

BEAM 4 Application Broadband for E-Business and Marketing Program

BEAM PROGRAM INFORMATION

For general information regarding the BEAM program at Parry Sound Muskoka Community Network (PMCN), please navigate to <http://www.pmcn.ca/beam>.

1.0 Eligibility

- 1.1 For the purposes of this program, contributions will only be provided to qualifying Small and Medium-sized Enterprises (SMEs) within Northern Ontario. SMEs are for-profit businesses with less than 500 employees.
- 1.2 SMEs deemed eligible are as follows:
 - (a) operating on a full-time basis, with a valid BIN number;
 - (b) seasonal businesses, such as tourism operations;
- 1.3 SMEs deemed not eligible are as follows:
 - (a) not-for-profit organizations;
 - (b) hobby businesses;
 - (c) towns, townships, villages, municipalities;
 - (d) SMEs that have no reasonable prospect of being sustainable;
- 1.4 Applicants may receive a contribution of up to 75% to a total of \$4,000, whichever is the lesser amount. Applicants fall in to one of the following categories:
 - (a) having never participated in the BEAM program before;
 - (b) received a contribution less than \$4,000;
 - (c) having previously received a contribution totalling \$4,000 and are therefore not eligible for further contributions for a three (3) year period from the completion date of your most recent BEAM project;
- 1.5 Successful Applicants will be required to sign a Contribution Agreement with PMCN.

2.0 Terms of the BEAM Program

- 2.1 Applicants may receive a contribution of up to 75% to a total of \$4,000, whichever is the lesser amount. Recipients are eligible to receive up to \$4,000 within a three (3) year period.
- 2.2 Funding is available for the technical work associated with creating a web presence or capability for the SME or for the costs associated with implementing or upgrading E-Business applications. Funding can also be used to develop or enhance business applications for smartphones and mobile devices.
- 2.3 Eligible costs include the design, development and implementation of BEAM components.
- 2.4 Search Engine Optimization (SEO) and E-Business marketing development may be considered.
- 2.5 A minimum of **two** quotes sourced from different vendors addressing each of the Applicant's proposed E-Business goals must be submitted once accepted into the program. Northern Ontario vendors are preferred (see **3.0 Local Vendor Policy** for further information). Current vendor quotes are required (issued within the last 12 months).
- 2.6 Ongoing costs such as web hosting, domain names, maintenance and media placement costs are not deemed eligible.
- 2.7 Receipts for eligible expenses must be provided for a claim to be processed. See **APPLICATION** for details on how to complete this application in order for the BEAM application to be processed.
- 2.8 **Applications must be accepted into the program prior to submitting the required quotes.** Successful applicants will be contacted in regards to their application status no later than 14 days after the intake closing date for their region.
- 2.9 **Applications must meet approval before development work proceeds.** PMCN will not make any contribution to any expenses made prior to the start date and after the end date.

3.0 Local Vendor Policy

- 3.1 Northern Ontario vendors (as defined at the federal level) are preferred. Applicants who use Northern Ontario vendors will be eligible for up to 75% funding of eligible costs to a maximum of \$4,000.
- 3.2 Applicants who choose to use developers outside of Northern Ontario will only be eligible for up to 65% funding of eligible costs to a maximum of \$4,000.
- 3.3 PMCN provides a list of vendors at <http://www.pmcn.ca/servicedirectory/search/>. Vendors wishing to be added to PMCN's vendor list may be added to this list by completing the application found at <http://www.pmcn.ca/servicedirectory/add/>.
 - Applicants may select a vendor of their choosing and are not limited to the vendors listed in the directory.

APPLICATION

The Applicant has read, understood and completed the application as per the processing information below. The Applicant will receive confirmation when their application is received by PMCN.

Should the application be declined, the Applicant will be notified in writing from PMCN. Should the application be approved, the Applicant will be notified by PMCN and will be required to submit 2 quotes for each area of work to be completed, as well as complete an online orientation prior to an approval letter and contribution agreement being issued.

