



Canadian Digital Adoption Program (CDAP)

Grow Your Business Online Grant

GETⁱⁿthe^{the}LOOP



What is CDAP?

Canadian Digital Adoption Program

A 1.4 billion dollar fund to help small and medium-sized enterprises (SMEs) adopt digital technologies to increase their competitiveness. Through this program, small business owners can receive a micro-grant worth up to \$2,400 to help grow their business online, give their e-commerce presence a boost, or digitalize business operations.

[Program Website](#)



How GetintheLoop is supporting the program?



GetintheLoop has partnered with a marketing agency in conjunction with launching Social AI, allowing eligible businesses to get both services for free. If a business has not yet applied for the grant, we will guide them through the entire process, including the submission of the application. Upon approval, they will receive:

- Social AI by GetintheLoop for one year (valued at \$1,200)
- Website improvements or a new website (valued at \$1,200)

First, we assist the business in getting accepted and fully approved. We have developed a streamlined process to gather the business information in a 30-minute call. Once the business is approved, they pay the \$2,400 upfront as per the program requirements. The funds will be reimbursed to the business account within two weeks after submitting the receipt.

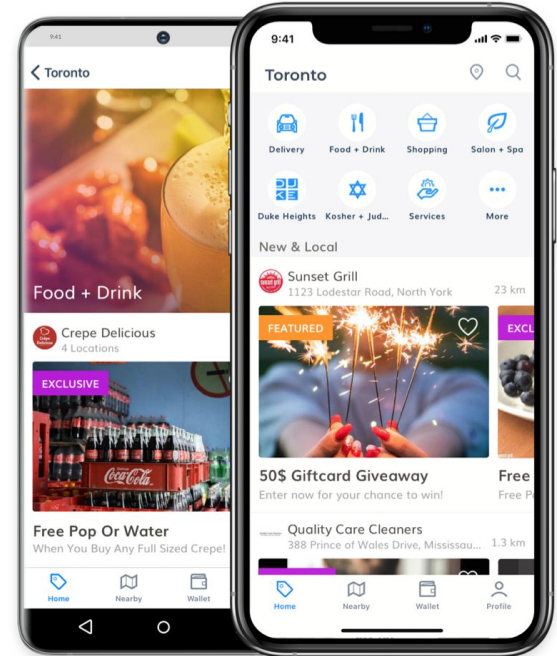
A significant aspect of the program qualification is tied to the website improvements and therefore GITL has partnered with Marketing agencies to ensure a cohesive solution for businesses. As a result, GITL's revenue is tied to Social AI annual plan for \$1200 only, while the agency invoices separately for the website.

CDAP Benefits to the Business

- **SocialAI** by GetintheLoop for one year, plus full access to GetintheLoop Promotions (value of \$1,200)
- Pick one of the following: a new website, or website improvements plus improved SEO (value of \$1,200) by a vetted digital agency

Why GetintheLoop:

- GITL is Canada's largest shop local platform with over 10,000 locations. Supercharge your social media strategy and revenue with **SocialAI**.
- We have partnered with website and SEO experts to ensure our customers are getting a well rounded marketing strategy that can drive results
- A streamlined process to ensure we're unlocking grants quickly and with less time needed from the customer
- Receive pre-approval for reimbursement before being invoiced



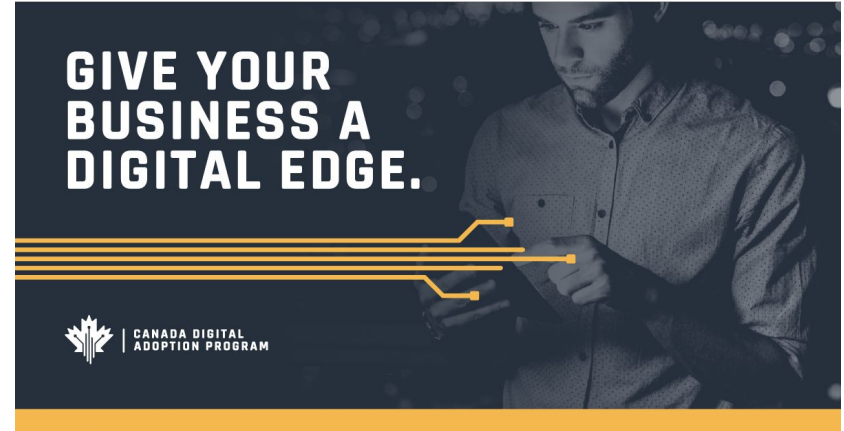
CDAP Eligibility

Requirements:

You can get funding through CDAP if your business:

- is a for-profit business
- is registered or incorporated
- is consumer-facing (sells goods and services directly to end consumers)
- has at least one employee (other than the owner) OR had at least \$30,000 in annual revenue in the most recent tax year
- commits to maintaining a digital adoption strategy for six months
- agrees to participate in follow-up surveys, share data about the experience, and have its name published as a grant recipient

[CDAP eligibility](#)



Process, Timeline

1. Agree you would like free access to SocialAI by GetintheLoop and a free web presence upgrade.
2. Meet with us to agree scope of work and agree on details of the \$2,400 package.
3. Work with us to submit required paperwork, the entire process takes 2-4 weeks.
4. Once approved, pay GITL + Agency \$2,400 and submit for reimbursement. This allows us to start development on website and Social AI.

Next Steps for Local Owners

Please fill out and submit the [CDAP 2400 - Business Intake](#) form.

Hubspot will create a "DEAL" and "Ticket" that will notify the HQ team. From there, HQ will process the details and begin the CDAP process with the business.

Once approved, support will email the business owner an invoice for \$1,200 (taxes included). Once payment is received, the Dashboard venue will be upgraded. You will be notified and then take ownership of the partner.

Revenue share on the \$1,200 is **50/50** with HQ.

Communication Methods: Drop-in, email, phone call, DM (templates to follow).

Completion Date of Program: The Canada Digital Adoption Program is scheduled to end on **March 31, 2025**.

The Grow Your Business Online grant will no longer be accepting new applications as of **September 30, 2024**