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| APPLICANT INFORMATION |
| Name of organization: |
| Type of business: Small Business _____ Not-for-profit _____ Seasonal Business _____ Number of employees _____ |
| Business Number _____ Incorporation Number _____ |
| Brief description of entity: |
| Contact name: |
| Physical address or location: |
| Mailing address: |
| Phone number: |
| Email: |
| Current website address: |



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| PURPOSE OF BEAM DEVELOPMENT |
| <i>Please indicate the business goal(s) that your BEAM component(s) will address</i> |
| Marketing (including Customer Relationship Management): |
| Sales Fulfillment: |
| Competitive Intelligence (refer to glossary for definition): |
| Production: |
| Internal Operations: |
| Human Resource Management: |
| Other (Please explain): |



PROPOSED TECHNICAL SOLUTION TO ACHIEVE ORGANIZATIONAL GOALS

Website address: _____

New _____

Existing _____

Marketing:

_____ Customer Relationship Management

_____ Search Engine Optimization

_____ Social Media Optimization

_____ Other (please explain)

Audience:

_____ PC/Laptop

_____ Mobile/Smartphone

_____ Both

Additional details:

Sales:

_____ Online Order Processing

_____ E-Commerce

_____ Shopping Cart

_____ Payment Solutions

Audience:

_____ PC/Laptop

_____ Mobile/Smartphone

_____ Both

Additional details:



Competitive Intelligence:

- Research
- Metrics
- Analytics

Audience:

- PC/Laptop
- Mobile/Smartphone
- Both

Additional details:

Production and Internal Operations:

- Systems or Data Integration (storefront, accounting, shipping, etc.)

Audience:

- PC/Laptop
- Mobile/Smartphone
- Both

Additional details:

Human Resources Management:

- Online Training
- Corporate Knowledge Base
- Workforce Mobilization (remote access technologies)

Audience:

- PC/Laptop
- Mobile/Smartphone
- Both

Additional details:



| | |
|---|---------------|
| Other: | |
| VENDOR CONTACT INFORMATION | |
| Business name: | |
| Contact name: | |
| Number of years in business: | |
| Address: | |
| Phone: | Email: |
| Website address: | |
| VENDOR PROPOSAL & PROJECT COSTS | |
| Please attach proposal that includes outline of projected costs from your selected vendor. | |
| SECURITY | |
| <p>The Program encourages recipients to use E-Business solutions that are safe and secure. The responsibility of having a safe and secure E-Business solution is that of the recipient and their chosen vendor. NEOnet encourages all applicants to ask questions about security and ensure any issues or concerns have been addressed prior to work being started.</p> <p>Ensure that the selected vendor's proposal describes how this solution will comply with safety and security best practices and that the proposal complies with appropriate legislation.</p> <p>For more information on legislation guidelines please visit: www.priv.gc.ca</p> | |



How did you hear about the BEAM Program?

- NEOnet
- Community Futures Development Corporation
- Business Enterprise Centre
- Chamber of Commerce
- Website Developer
- Media

Other _____

DECLARATION:

I declare that I have read, understood and agree to comply with the terms and conditions of this program. I have not (or the organization has not) received any other public sector funding for the work and solutions proposed herein. To the best of my knowledge all the information provided in this application is complete and accurate.

Print Name: _____

Signature: _____

Date: _____

Only completed applications will be processed.



NEOnet DISCLOSURE AND RELEASE CONSENT

- We ("we" refers herein to the "applicant") hereby certify that the information shown in this application is a complete and true declaration.
- We confirm that if any statement we have made herein or in accompanying materials proves to be incorrect in any way, we shall notify NEOnet immediately upon discovery.
- We understand that NEOnet may request additional information in support of this application, and that additional information may need to be received before additional consideration can be given to this application.
- We authorize NEOnet to retain this application and any related reports for NEOnet records and reporting to FedNor/Industry Canada who oversee the program. We acknowledge that, as the operation of NEOnet is financially supported by the Government of Canada, representatives of FedNor/Industry Canada are permitted access to the files of NEOnet for monitoring and evaluation purposes and that we may be contacted, as the Applicant, by representatives of FedNor/Industry Canada and that, such information as is acquired by the Ministry will be treated in accordance with the Ministry's privacy policy.
- We consent to NEOnet collecting, using, retaining and disclosing the information contained in this application for the limited purpose of determining eligibility for financial assistance of this program, and as is required by law, and by FedNor/Industry Canada. We understand that NEOnet will handle our personal information in strict confidence in accordance with the Federal Privacy law.
- We understand that the terms and conditions of any financial contribution which may be authorized will be set forth in an approval letter, for which we must be in agreement with and accept.
- We acknowledge that we are solely responsible for the success or failure of our project, and that any information, which is provided to us, as the applicant, by representatives of NEOnet, is for our understanding only. It is our responsibility, as the applicant, to verify the accuracy of such information or to seek additional information concerning any aspects of our proposed project.
- We further agree to hold NEOnet harmless and hereby release and discharge NEOnet from any actions, damages, claims or demands which may arise, directly or indirectly, as result of any act or omission by NEOnet in providing information to the Applicant, and to indemnify NEOnet from any such actions, damages, claims or demands which might be suffered by the Applicant in connection with any such information.
- We further understand and consent to NEOnet publicizing our project, if we are successful in obtaining a financial contribution from NEOnet, which may or may not include personal information such as the name of the Applicant.