Once the approval letter and contribution agreement has been issued the Applicant has 30 days to returned the signed contribution agreement. There is a 120 calendar day timeframe from the date that the signed BEAM 4 Contribution Agreement is received by PMCN to complete the work specified in this application. Upon project completion, PMCN will review the required documentation, and the development work. Once PMCN is satisfied that the work has been completed as specified, PMCN will issue a contribution totalling no more than \$4,000.

- Name of SME: The name of the organization (the Applicant) on the BEAM application is required to match the name presented on the:
 - (a) vendor quotes;
 - (b) vendor invoices showing payment;
 - (c) proof of payment documents.
- Type of business:
 - (a) Applicants must provide a valid Business Identification Number (BIN) that may be verified with Canada Revenue Agency (CRA). We will also accept a copy of current CRA correspondence as proof of valid BIN.
 - (b) Incorporated businesses and SMEs may be asked to provide a valid Incorporation Number or a copy of the organization's articles of incorporation.
- Any payment made prior to the date of an approval letter and contribution agreement being issued will not be reimbursed.
- Where the Applicant is deploying a system that includes financial transaction processing it is incumbent on the applicant to perform due diligence with their insurer regarding appropriate coverage.
- Read, date and sign the Declaration found in **SECTION G – Program Information & Declaration**.

Send completed applications by mail, fax or email to:

Parry Sound Muskoka Community Network

c/o BEAM Program

P.O. Box 524

100 Muskoka Road South, Unit D

Gravenhurst, ON P1P 1T8

Email: beam@pmcn.ca | Fax: (705) 640-9663

BEAM 4 Application Process

- 1) Submit application to PMCN (online, mail, fax)
- 2) Upon submission PMCN will review the application for completeness
- 3) Application is held until the appropriate regional intake deadline
- 4) Upon intake deadline, all submitted applications are presented to a review committee, assessed and successful applications are selected
- 5) All applicants are notified of the committee's decisions (Unsuccessful applicants are welcome to reapply next intake)
- 6) Successful applicants then:
 - a. Complete online orientation
 - b. Complete and return the vendor information sheet provided during the orientation
 - c. Submit a minimum of 2 quotes for the work to be completed

Please note: If more than one vendor is required, the applicant must submit 2 quotes for each area of work to be completed. Example: If using web developer and a photographer the applicant would need to submit 2 quotes for the web development portion and 2 quotes for the photography portion.
- 7) Upon completion of steps #6 a-c, an approval letter and contribution agreement is issued
- 8) Applicants must sign and return the contribution agreement within 30 days of receipt
- 9) Applicants have 120 days from the date they sign back the contribution agreement to complete the project and have all required documents submitted to PMCN
- 10) Upon submission of the final documents, PMCN will review the project and supporting documentation. Once satisfied that the work outlined in the application and quote(s) has been completed, payment will be issued.

Regional Deadlines

April 15, 2017 | Parry Sound & area
May 15, 2017 | Muskoka Lakes, Georgian Bay & area
May 31, 2017 | Gravenhurst & area
September 15, 2017 | Bracebridge & area
September 30, 2017 | Huntsville, Lake of Bays & area
October 15, 2017 | Parry Sound & area
November 15, 2017 | Muskoka Lakes, Georgian Bay & area
November 30, 2017 | Gravenhurst & area
January 31, 2018 | Bracebridge & area
February 15, 2018 | Huntsville, Lake of Bays & area
February 28, 2018 | Parry Sound & area



