



A BEAM Program Information

E-business investment is critical to the ability of Small and Medium Enterprises (SMEs) to engage in today's economy. The digital economy is rapidly evolving, and businesses that embrace technology are more likely to thrive. With the development of innovative web-based tools, the increasing popularity of mobile platforms and business applications, as well as the ever increasing importance of creating quality online content, it makes good business sense to engage in e-business.

Many SMEs understand the importance of E-Business, yet may require assistance with acquiring the knowledge required for implementation of these tools. As a result, MCN is offering the BEAM program to assist SMEs with e-business adoption. MCN recognizes that the need for E-business investment does not end once a web site is developed. We have adapted the BEAM Program so that SMEs in Muskoka can continue to grow their E-Business strategies.

Three Core BEAM Programs are available for access by eligible businesses.		
1 Web Development Program	2 Content Development Program	3 Mobile Business Application Development Program
<ul style="list-style-type: none"> ▪ Will cover 75% of web development costs up to \$2000* ▪ First-time Domain name registration ▪ Site design, coding, programming ▪ Includes formatting site for mobile viewing ▪ Costs directly related to implementing proposed and approved technical solutions included in application ▪ Fund may be accessed once in 3 year period from date of first BEAM approval 	<ul style="list-style-type: none"> ▪ Will cover 75% of development costs up to \$2000* ▪ Writing ▪ Video production ▪ Graphic design, illustration, web graphics ▪ Photography ▪ Database development, Information population for mapping, directories ▪ Fund may be accessed once in 3 year period from date of first BEAM approval 	<ul style="list-style-type: none"> ▪ Will cover 75% of development costs up to \$2000* ▪ Written proposal/rationale explaining why this mobile application is required for business growth, expansion ▪ Application design, development ▪ Fund may be accessed once in 3 year period from date of first BEAM approval
<p>Approved BEAM applicants may access funds up to a maximum of \$5000 in BEAM Funding in a 3 year period, by choosing one or a combination of the three BEAM Funds as appropriate to their business development needs.</p> <p><small>* Please see our policy on using Northern vendors on the next page. Guidelines may be subject to change.</small></p>		

Eligibility

- Businesses operating on a full-time basis, with a valid Canadian BIN number, are eligible.
- Established seasonal businesses, such as tourism operations, are also considered eligible.
- Non-profit organizations may also apply for assistance.
- Contributions will only be provided to qualifying SMEs located within Northern Ontario.
- Hobby and part-time businesses are not eligible

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 per fund, or collectively to a maximum of \$5000
- 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 business applications for smartphones/mobile devices
- Eligible costs include the design, development, and implementation of BEAM components
- Search engine optimization and e-business marketing campaign may be considered if an additional BEAM component is involved
- A minimum of two quotes from vendors must be submitted with your application – Northern Ontario vendors are preferred
- Current quotes are required (within 90 days)
- Development costs are eligible
- Ongoing costs such as web hosting, and maintenance, and media placement costs are not deemed eligible.
- Receipts for eligible expenses must be provided for a claim to be processed. This program is available for a limited time and you may apply for assistance while funds last.



A BEAM Program Information (continued)

NEW POLICY in effect

- Applications must meet approval before development work proceeds, or applicants do so at their own risk
- Two vendor quotations are required with each BEAM application.
- **Local Developer Policy**
 - Northern Ontario vendors are preferred (Muskoka geographic boundaries and northward in Ontario)
 - Applicants who use Northern Ontario vendors will be eligible for 75% funding of development costs
 - Applicants who choose to use developers outside of Northern Ontario will be eligible for up to 65% funding
 - If you need help finding a vendor, MCN can provide you with a list of developers at <http://www.mcnet.ca/servicedirectory/search/>

Important Processing Information for Applicants – Read prior to completing application

If you are unsure of the terminology used in this application, please refer to the attached glossary of terms

