plan.

Step 4: Submit your digital adoption plan to receive your grant payment.

A business has to work with a CDAP-approved digital advisor to enroll in this program, but if you work with Designo Graphy from day first, we will help you clear the first two steps free of cost.



Our CDAP services include

The following is a short description of our services, which include:

- Digital Adoption Analysis & Recommendations
- Current State Analysis
- Value Proposition
- Business Model Canvas
- SWOT Analysis
- Digital Maturity Analysis
- Competitor Analysis
- Implementation Roadmap
- Executive Summary

The DAP (Digital Adoption Plan) has to be prepared as per Government's guidelines. It could be as short as 70 pages and up to 150 pages. Here is a table of content of one of our previous projects.

Executive Summary
SME Current State Analysis
A. Sector
B. Corporate Structure
C. Operations
D. Value Proposition
E. Current Business Strengths
F. Current Business Weakness
G. Opportunities
H. Threats
I. SME External Issues
J. Business Model Canvas
K. Future Goals
L. Key IS/IT Information or Digital Maturity

Digital Adoption Analysis and Recommendations

Brainstorming for Best Digital Solutions

A. CRM, Web and App Solution

B. Recommended Website Upgrades

C. Digital Marketing Solution

1. SEO - Search Engine Optimization

2. PPC - Pay Per Click

3. Social Media Marketing

4. Content Marketing

5. Email Marketing

6. SMS/Text Messaging Marketing

D. Analytics Solution

Skill Requirements to Adopt Digital Initiatives

Financial Requirements and Vendor Recommendations

Implementation Roadmap

Attachments

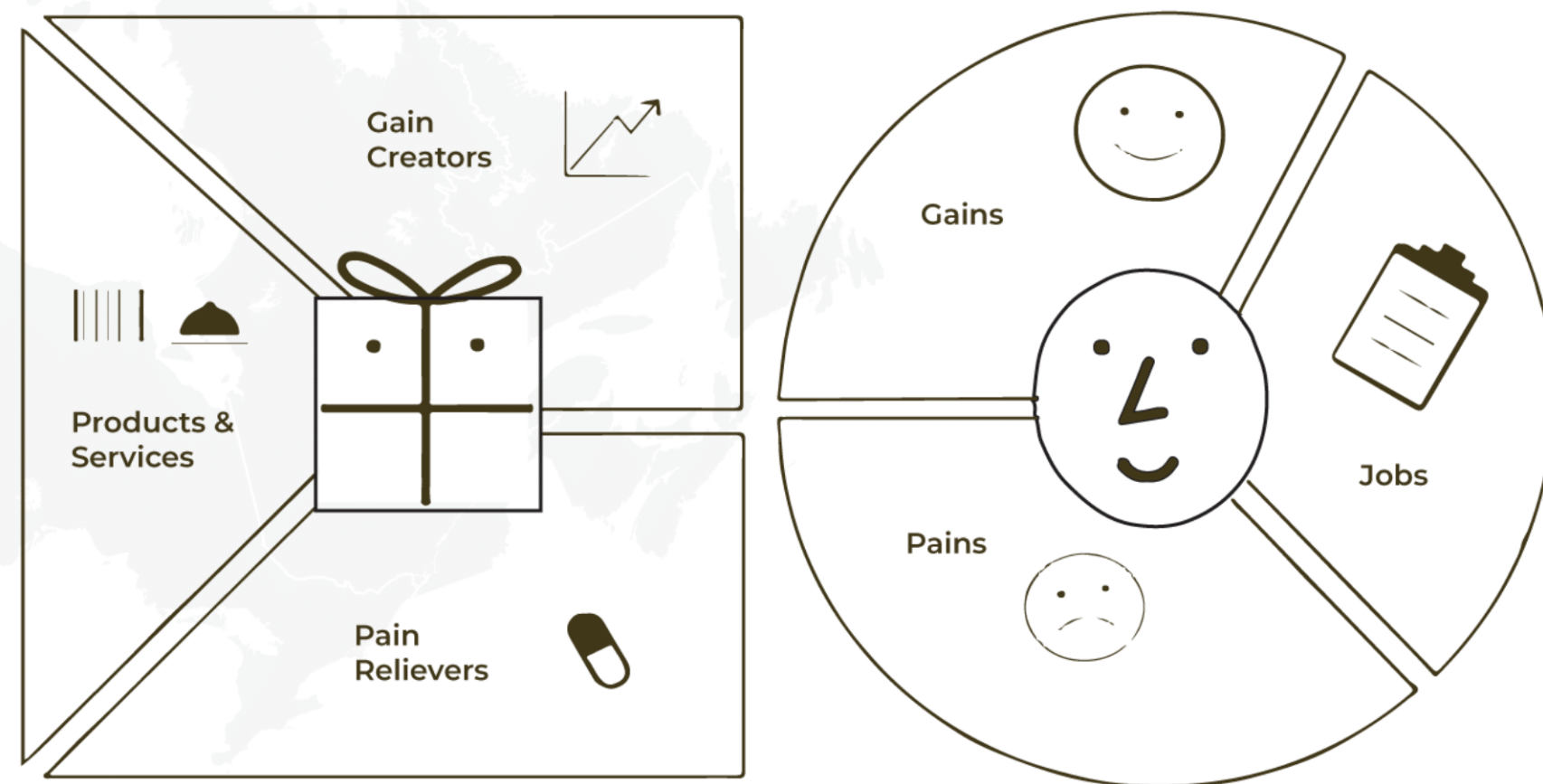


Value Proposition

What is the value proposition, and how it could benefit your business? As you might know, companies design products and services to improve their customers' lives, but 72% of services or products fail to deliver customer expectations. This is because very few businesses research customers' expectations, gains and pains before they launch a new product or service.

