

**Program Overview**

In today's digital marketplace to remain competitive businesses must be using the Internet to their advantage. To fully leverage the economic benefits of broadband access, Small and Medium Enterprises (SMEs) must not only use broadband; they must transform their business. The Broadband for E-Business and Marketing (BEAM) Program helps alleviate some of the associated costs of establishing your business online or for the costs associated with implementing or upgrading E-business applications.

BEAM provides a framework to help SMEs define their business objectives and ensure that the right technology is implemented to achieve the desired outcomes. The program provides a rebate for 75% of eligible costs, up to a maximum of \$2,000. In conjunction with the program NEOnet will encourage applicants to participate in E-Business workshops and training opportunities to ensure they are adequately equipped to utilize the E-business applications.

The BEAM program addresses the gap between a non-technical SME owner and the vendor, as business objectives are clearly defined prior to the implementation of the E-business tools. NEOnet will work with the SME to help them define their objectives and ensure the appropriate E-business tools are chosen. BEAM is designed to allow the SME to identify and easily implement E-Business applications as the program starts away from the technical development and focuses on how the business objectives are going to be achieved.

NEOnet will assist SMEs through the process but will not provide any financial contribution until after the work has been completed and the applicable receipts and information have been reviewed and approved. In order to qualify for the program applicants must provide a minimum of **two quotes** from local (Northeastern Ontario) vendors. Applicants are not required to go with the lowest quote or to go with one of the Northeastern Ontario vendors but they must at least consider two local businesses before making your decision. The program is conditional to the availability of funding and is administered on a first come first served bases.

Monthly workshop scheduling will be available on the NEOnet website – [www.neonet.on.ca](http://www.neonet.on.ca) or call 705-360-1353 x1.



**Program Requirements***A) Eligibility*

- Businesses operating on a full-time basis, with a valid Canadian business number
- Established seasonal businesses
- Non-profit organizations
- Business must be located in Northeastern Ontario
- Hobby and part-time businesses are not eligible

*B) Terms of the Program*

- Eligible applicants may receive a reimbursement of up to 75% of the supported costs of development, to a maximum of \$2,000
- Funding is available for the technical work associated with creating a web presence for your business or for the costs associated with implementing or upgrading E-business applications
- Funding can also be used to develop or enhance applications for smartphones/mobile devices
- Eligible costs include the design, development, and implementation of BEAM components (see glossary)
- Site maintenance and ongoing costs are not eligible
- Must have a minimum of two quotes from Northeastern Ontario vendors
- Quotes over a year old will be considered invalid and will not be accepted
- At a minimum eligible applicants must participate in one E-Business workshop or webinar
- Work undertaken prior to April 29<sup>th</sup>, 2011 is not eligible for the program

Receipts for eligible expenses must be provided for a claim to be processed.

To ensure that you are eligible for assistance, you may wish to complete and send in the attached application for approval **before** your vendor starts working on the project. Once the application has been processed, NEOnet will contact you regarding your eligibility. You may then send copies of your receipts and proof of payment to NEOnet for reimbursement as per program guidelines.

It is acceptable to move forward with the work prior to applying to the program, however any work undertaken prior to the Program Launch date of **April 29<sup>th</sup>, 2011** will not be eligible. NEOnet does recommend that you contact our office prior to moving forward with the work to help ensure that your business objectives will be met, that you meet program criteria and that program funding is still available. If you need help finding a vendor please visit our website [www.neonet.on.ca](http://www.neonet.on.ca) or contact NEOnet directly, 705-360-1353 x1 or [aspence@neonet.on.ca](mailto:aspence@neonet.on.ca) .



*C) Instructions for Applicants*

The following instructions will help you complete the attached application form.

1. Businesses and non-profit corporations are eligible for this program. Hobby and part-time businesses are not eligible.
2. Include full contact details, including the physical address of business operations.
3. Identify the business goals that you are trying to achieve.
4. Identify the technical solution that will be deployed to reach the business goals.
5. Identify the vendor who will complete this work for you. Also provide a minimum of two quotes from local vendors.
6. Attach a proposal including a price quotation from the selected vendor.
7. Ensure security issues have been discussed and identified.

**BEAM Program process:**

- Submit application
- Application approval
- Funding issuance

NOTE: NEOnet will be tracking the success of the BEAM Program and will be keeping a list on our website of successful applicants and have a link from our website to your site.

Send completed applications by email, fax or mail to:

Email: [aspence@neonet.on.ca](mailto:aspence@neonet.on.ca)

Fax: 705-360-8537

NEOnet

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