- **Funds are limited** and applications will be processed in the order they are received
- **Sole Proprietors and Partnerships** - You must provide a valid Business Identification Number (BIN). We verify information with CRA online validation system. We will also accept a copy of current CRA correspondence as proof of valid BIN.
- **Incorporated Businesses and non-Profit organizations.** - You must provide a valid Business Identification Number (BIN). We verify information with CRA online validation system. We will also accept a copy of current CRA correspondence as proof of valid BIN. A valid Incorporation number, or a copy of your organization's articles of incorporation is required.
- **Name of Applicant** - The name of the organization on the BEAM application is required to match that on the vendor development estimates and invoices, and subsequent proof of payment documents.
- **Business Goals** – are defined as advancements you wish to achieve for your business through this process.
- **Technical Solutions** – are defined as the specific technical solutions/ tools that will be deployed to meet those goals.
- **Attach two vendor quotes** – two quotes are required for each BEAM application.
- **Identify which of the two vendors you have chosen to do the development work –and include price quote/proposal**
Ensure that the vendor's proposal provides specific detailed information about which tools will be implemented in order to meet your business goals as outlined in the BEAM Application, including how they will deliver a safe and secure solution which will protect your interests and the interests of your customers.
- **Where the applicant is deploying a system that includes financial transactions processing, for the applicant's benefit** it is incumbent on the applicant to perform due diligence with their insurer regarding appropriate coverage. (See EDI insurance in Section F Glossary of Terms).
- **When we receive your application** you will receive a confirmation receipt notice from the BEAM project officer.
- **If your application is declined** you will be notified with a letter from the BEAM project officer.
- **If your application is approved** you will be notified with an approval letter from the BEAM project officer.
 - You have a **90 day timeframe** from the approval date in which to complete the specified development, as we reserve funds for applicants. After 90 days, this amount will be released back into the general fund so that others may access it.
 - **In order to receive the rebate**, you must send (fax/email) us a copy of **all project invoices** (including deposit) and **subsequent proof of payment** (we require invoices marked paid by the developer as well as cancelled cheque or bank transfer / credit card receipt /cardholder account statement where the account information is clearly identified as that of the BEAM applicant).
 - Once we receive these documents, review the development work, and are satisfied that the work has been completed as specified, we will issue the payment.



BEAM Application

Broadband for E-Business and Marketing Program (BEAM)

Application completion checklist

- Refer to **SECTION F - BEAM Glossary of Terms for clarification on terminology you are unfamiliar with**
- Read **SECTION A - BEAM Program Information**
- Complete **SECTION B - BEAM Applicant Information** including:
 - valid BIN and/or Incorporation number
- Indicate which BEAM fund/s **SECTION C** that you wish to apply to and filled out the respective application(s).
 - C1 BEAM Web Development**
 - C2 BEAM Content Development**
 - C3 BEAM Mobile Business Application Development**
 - Include 2 vendor quotes per application**
 - Provide Contact Information for chosen vendor**
- Sign & Date **SECTION D - Declaration**
- Sign & Date **SECTION E - MCN Disclosure & Consent Release Form**
- Once you are confident that the vendor proposal includes technical solutions to meet business goals as outlined, **submit your application to:**

Send Completed Applications by mail, fax, or email to:

ATTN: BEAM Program, Muskoka Community Network, Suite 2 Forbes Drive Huntsville, ON P1H 0B6
Email: mcn.info@mcnet.ca Phone: 705.646.9044 Fax: 866.646.5022



BEAM Application

Broadband for E-Business and Marketing Program (BEAM)

B BEAM Applicant Information					
Is this application for a (check one)		Registration/Incorporation Information (required) Sole Proprietors and Partnerships - You must provide a valid BIN number. We use CRA online BIN number validation system to verify BIN Numbers. We will also accept proof of BIN Numbers such as copy of current CRA correspondence. Incorporated Businesses and non-Profit organizations. - You must provide a valid BIN number. We use CRA online BIN number validation system to verify BIN Numbers. We will also accept proof of BIN Numbers such as copy of current CRA correspondence. A valid Incorporation number, or a copy of your organization's articles of incorporation must be provided			Admin Use
Small Business	<input type="checkbox"/>	Business Information Number:			
Not-for-profit or Corporation	<input type="checkbox"/>	Incorporation Number:			
1. Organizational Information		Name of Applicant - The name of the organization on the BEAM application is required to match that on the vendor development estimates and invoices, and subsequent proof of payment documents			
Name of Organization:					
Description of Business or Organization:					
Number of Employees	Fulltime:		Part time/Seasonal/Casual:		Total No.:
2. Applicant Information					
Contact Name:					
Business Location /Operating Address :					
Mailing Address (if different than above) :					
Phone:		Email:			
Please list your current website URL. (i.e. www.mybusiness.ca)					
URL: http//:					



BEAM Application

Broadband for E-Business and Marketing Program (BEAM)

C Please indicate which BEAM Program(s) you wish to apply to. Check all that apply.

