



# | 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

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- 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

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- 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

For-profit

Privately owned

Full time equivalent employees  
between 1 - 499

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

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



# CLIENT JOURNEY MAP

1/3



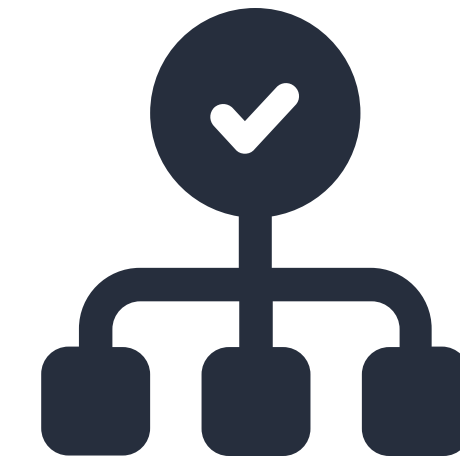
1

Canadian **SMEs** access the assessment tool on **CDAP** website  
Assessment tool determines best fit



2

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



3

**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**



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



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



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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

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

## Benefits for students and recent grads

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Gain valuable experience and develop their skills for future employment



# CONTACT US



**1800.328.6189**



**[www.canada.ca/digital-adoption](http://www.canada.ca/digital-adoption)**