

# E-Commerce Grant Program

## Fact Sheet

### Eligibility Criteria

#### Eligible businesses must be:

- A small to medium individual, family or community owned Indigenous businesses no larger than 500 employees; and
- At least 50.1% owned and controlled by a First Nations person(s).

### Application Process

To apply for the e-commerce grant, describe your business and how you'll use the funds. Include a cost estimate with the total amount requested (up to \$5,000) and a breakdown of spending in eligible areas.

### Eligible Activities

- 1) **Website/e-portal** - building and/or enhancement support which could include covering costs for:
  - Setting up or enhancing an e-commerce platform (features, product listings, secure payment gateway).
  - Digital tools and improvements (subscriptions, plugins, booking systems, online ordering, electronic payments, customer databases).
  - Website optimization and content creation (SEO, copywriting, photos, graphics).
  - Back-office solutions tied to online sales (inventory management, order fulfillment, sales tracking, marketing tools, loyalty programs).
  - Hardware and software that support e-commerce (computers, internet upgrades, phones, Square Point of Sales system).
  - Developing online product inventory.
- 2) **Training** - Course fees for e-commerce skill development: using technology, websites, social media, creating business strategies, managing online shops or booking systems, and digital marketing.
- 3) **Marketing** - Promoting your brand online: social media advertising (only as part of e-commerce implementation) and hiring consultants or agencies for digital marketing related to your e-commerce store.
- 4) **Website Security** - Including cyber security costs: software and tools to protect customer data and secure your network (e.g., Norton, McAfee).
- 5) **Digitalization** - Converting paper-based or manual processes into digital systems to support e-commerce.

### For More Information

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