- 1 Web Development Program**
- 2 Content Development Program**
- 3 Mobile Business Application Development Program**

1 Web Development Program	2 Content Development Program	3 Mobile Business Application Development Program
<p>Eligible Costs</p> <ul style="list-style-type: none"> ▪ Will cover 75% of web development costs up to \$2000* ▪ First-time Domain name registration ▪ Site design, coding, programming ▪ Includes formatting site for mobile viewing ▪ Costs directly related to implementing proposed and approved technical solutions included in application ▪ Fund may be accessed once in 3 year period from date of first BEAM approval 	<p>Eligible Costs</p> <ul style="list-style-type: none"> ▪ Will cover 75% of development costs up to \$2000* ▪ Writing ▪ Video production ▪ Graphic design, illustration, web graphics ▪ Photography ▪ Database development, Information population for mapping, directories <p>Fund may be accessed once in 3 year period from date of first BEAM approval</p>	<p>Eligible Costs</p> <ul style="list-style-type: none"> ▪ Will cover 75% of development costs up to \$2000* ▪ Written proposal/rationale explaining why this mobile application is required for business growth, expansion ▪ Application design, development ▪ Fund may be accessed once in 3 year period from date of first BEAM approval

Approved BEAM applicants may access funds up to a maximum of \$5000 in BEAM Funding in a 3 year period, by choosing one or a combination of the three BEAM Funds as appropriate to their business development needs.
 * Please see our policy on using Northern vendors in Section A of this document.

Provide us with a brief summary of the rationale for this particular E-Business investment and describe how it relates to the development and growth of your business.

Attach additional documentation if required



BEAM Application

Broadband for E-Business and Marketing Program (BEAM)

C1	BEAM Web Development Fund Application	Admin
Purpose of BEAM Development (If you do not understand the following terminology refer to Section F Glossary of Terms)		
Business Goals Please outline the goals that your BEAM component will satisfy		
Marketing (including customer relationship management)	<input type="checkbox"/> Yes <input type="checkbox"/> No	
Sales fulfillment	<input type="checkbox"/> Yes <input type="checkbox"/> No	
Competitive Intelligence	<input type="checkbox"/> Yes <input type="checkbox"/> No	
Production	<input type="checkbox"/> Yes <input type="checkbox"/> No	
Internal Operations	<input type="checkbox"/> Yes <input type="checkbox"/> No	
Human Resources Management	<input type="checkbox"/> Yes <input type="checkbox"/> No	
Other (Please describe) :	<input type="checkbox"/> Yes <input type="checkbox"/> No	
Proposed Technical Solution that will be deployed to achieve Business Goals		
(NOTE the technical solutions should reflect the desired all of the business goals as listed above)		
Domain Name of Website to be created or updated http://www.	<input type="checkbox"/> New <input type="checkbox"/> Existing	
Marketing <input type="checkbox"/> Customer Relationship Management <input type="checkbox"/> Search Engine Optimization <input type="checkbox"/> Social Media Optimization <input type="checkbox"/> Other	Audience <input type="checkbox"/> PC /Laptop <input type="checkbox"/> Mobile/Smartphone <input type="checkbox"/> Both	
Sales <input type="checkbox"/> Online Order Processing <input type="checkbox"/> E-Commerce <input type="checkbox"/> Shopping Cart <input type="checkbox"/> Payment Systems	Audience <input type="checkbox"/> PC / Laptop <input type="checkbox"/> Mobile / Smartphone <input type="checkbox"/> Both	
Competitive Intelligence <input type="checkbox"/> Research <input type="checkbox"/> Metrics <input type="checkbox"/> Analytics	Audience <input type="checkbox"/> PC / Laptop <input type="checkbox"/> Mobile / Smartphone <input type="checkbox"/> Both	
Production and Internal Operations <input type="checkbox"/> Systems or data Integration (ie. Storefront, Accounting, Fulfillment, Shipping, etc)	Audience <input type="checkbox"/> PC / Laptop <input type="checkbox"/> Mobile / Smartphone <input type="checkbox"/> Both	
Human Resources Management <input type="checkbox"/> Online Training <input type="checkbox"/> Corporate Knowledge Base <input type="checkbox"/> Workforce Mobilization. i.e. Remote access technologies	Audience <input type="checkbox"/> PC / Laptop <input type="checkbox"/> Mobile / Smartphone <input type="checkbox"/> Both	