DATE _____

Name of Organization (please print): _____

Name of Representative with signing authority (please print): _____

Signature of Representative: _____

I have the authority to bind the Corporation or Proprietors

Name of Witness (please print): _____

Signature of Witness: _____



Glossary of Terms:

BEAM Component:

A BEAM component is a technical solution that will allow an organization to achieve specific business goals. Applicants must clearly demonstrate what the "business goals" are in business terms rather than technical terms.

Broadband Internet access:

Broadband Internet access, "broadband" is a high data rate connection to the Internet — typically contrasted with dial-up access using a 56k modem. Dial-up modems are limited to a connection of less than 56 kbit/s (kilobits per second) and require the dedicated use of a telephone line — whereas broadband technologies supply more than double this rate and generally without disrupting telephone use.

Competitive Intelligence:

Competitive Intelligence is the action of defining, gathering, analyzing, and distributing intelligence/information about products, customers, competitors and any aspect of the environment needed to support executives and managers in making strategic decisions for an organization.

Customer Relationship Management (CRM):

CRM is the processes and systems a company uses to track and organize its contacts with its current and prospective customers. CRM software is used to support these processes; information about customers and customer interactions can be entered, stored and accessed by employees in different company departments and locations. Typical CRM goals are to improve customer service, build customer base, and to use customer contact information for targeted marketing.

E-Business:

It's very simple really: "E-business" means using the Internet or related technologies for any of your normal business operations. You might use it for buying, selling, advertising, managing, etc. You may use the Internet to reduce costs, improve productivity, or increase revenue (and it can do all those things).

E-Commerce:

Electronic commerce, commonly known as e-commerce or eCommerce, consists of the buying and selling of products or services over electronic systems such as the Internet and other computer networks. The amount of trade conducted electronically has grown extraordinarily with widespread Internet usage. Modern electronic commerce typically uses the World Wide Web at least at some point in the transaction's lifecycle, although it can encompass a wider range of technologies such as e-mail, mobile devices and telephones as well.



Electronic Data Interchange (EDI):

Electronic data interchange is the structured transmission of data between organizations by electronic means. It is used to transfer electronic documents or business data from one computer system to another computer system, i.e. from one trading partner to another trading partner without any human intervention.

Really Simple Syndication (RSS Feeds)

RSS is a family of web feed formats used to publish frequently updated works—such as blog entries, news headlines, audio, and video—in a standardized format. An RSS document (which is called a "feed") includes full or summarized text, plus metadata such as publishing dates and authorship. Web feeds benefit publishers by letting them syndicate content automatically. They benefit readers who want to subscribe to timely updates from favored websites or to aggregate feeds from many sites into one place. RSS feeds allow users to avoid manually inspecting all of the websites they are interested in, and instead subscribe to websites such that all new content is pushed onto their browsers when it becomes available.

Search Engine Optimization (SME):

Search Engine Optimization helps make your website more findable. It is a process that improves the volume or traffic to a website from search engines through natural search results. To improve the volume of traffic SEO divides the different kinds of searches, which includes image search, local search etc. Optimizing process typically involves the content to be edited and coding in HTML in order to increase relevance to specific keywords and to remove barriers to indexing activities of search engines. The higher a website ranks in the results of a search, the greater the chance that that site will be visited by a user or a potential customer.

Social Media Optimization (SMO):

Social Media Optimization is a set of methods for generating publicity through social media, online communities and community websites. Methods of SMO include adding RSS feeds, social news buttons, blogging, and incorporating third-party community functionalities like images and videos. Social media optimization is related to search engine marketing, but differs in several ways, primarily the focus on driving traffic from sources other than search engines, though improved search ranking is also a benefit of successful SMO.