The value proposition is a tool to intentionally visualize, design and test how you create value for your customers. This tool guarantees the success of your business.

At Designo Graphy, our professionals do brief value propositions at the start of each new CDAP project. We help you to understand how your company can add value to its product or services by utilizing our personalized value proposition for your business.





Business Model Canvas

Our experts specialize in assisting companies in achieving organizational innovation by providing guidance in visualizing and positioning their business models for growth and innovation. By utilizing this strategic management tool, we can assist you in describing, designing, challenging, inventing, and pivoting your business model, allowing for a deeper understanding of your business. This process enables organizations to thrive and lead in the corporate sector by adapting their business models.

This tool can help you with;

- Effectively communicating goals to teams
- Embracing technology trends
- Articulating value propositions to clients
- Gaining clarity on business operations and future endeavours

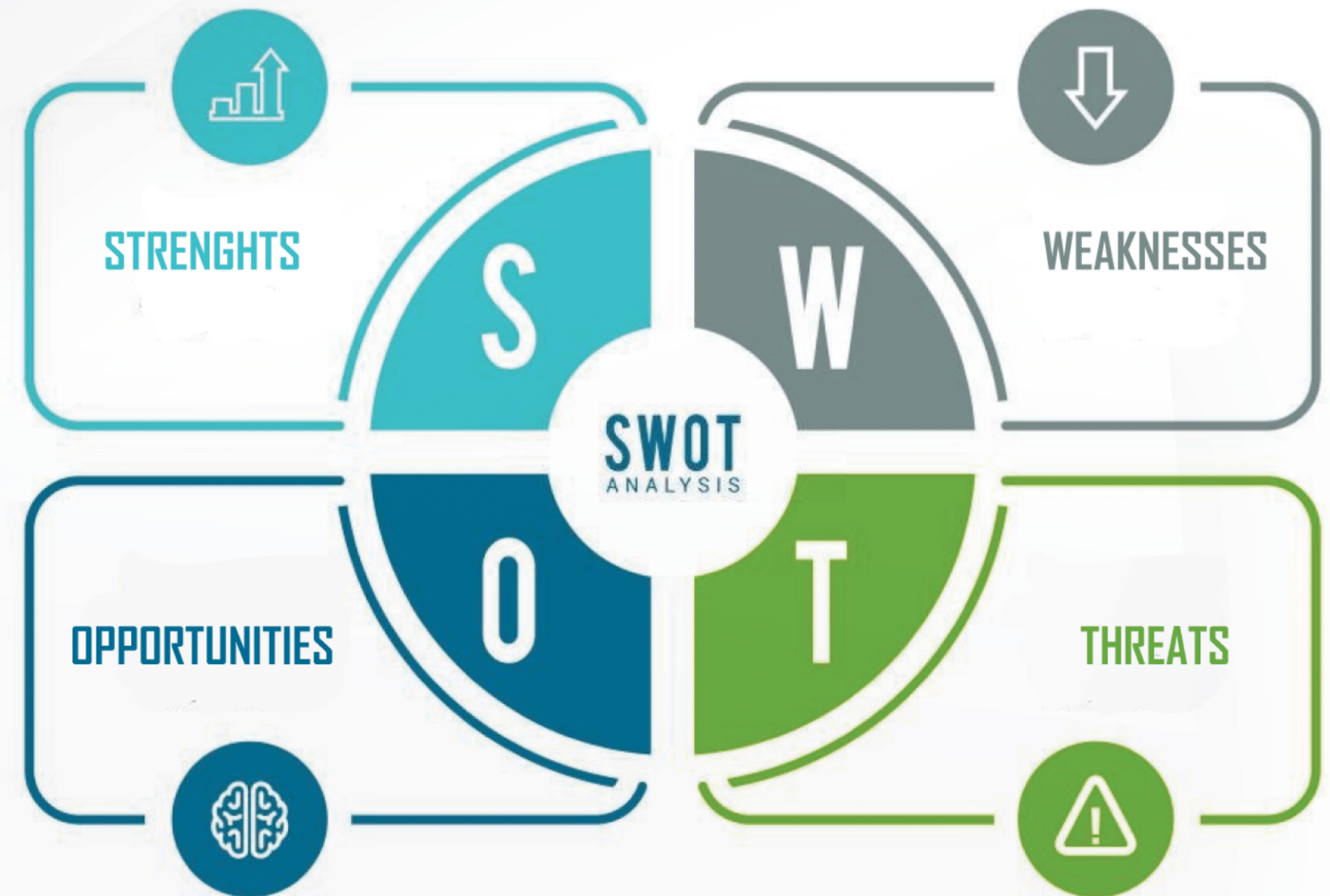


SWOT Analysis

Our team of Digital advisors will conduct a SWOT analysis to identify opportunities and develop effective strategies tailored to your specific business. This analysis enables you to evaluate both internal and external factors, providing a comprehensive understanding of areas that require improvement and leveraging strengths to foster business growth.

Benefits of SWOT:

- Enhanced business understanding
- Improved risk management
- Helpful in strategic planning
- Insight into internal factors
- Evaluate external factors
- Identify growth opportunities
- Fosters collaboration





Recommendations For an an Interest-free **LOAN**

The digital advisor prepares their recommendations based on SME current state analysis, market research, best business practices and competitor analysis.

The digital advisor also prepares high-level financial requirements to boost your business technologies. The government issues the business an interest-free loan based on those financial requirements.