BEAM Application

Broadband for E-Business and Marketing Program (BEAM)

C1	BEAM Web Development Fund Application (continued)	Admin
<p>Security Measures</p> <p>Our program strives to encourage BEAM recipients to use E-Business solutions which are safe and secure. The responsibility of having a safe and secure e-business solution is that of the BEAM recipient and their chosen vendor. Ensure that your application, and if necessary the vendor proposal, describes how this solution will comply with safety and security best practices, and will also comply with appropriate legislation.</p>		
<p>Please explain the security measures that will be taken to ensure a safe, secure, and effective e-business environment</p> <ul style="list-style-type: none"> <input type="checkbox"/> Server or host hardening <input type="checkbox"/> SSL <input type="checkbox"/> Legal Adherence to Canadian Privacy Law For guidelines on legal adherence please visit http://www.priv.gc.ca/resource/prov/index_e.cfm#009 <ul style="list-style-type: none"> <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Does your insurance company cover you for Electronic Data Interchange (EDI) or Electronic Commerce? <ul style="list-style-type: none"> <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Other: Please describe: 		
<p>Vendor Information</p> <p>Please note that you must submit two vendor quotations with your application. Then provide us with the contact information for your chosen vendor (below).</p>		
<p>Vendor Business Name</p>		
<p>Contact Name</p>		
<p>Web Address</p>		
<p>Mailing Address</p>		
<p>Phone: _____ Email: _____</p>		
<p>Vendor Proposal and Projected Costs</p>		
<p>Please attach two vendor proposals that includes a quote which outlines projected costs from your vendor</p>		



BEAM Application

Broadband for E-Business and Marketing Program (BEAM)

C2	BEAM Content Development Fund Application	Admin
Purpose of BEAM Development		
Business Goals Please outline the goals that your BEAM component will satisfy		
Marketing (including customer relationship management)	<input type="checkbox"/> Yes <input type="checkbox"/> No	
Sales fulfillment	<input type="checkbox"/> Yes <input type="checkbox"/> No	
Competitive Intelligence (see glossary of terms)	<input type="checkbox"/> Yes <input type="checkbox"/> No	
Production	<input type="checkbox"/> Yes <input type="checkbox"/> No	
Internal Operations	<input type="checkbox"/> Yes <input type="checkbox"/> No	
Human Resources Management	<input type="checkbox"/> Yes <input type="checkbox"/> No	
Other (Please describe) :	<input type="checkbox"/> Yes <input type="checkbox"/> No	
Content to be Created		
Please Indicate what specific type of content will be created / generated		
<input type="checkbox"/> Copywriting, writing, editorial <input type="checkbox"/> Video Production <input type="checkbox"/> Graphic design (including logos, web graphics, illustration) <input type="checkbox"/> Photography <input type="checkbox"/> Database development <input type="checkbox"/> Information population <input type="checkbox"/> Mapping information <input type="checkbox"/> Other: Please describe:		
Describe how generating this content will satisfy the business goals as listed above		
(NOTE the proposed content solutions should reflect the desired business goals as listed above)		



BEAM Application

Broadband for E-Business and Marketing Program (BEAM)

C2	BEAM Content Development Fund Application (continued)	
Vendor Information Please note that you must submit two vendor quotations along with your application, and then provide us with the contact information for your chosen vendor.		
Vendor Business Name		
Vendor Contact Name		
Web Address		
Mailing Address		
Phone:	Email:	
Vendor Proposal and Projected Costs		
Please attach two vendor proposals that includes a quote which outlines projected costs from your vendor _____		



BEAM Application

Broadband for E-Business and Marketing Program (BEAM)

C3	BEAM Mobile Business Application Development Fund Application This fund is for application development. See C1 Web Development Program for Mobile Websites	Admin
Business Goals Please outline the goals that this BEAM Mobile development will help your organization achieve		
Marketing (including customer relationship management)		<input type="checkbox"/> Yes <input type="checkbox"/> No
Sales fulfillment		<input type="checkbox"/> Yes <input type="checkbox"/> No
Competitive Intelligence (see glossary of terms)		<input type="checkbox"/> Yes <input type="checkbox"/> No
Production		<input type="checkbox"/> Yes <input type="checkbox"/> No
Internal Operations		<input type="checkbox"/> Yes <input type="checkbox"/> No
Human Resources Management		<input type="checkbox"/> Yes <input type="checkbox"/> No
Other (Please describe) :		<input type="checkbox"/> Yes <input type="checkbox"/> No
Purpose of Mobile Development		
Describe the business problem that this application will solve:		
What niche market it will serve:		
What benefit or reward will the user derive from using this application on an ongoing basis?		
Describe the user experience:		
How is this user experience creating a unique way to interact with customers?:		
		Attach further documentation if required



