



## Broadband for E-Business and Marketing Program (BEAM) Application

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The utilization of broadband by Small and Medium Enterprises (SME's) is as important as broadband access itself. To fully leverage the economic benefit of broadband access, SME's must not only use broadband, they must transform their business processes.

High-speed internet access allows small and medium sized enterprises (SME's) to engage in today's digital economy. However, more than a broadband connection is required to be fully involved in E-Business. Most SME's today can benefit from many of the digital tools and techniques that are available to conduct business in the online world. These digital tools are more involved than having a webpage or using e-mail. Online E-Business tools include components such as E-commerce, Search Engine Optimization, Social Media Optimization, Customer Relationship Management (CRM), Product fulfillment, Business to Business (B2B) Transactions, and analytics.

Many SME's understand the importance of E-Business and still require assistance with the knowledge required for implementation. As a result, MCN is offering the BEAM program to assist SME's with e-business adoption.

### A) Eligibility

Businesses operating on a full-time basis, with minimum annual sales of \$35,000, are eligible. Seasonal businesses, such as tourism operations, are also considered eligible. Non-profit organizations may also apply for assistance. For the purposes of this program, contributions will only be provided to qualifying SME's within Northern Ontario.

### B) Terms of the Program

Eligible applicants may receive up to 75% of the supported costs of development, to a maximum of \$2000. Supported costs include the design, development, and implementation costs of a BEAM component. This program is available for a limited time and you may apply for assistance while funds last.

**Before you buy or contract: *You are not obliged to get approval for the contribution before you contract a vendor, but we suggest that you do in order to confirm that your application is approved, the costs you are incurring are eligible, and that there are still funds available in the program.***

- i. To ensure that you're eligible for assistance, you may wish to complete and send in the attached application for approval before your vendor starts work. You'll need to select an eligible vendor and secure a quote. If you need help finding a vendor, MCN can provide you with a list of developers.
- ii. Upon receipt of your application, MCN will contact you regarding your eligibility.
- iii. If you are eligible and wish to continue, you may proceed with the development. You may then send your original receipt and proof of payment to MCN for reimbursement as per program guidelines.
- iv. Funds are limited and applications will be processed in the order they are received.

### C) Instructions for Applicants

The following instructions will help you complete the attached application form. The numbered items correspond to each section on the application form.

1. Small and medium enterprises and not-for-profit corporations are eligible for this program. Hobby and part time businesses are not eligible.
2. Include full contact details, including the physical address of business operations
3. Identify the business goals that you are trying to achieve.\*
4. Identify the technical solution that will be deployed to reach the business goals.\*
5. Identify the vendor who will complete this work for you.
6. Attach a proposal including a price quotation from the selected developer.
7. Ensure that the vendor proposal address how the technical solution will be delivered to deliver a safe and secure solution security which will protect your interests and the interests of your customers.
8. We are always interested in knowing how you heard about this program
9. BEAM applicant certification.

\* NOTE: A BEAM component is a technical solution that will allow the organization to achieve a business goal. Applicants must clearly demonstrate what the "business goal" is in business terms rather than technical terms.

#### **Send completed applications by mail, fax or e-mail to:**

Attention: Shannan Boothby  
Muskoka Community Network  
440 Ecclestone Dr. Unit C4  
Bracebridge, ON P1L 1Z6



Email: [shannan.boothby@mcnet.ca](mailto:shannan.boothby@mcnet.ca)  
Phone: 705-646-9044  
Fax: 705-646-9522  
Web: [www.mcnet.ca](http://www.mcnet.ca)



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Is this application for a (check one)		Registration/Incorporation Information (required)				Admin Use
Small Business	<input type="checkbox"/>	Business Information Number:				
Not-for-profit Corporation	<input type="checkbox"/>	Incorporation Number:				
<b>1. Organizational Information</b>						
Name of Organization:						
Description of Business or Organization:						
Number of Employees	Fulltime:		Part time/Seasonal/Casual:		Total No.:	
<b>2. Applicant Information</b>						
Contact Name:						
Physical Address - or location						
Mailing Address :						
Phone:			Email:			
Please list your current website URL. (i.e. <a href="http://www.mybusiness.ca">www.mybusiness.ca</a> )						
URL: _____						
<b>3. Purpose of BEAM Development</b>						
Please ensure that you clearly indicate the organizational goal that the BEAM component will satisfy.						
<b>Business Goals</b> – Please outline the business goal that your BEAM component will address						
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