Parry Sound Muskoka Community Network

100 Muskoka Road South, Unit D

P.O. Box 524 Gravenhurst, Ontario P1P 1T8

P: (705) 646-9044 | F: (705) 640-9663 | W: www.pmcn.ca | E: info@pmcn.ca

SECTION A - BEAM Applicant Information

* Indicates a required field

| | |
|---|--|
| Have you or your business previously received BEAM contributions? * | <input type="checkbox"/> No – I have never participated in the BEAM program before <input type="checkbox"/> Yes – The contribution was more than 3 years ago <input type="checkbox"/> Yes – The received contribution was less than \$4000 <input type="checkbox"/> Yes – The received contribution totaled \$4000+ |
| Legal Name of Applicant (Business Name): * | |
| I am a: * | <input type="checkbox"/> Sole Proprietorship <input type="checkbox"/> Registered Partnership <input type="checkbox"/> Corporation |
| Business Information Number (BIN): * | |
| Incorporation Number: | |
| Number of Years in Operation: * | |
| Number of Full-time Employees: * | |
| Number of Part-time Employees: * | |
| Number of Volunteers: * | |
| Industry: * | |
| Provide a brief description of your business. What does your business do? * | |



Parry Sound Muskoka Community Network

100 Muskoka Road South, Unit D

P.O. Box 524 Gravenhurst, Ontario P1P 1T8

P: (705) 646-9044 | F: (705) 640-9663 | W: www.pmcn.ca | E: info@pmcn.ca

SECTION B - Applicant Contact information

| | |
|---|---------|
| Contact Name: * | |
| Position: * | |
| Applicant Email: * | |
| Telephone: * | |
| Current Website URL: | |
| BUSINESS LOCATION: | |
| Street: * | |
| Unit#: | |
| Town/City: * | |
| Province: * | Ontario |
| Postal Code: * | |
| Mailing Address (if different from Business Location above): | |
| Street: | |
| Unit#: | |
| Town/City: | |
| Province: | Ontario |
| Postal Code: | |

SECTION C - Digital Plan

| | |
|---------------------------------------|--|
| Provide an outline of your project: * | |
|---------------------------------------|--|



Parry Sound Muskoka Community Network

100 Muskoka Road South, Unit D

P.O. Box 524 Gravenhurst, Ontario P1P 1T8

P: (705) 646-9044 | F: (705) 640-9663 | W: www.pmcn.ca | E: info@pmcn.ca

| | |
|---|--|
| Project Type: * | <input type="checkbox"/> New Site <input type="checkbox"/> Site Upgrade <input type="checkbox"/> Software Project (that assists with your online business) |
| What is your budget for this project? * | |
| What is your timeline for this project? * | |
| If changing the domain name, what will it be upon project completion? | |
| What is the reason behind this project? * | |
| What business goals do you want this project to fulfill? * | |
| How does this project fit within your business goals? * | |
| Why should people choose your business over your competitors? * | |



Parry Sound Muskoka Community Network

100 Muskoka Road South, Unit D

P.O. Box 524 Gravenhurst, Ontario P1P 1T8

P: (705) 646-9044 | F: (705) 640-9663 | W: www.pmcn.ca | E: info@pmcn.ca

| | |
|---|--|
| <p>How will this project allow your business to grow? *</p> | |
| <p>Who is your target audience? *</p> <p>(Understanding who your target audience is will help you to plan your design to meet <i>their</i> needs)</p> | |

SECTION D - Website Creation and/or Upgrading

Select the website features that you plan to include in your BEAM project:

| | |
|--|--|
| <p>Sales:</p> | <input type="checkbox"/> E-commerce <input type="checkbox"/> Online Order Processing <input type="checkbox"/> Payment Solutions <input type="checkbox"/> Shopping Cart <input type="checkbox"/> Booking Calendar |
| <p>Marketing:</p> | <input type="checkbox"/> Social Media Integration <input type="checkbox"/> Search Engine Optimization <input type="checkbox"/> Customer Relationship Management <input type="checkbox"/> Email Marketing |
| <p>Human Resource Management:</p> | <input type="checkbox"/> Online Training <input type="checkbox"/> Corporate Knowledge Base <input type="checkbox"/> Workforce Mobilization. (i.e. Remote access technologies) |
| <p>Competitive Intelligence:</p> | <input type="checkbox"/> Research <input type="checkbox"/> Metrics <input type="checkbox"/> Analytics |
| <p>Production and Internal Operations:</p> | <input type="checkbox"/> Systems or Data Integration (storefront, accounting, shipping, etc.) |