BEAM Application

Broadband for E-Business and Marketing Program (BEAM)

C3	BEAM Mobile Business Application Development Fund Application (continued)	Admin
<p>This mobile application is being developed to:</p>		
<p><u>Generate Income</u> Type of application (select all that apply)</p> <ul style="list-style-type: none"> <input type="checkbox"/> Game <input type="checkbox"/> Entertainment <input type="checkbox"/> Other please specify: 		
<p><u>Market my company's existing products / brand</u> Type of application (select all that apply)</p> <ul style="list-style-type: none"> <input type="checkbox"/> Geographic-based tool - will direct customers to your business location <input type="checkbox"/> Create platform to showcase product <input type="checkbox"/> Notification/Alert Tool – will notify customers of special promotions <input type="checkbox"/> Ordering tool – will enable customers to place orders for pick up <input type="checkbox"/> Payment Tool – will enable your customers to make payments pay from smart devices 		
<p><u>Platform</u> Application is designed for:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Apple iOS – iPhone/iPad <input type="checkbox"/> Android <input type="checkbox"/> Blackberry – Blackberry Phone/Playbooks <input type="checkbox"/> Windows <input type="checkbox"/> Universal cross-platform 		
<p><u>Distribution Plan</u> Application is optimized for:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Social media sharing <input type="checkbox"/> Mobile supplier channels (iTunes, Blackberry App Store etc...) <input type="checkbox"/> Downloaded from company web site <input type="checkbox"/> Other: Please provide details 		
<p><u>Marketing Plan –</u> How will you market your app?</p> <ul style="list-style-type: none"> <input type="checkbox"/> Print Marketing Campaign <input type="checkbox"/> Online Marketing Campaign <input type="checkbox"/> Social media sharing <input type="checkbox"/> Sponsored App (Advert-app) 		



BEAM Application

Broadband for E-Business and Marketing Program (BEAM)

C3	BEAM Mobile Business Application Development Fund Application (continued)	Admin
<p>Security Measures</p> <p>Our program strives to encourage BEAM recipients to use E-Business solutions which are safe and secure. The responsibility of having a safe and secure e-business solution is that of the BEAM recipient and their chosen vendor. Ensure that your application, and if necessary the vendor proposal, describes how this solution will comply with safety and security best practices, and will also comply with appropriate legislation.</p> <p>Describe the security measures being implemented to ensure that both your interests and that of your users are being protected.</p> <ul style="list-style-type: none"> <input type="checkbox"/> Vulnerability Testing Tools (Penetration Testing Tools (Black Box Testing Tools), <input type="checkbox"/> Code analysis tools (White Box Testing Tools) <input type="checkbox"/> Data encryption <input type="checkbox"/> Server or host hardening <input type="checkbox"/> SSL <input type="checkbox"/> Legal Adherence to Canadian Privacy Law For guidelines on legal adherence please visit http://www.priv.gc.ca/resource/prov/index_e.cfm#009 <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Does your insurance company cover you for Electronic Data Interchange (EDI) or Electronic Commerce? <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Other: Please describe: 		
<p>Vendor Information</p> <p>Please note that you must submit two vendor quotations with your application. Then provide us with the contact information for your chosen vendor (below).</p>		
Vendor Business Name		
Vendor Contact Name		
Web Address		
Mailing Address		
Phone:		Email:
Vendor Proposal and Projected Costs		
Please attach two vendor proposals that includes a quote which outlines projected costs from your vendor		



BEAM Application

Broadband for E-Business and Marketing Program (BEAM)

This page to be completed by ALL applicants

How did you hear about this program? (Check one)

- | | |
|--|--|
| <input type="checkbox"/> Muskoka Community Network | <input type="checkbox"/> Chamber of Commerce |
| <input type="checkbox"/> Community Based Network | <input type="checkbox"/> Internet Service Provider |
| <input type="checkbox"/> Community Futures Development Corporation | <input type="checkbox"/> Web Site Developer |
| <input type="checkbox"/> Business /Trade Association | <input type="checkbox"/> Other _____ |

D 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, the information in this application is complete and correct.

