

FUNDERS FORUM

**Small Business Week
October 19-23, 2020**





*Assisting Northeastern Ontario
to implement technology
to become more innovative.*

- Non-profit organization established in 1999
- Acts as the *region's* information and communications technology *ICT champion*
- Promote and develop ICT infrastructure, application and education and awareness.



- Facilitate private and public sector partnerships that will result in better telecommunications infrastructure (INTERNET, CELLULAR)
- Increase awareness and adoption of information technology (EDUCATION)
- Promote the development and innovative application of technology (BTIF, CTAF, BIRA, CAMF, DMS)

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The CTAF is a fund through which recipients will be eligible to receive up to a maximum of **\$10,000** and will be required to contribute a minimum of 25% towards the project.

The fund will provide recipients defined as:

**Businesses, Start-ups,
Municipalities, Indigenous communities**



Productivity	Financial Management	Marketing
Customer Service	Mobile Working & Telecommuting	Collaboration and Learning



The BTIF will provide SME with access of up to **\$5,000** in non-repayable funding to support **e-business development and solutions** including: new and/or updated website designs; content management system (CMS) integrations; content/search engine optimization (SEO) development; digital marketing planning; e-business sales; custom software development; and back-office improvements. Applicants may require 3 quotes from northeastern Ontario vendors.

The BTIF will include a **digital technology adoption** component providing SME access of up to a maximum of **\$25,000** in non-repayable funding to support the purchase of digital technologies or services and new products, such as, Enterprise Resource Planning (ERP); specialized design and production equipment; client relationship management (CRM); and other hardware and software technologies. Applicants may require 3 quotes from northeastern Ontario vendors.

BIRA



An Agency of
the Government
of Ontario

NEOnet will assist businesses with connectivity to high-speed technology that is available by terrestrial wireless services or upgrades to existing Ku-Band or Ka-Band to new technologies.

Eligible applicants may receive a reimbursement of up to 50% to a maximum of **\$1,500**.

Applicants will select a vendor; NEOnet is available to assist you with the possible vendor in your area. You must complete a short exit survey/program evaluation for a claim to be processed.

The BIRA program has some flexibility as to eligible expenses related to working with an ISP service provider to improve your Internet connectivity and service level. This is a subsidy reimbursement program up to 1,500\$ towards the installation and setup, covering services, equipment, among others.

DIGITAL MAIN ST.

Digital Transformation Grant Program will provide Digital Transformation training and guidance and provide the opportunity for main street businesses to apply for a grant of up to **\$2,500**.

ShopHERE provides independent small businesses and artists with a quick, easy and no-cost way to get selling online right away.

Future Proof assists businesses with identifying new markets, pivoting their business model, and developing and implementing a deep digital transformation plan

DMS shopHERE

DMS ONTARIO GRANTS

DMS FUTURE PROOF

digitalmainstreet.ca
neonet.on.ca/projects/digital-main-street/

CAMF



This fund was put in place to cover the cost of an initial marketing consultant session to help guide businesses in the right direction and by implementing a strengthened marketing plan.

NEOnet will provide **educational sessions** to familiarize businesses with the marketing avenues available today. The clients will select a **marketing consultant** from a list of local vendors to assist them in getting an online marketing strategy off the ground. The consultant would provide professional services through a **one- to two-hour initial session at no cost to the client.**

The goal is to help businesses learn to be confident in their online marketing, to guide them through these trying times and for the future to sustain their business online and off.

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