Parry Sound Muskoka Community Network

100 Muskoka Road South, Unit D

P.O. Box 524 Gravenhurst, Ontario P1P 1T8

P: (705) 646-9044 | F: (705) 640-9663 | W: www.pmcn.ca | E: info@pmcn.ca

| | |
|--|---|
| <p>Layout and Design Features:</p> | <p><input type="checkbox"/> Responsive Design</p> <p><input type="checkbox"/> Photography</p> <p><input type="checkbox"/> Videography</p> |
| <p>What technology do you expect your audience to use? *</p> | <p><input type="radio"/> PC / Laptop</p> <p><input type="radio"/> Mobile / Smartphone</p> <p><input type="radio"/> Both</p> |
| <p>List 3 websites that you LIKE and briefly explain why:</p> | |
| <p>List 3 websites that you DISLIKE and briefly explain why:</p> | |
| <p>Assistance required:</p> | <p><input type="checkbox"/> Full site design with concepts</p> <p><input type="checkbox"/> Have concept, need pages developed</p> <p><input type="checkbox"/> Need both website and graphics makeover</p> <p><input type="checkbox"/> I want to manage and update the information</p> |
| <p>Provide more details (if necessary):</p> | |



Parry Sound Muskoka Community Network

100 Muskoka Road South, Unit D

P.O. Box 524 Gravenhurst, Ontario P1P 1T8

P: (705) 646-9044 | F: (705) 640-9663 | W: www.pmcn.ca | E: info@pmcn.ca

| If you currently use social media for your business, provide the following information: | | |
|--|--|---------------|
| Social Media Outlet: | Number of Likes/Followers | Last Updated: |
| Facebook | | |
| Twitter | | |
| LinkedIn | | |
| Google + | | |
| Pinterest | | |
| Instagram: | | |
| Other: | | |
| How often do you engage with your followers? (Please choose the option which closest applies to you) | <input type="checkbox"/> I keep up with my followers on a daily basis <input type="checkbox"/> I occasionally engage with my followers on a weekly basis <input type="checkbox"/> I check in with my followers on a monthly basis <input type="checkbox"/> I have social media but I don't currently use it <input type="checkbox"/> I do not have social media at this time | |
| Do you want to increase your level of activity on social media? (Please select all which apply) | <input type="checkbox"/> Yes, I want to put more time into social media and I need help with a strategy <input type="checkbox"/> No, I'm comfortable with how active I am now but I need assistance with a campaign strategy <input type="checkbox"/> I want to increase my level of activity on social media but I don't have the time to do it myself | |
| Please describe how adding or revamping a social media presence for your business will assist you: | | |



Parry Sound Muskoka Community Network

100 Muskoka Road South, Unit D

P.O. Box 524 Gravenhurst, Ontario P1P 1T8

P: (705) 646-9044 | F: (705) 640-9663 | W: www.pmcn.ca | E: info@pmcn.ca

SECTION E - Software Upgrade(s)

Please complete this section if you intend on upgrading or adding software that would assist with your online presence.

| | |
|---|--|
| Describe the software project and how this project will impact your business: | |
|---|--|

SECTION F - Website Plan

Over the past 7 years, BEAM has assisted hundreds of businesses to both create and improve their e-business presence. We have put together this section to assist you with your BEAM project based on their feedback and our interactions with both the BEAM applicants and their developers.