Print Name: _____

Signature: _____

Date: _____

Applications will only be processed if they are complete.



BEAM Application

Broadband for E-Business and Marketing Program (BEAM)

E Muskoka Community Network - Disclosure and Release Consent

1. We ("we" refers herein to the "applicant") hereby certify that the information shown in this application is a complete and true declaration.
2. We confirm that if any statement we have made herein or in accompanying materials proves to be incorrect in any way, we shall notify Muskoka Community Network ("MCN") immediately upon discovery.
3. We understand that additional information in support of this application may be requested by MCN, and that additional information may need to be received before additional consideration can be given to this application.
4. We authorize MCN to retain this application and any related reports for MCN records and reporting to FedNor/Industry Canada who oversees programs. We acknowledge that, as the operation of MCN is financially supported by the Government of Canada, representatives of FedNor/Industry Canada are permitted access to the files of MCN 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.
5. We understand MCN has a *Privacy Statement*, which we may view at any time, and understand and consent to MCN 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 MCN will handle our personal information in strict confidence in accordance with the Federal Privacy law as set out in MCN's *Privacy Policy*. If we have any questions or concerns about the management of our information, we may refer to the *Privacy Policy*, available at www.mcnet.ca or by contacting MCN.
6. 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.
7. 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 MCN, 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.
8. We further agree to hold MCN harmless and hereby release and discharge MCN from any actions, damages, claims or demands which may arise, directly or indirectly, as result of any act or omission by MCN in providing information to the Applicant, and to indemnify MCN from any such actions, damages, claims or demands which might be suffered by the Applicant in connection with any such information.
9. We further understand and consent to MCN publicizing our project, if we are successful in obtaining a financial contribution from MCN, which may or may not include personal information such as the name of the Applicant.

DATED, at _____, this day of _____ 20____

(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)



BEAM Application

Broadband for E-Business and Marketing Program (BEAM)

F 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.
Domain Name:	A domain name is an identification label that defines a realm of administrative autonomy, authority, or control in the Internet, based on the Domain Name System (DNS). E.g. http://www.mcnet.ca (source: http://en.wikipedia.org/wiki/Domain_name)
E-Business:	"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.
Online Order Processing	A form is integrated into the website that can allow a customer to place an order, and may or may not be able to complete the financial transaction online.
Payment Systems	Integrating a third party payment system such as PayPal etc
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.



F Glossary of Terms (continued)	
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.
Shopping Cart:	Shopping cart software is a component integrated into a web site that fully catalogue inventory, and allow full online shopping from browsing to sales transaction.
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.
SSL(Secure Socket Layer):	A protocol developed by Netscape for transmitting private documents via the Internet. SSL uses a cryptographic system that uses two keys to encrypt data – a public key known to everyone and a private or secret key known only to the recipient of the message. Many Web sites use the protocol to obtain confidential user information, such as credit card numbers. By convention, URLs that require an SSL connection start with <i>https:</i> instead of <i>http:</i> . (source: http://www.webopedia.com/TERM/S/SSL.html)

Application completion checklist
<p><input type="checkbox"/> Read SECTION A - BEAM Program Information</p> <p><input type="checkbox"/> Completed SECTION B - BEAM Applicant Information including:</p> <ul style="list-style-type: none"> <input type="checkbox"/> valid BIN and/or Incorporation number <p><input type="checkbox"/> Indicated which BEAM fund/s SECTION C that I wish to apply to and filled out the respective application(s)</p> <ul style="list-style-type: none"> <input type="checkbox"/> C1 BEAM Web Development <input type="checkbox"/> C2 BEAM Content Development <input type="checkbox"/> C3 BEAM Mobile Business Application Development <input type="checkbox"/> Included 2 vendor quotes per application <input type="checkbox"/> Provided Contact Information for chosen vendor <p><input type="checkbox"/> Signed & Dated SECTION D - Declaration</p> <p><input type="checkbox"/> Signed & Dated SECTION E - MCN Disclosure & Consent Release Form</p> <p><input type="checkbox"/> you are confident that the vendor proposal includes technical solutions to meet business goals as outlined.</p> <p>you are now ready to submit your application to</p> <hr/> <p>Send Completed Applications by mail, fax, or email to: ATTN: BEAM Program, Muskoka Community Network, Suite 2 Forbes Drive Huntsville, ON P1H 0B6 Email: mcn.info@mcnet.ca Phone: 705.646.9044 Fax: 866.646.5022</p>