This section will guide you through some of the important aspects of your website build and help you to gather the information that is needed by the developers, project managers and graphic designers helping to make your vision a reality.

| | |
|--|---|
| 1. Create a sitemap: * | Please visit: http://pmcn.ca/e-business/beam-program/application/ for the sitemap template. |
| A sitemap not only helps you to decide on your content and site structure. It is invaluable to your developer throughout the planning and design process. | |
| 2. Who will write your website copy? * | |
| Deciding who will write your copy for your business is a crucial part to having a great website. If you are not comfortable writing, talk to your friends and potential developers for advice and recommendations. Some developers will write the copy for you but that should be discussed prior to beginning your project. Not only is it time consuming for someone who doesn't know your business, some businesses require that the content be supplied by the client. | |
| 3. Do you currently advertise using any medium besides your website? | |
| If yes, please attach an example. Providing your developer with examples of your advertising allows them to help you to create a consistent look and feel as well as maintain any branding guidelines that you may have. | |



Parry Sound Muskoka Community Network

100 Muskoka Road South, Unit D

P.O. Box 524 Gravenhurst, Ontario P1P 1T8

P: (705) 646-9044 | F: (705) 640-9663 | W: www.pmcn.ca | E: info@pmcn.ca

| | |
|--|--|
| <p>4. Do you have a workable copy of you logo? (e.g. eps or psd file) Does your developer/graphic designer need to recreate it or create a new updated logo? *</p> | |
| <p>5. In regards to photography on you site, do you currently have or are you able to provide high quality professional looking images for you site? *</p> | |
| <p>6. If you have an existing website, what do you like most about it?</p> | |
| <p>7. What do you dislike about to your current site?</p> | |
| <p>8. Do you want to include any of the content from your existing website into your new site?</p> | |
| <p>9. Do your competitors websites offer anything that you would like to see on your site? If so, provide a link and a brief explanation.</p> | |



Parry Sound Muskoka Community Network

100 Muskoka Road South, Unit D

P.O. Box 524 Gravenhurst, Ontario P1P 1T8

P: (705) 646-9044 | F: (705) 640-9663 | W: www.pmcn.ca | E: info@pmcn.ca

| | |
|---|--|
| <p>10. Do you currently have e-commerce capability on your site? If yes, what payment method do you use and are you happy with your service? e.g. Shopify, Paypal, etc.</p> | |
| <p>11. Do you currently have a content management system (CMS)? If so, are you happy with your current CMS? e.g. Wordpress, Joomla, etc.</p> | |

Points to Consider

- Are you a dealer/reseller of brands that you would like to promote on your site? Do you have their logos available? If no, request them from the respective bands so that you are able to provide them to your developer in a timely manner.
- Are you currently a member of any professional organization that should be noted on your site? Providing a list of your memberships, sponsorships and community involvement as well as gathering and requesting the logos and permissions to link to other organizations ahead of time will help your developer to stay on schedule.
- Do you have a colour scheme that you currently use or would like to use? If possible, provide Pantone colour numbers for your desired colours (<https://www.pantone.com/color-finder>).
- If you will be including documents, are they proofread and in a PDF format? Have you included your business contact information on these documents?
- Will you require any forms on your site, besides a basic contact form? If so, what would you like the form to capture?
- Do you currently have Google Analytics (<https://www.google.com/analytics>) setup on your website? Do you have access to the account?



Parry Sound Muskoka Community Network

100 Muskoka Road South, Unit D

P.O. Box 524 Gravenhurst, Ontario P1P 1T8

P: (705) 646-9044 | F: (705) 640-9663 | W: www.pmcn.ca | E: info@pmcn.ca

SECTION G – Program Information & Declaration

How did you hear about this program? *

- Parry Sound Muskoka Community Network
- Community Based Network
- Community Futures Development Corporation
- Business / Trade Association
- Chamber of Commerce
- Internet Service Provider
- Web Developer
- Other: _____

Declaration:

I declare that:

- I have read, understood, and agree to comply with the terms and conditions of this program including;
- I have not (or the SME has not) received other FedNor funding for the work or solutions proposed herein;
- To the best of my knowledge, all the information provided in this Application and accompanying materials is complete and correct. If any statement proves to be incorrect in anyway, I shall notify PMCN immediately upon discovery;
- I understand the PMCN has a privacy policy, which I may view at any time.
- I understand and consent to PMCN using, retaining and disclosing the information contained in this program.
- I understand that PMCN will handle personal information in strict confidence in accordance with the Federal privacy laws as set out in PMCN's Privacy Policy, available at <http://pmcn.ca/en-us/about-us/privacy> or by contacting PMCN;
- I understand that the terms and conditions of any financial contribution which may be authorized will be set forth in an Approval Letter and Contribution Agreement.

I have read, understood, and agree to comply with the terms and conditions of this program as noted above. *

Business Name (please print)

Name of Representative with Signing Authority (please print)

Title

Signature of Representative
I have the authority to bind the Corporations or Proprietors

Dated, at _____, this ____ day of _____, 20__



Parry Sound Muskoka Community Network

100 Muskoka Road South, Unit D

P.O. Box 524 Gravenhurst, Ontario P1P 1T8

P: (705) 646-9044 | F: (705) 640-9663 | W: www.pmcn.ca | E: info@pmcn.ca

The following questions are for research purposes and in no way impact your approval for the BEAM program.

| | |
|--|---|
| <p>1. If 50/50 grants were available for technology upgrades within your business, would you take advantage of them? If yes, please answer questions 1. a-1.c</p> | <p><input type="checkbox"/> Yes <input type="checkbox"/> No</p> |
| <p>1. a) Would you want to use some of the grant to hire a consultant to help determine your technology needs?</p> | <p><input type="checkbox"/> Yes <input type="checkbox"/> No</p> |
| <p>1. b) Please number from 1-10 which of the following upgrades you would want to access a technology grant for. With 1 being your highest priority.</p> | <p>___ Upgrading your internet service (if available) ___ Upgrading your internal technology: ___ New technology equipment, tools ___ Advertising ___ Technology training: ___ Technology employee recruitment: ___ Health, safety and accessibility ___ Facility upgrades ___ Transportation: ___ Other:</p> |
| <p>1. c) How much money would you want access to?</p> | |
| <p>2. If 50/50 grants were available to help your business to obtain better high speed internet access, would you take advantage of them?</p> | <p><input type="checkbox"/> Yes <input type="checkbox"/> No</p> |
| <p>3. If 1 to 3 year flexible technology based loans with minimal turn-around time were available, would you take advantage of them? * If yes, please answer 3. a) and 3. b)</p> | <p><input type="checkbox"/> Yes <input type="checkbox"/> No</p> |
| <p>3. a) How much money would you want access to?</p> | |
| <p>3. b) Please number from 1-10 which of the following upgrades you would want to access a technology flex loan for. With 1 being your highest priority.</p> | <p>___ Upgrading your internet service (if available) ___ Upgrading your internal technology: ___ New technology equipment, tools ___ Advertising ___ Technology training: ___ Technology employee recruitment: ___ Health, safety and accessibility ___ Facility upgrades ___ Transportation: ___ Other:</p> |



Parry Sound Muskoka Community Network

100 Muskoka Road South, Unit D

P.O. Box 524 Gravenhurst, Ontario P1P 1T8

P: (705) 646-9044 | F: (705) 640-9663 | W: www.pmcn.ca | E: info@pmcn.ca

Thank you for completing the BEAM application process. You will receive an email notice confirming that we have successfully received your application. Please note, we may ask you for additional information in that email.

Applications will be reviewed upon submission and held until the applicable intake closing date before going before the review committee. The review committee will determine the successful applicants. All applicants will be contacted once the review committee has met.

Successful applicants will be required to enter into a contribution agreement with PMCN.

If you have any questions, please contact:

Shannan Boothby

Director of Client Services

Phone: 705.646.9044 Ext 4 | Fax: 705.640.9663 | beam@pmcn.ca