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4. Proposed <u>Technical Solution</u> to achieve <u>Organizational Goals</u>	Admin Use
Website <span style="float: right;"><input type="checkbox"/> New    <input type="checkbox"/> Existing</span>	
Domain Name : _____	
<b>Marketing</b> <input type="checkbox"/> Customer Relationship Management <input type="checkbox"/> Search Engine Optimization <span style="float: right;"><input type="checkbox"/> Yes    <input type="checkbox"/> No</span> <input type="checkbox"/> Social Media Optimization <input type="checkbox"/> Other	
<b>Sales</b> <input type="checkbox"/> Online Order Processing <input type="checkbox"/> E-Commerce <span style="float: right;"><input type="checkbox"/> Yes    <input type="checkbox"/> No</span> <input type="checkbox"/> Shopping Cart <input type="checkbox"/> Payment Systems	
<b>Competitive Intelligence</b> <input type="checkbox"/> Research <span style="float: right;"><input type="checkbox"/> Yes    <input type="checkbox"/> No</span> <input type="checkbox"/> Metrics <input type="checkbox"/> Analytics	
<b>Production and Internal Operations</b> <input type="checkbox"/> Systems or data Integration (ie. Storefront, Accounting, Fulfillment, Shipping, etc) <span style="float: right;"><input type="checkbox"/> Yes    <input type="checkbox"/> No</span>	
<b>Human Resources Management</b> <input type="checkbox"/> Online Training <span style="float: right;"><input type="checkbox"/> Yes    <input type="checkbox"/> No</span> <input type="checkbox"/> Corporate Knowledge Base <input type="checkbox"/> Workforce Mobilization. i.e. Remote access technologies	
Please explain the security measures that will be taken to ensure a safe, secure, and effective e-business environment <input type="checkbox"/> Server or host hardening <input type="checkbox"/> SSL <input type="checkbox"/> Legal Adherence – For guidelines on legal adherence please visit <a href="http://www.priv.gc.ca/resource/prov/index_e.cfm#009">http://www.priv.gc.ca/resource/prov/index_e.cfm#009</a> <span style="float: right;"><input type="checkbox"/> Yes    <input type="checkbox"/> No</span> <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: _____	
<b>5. Vendor Contact Information</b>	
<b>Business Name</b>	
<b>Contact Name</b>	
<b>Mailing Address</b>	
<b>Phone:</b>	<b>Email:</b>



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6. Vendor Proposal and Projected Costs	Admin Use
<p><b>Please attach a proposal that includes a quote which outlines projected costs from your vendor</b></p> <p>_____</p>	
7. Security - Vendor Proposal	
<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.</p> <p>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><b>For more information on legislation guidelines please visit:</b></p> <p><a href="http://www.priv.gc.ca/resource/prov/index_e.cfm#009">http://www.priv.gc.ca/resource/prov/index_e.cfm#009</a></p> <p><input type="checkbox"/> Server or host hardening</p> <p><input type="checkbox"/> SSL</p> <p><input type="checkbox"/> Legal Adherence – For guidelines on legal adherence please visit</p> <p><input type="checkbox"/> Does your insurance company cover you for Electronic Data Interfaces(EDI) or Electronic Commerce?</p> <p><input type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>Other: Please describe: _____</p> <p>_____</p>	

## 8. 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 _____               |

## 9. 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.*



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Administration Use Only	Confirmed by	Date
<b>Application File Complete</b>		<b>Date</b>
<b>Receipts and Proof Of Payment Received</b>		<b>Date</b>
<b>Authorization</b>		<b>Date</b>
<b>Application File Closed</b>		<b>Date</b>



## Glossary of Terms:

### Search Engine Optimization:

The process of increasing the amount of visitors to a Web site by ranking high in the search results of a search engine. The higher a Web site ranks in the results of a search, the greater the chance that that site will be visited by a user.

(source: <http://www.webopedia.com/TERM/S/SEO.html>)

### Social Media Optimization (SMO):

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.

(source: [http://en.wikipedia.org/wiki/Social\\_media\\_optimization](http://en.wikipedia.org/wiki/Social_media_optimization))

### Customer relationship management(CRM):

Consists of the processes 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. Typical CRM goals are to improve services provided to customers, and to use customer contact information for targeted marketing.

(source: [http://en.wikipedia.org/wiki/Customer\\_relationship\\_management](http://en.wikipedia.org/wiki/Customer_relationship_management))

### 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 — you name it. You may use the Internet to reduce costs, improve productivity, or increase revenue (and it can do all those things). But, whatever your use of the Internet, the point is: it's not magic, it's business.

(source: [http://www.ic.gc.ca/eic/site/dir-ect.nsf/eng/h\\_uw00219.html](http://www.ic.gc.ca/eic/site/dir-ect.nsf/eng/h_uw00219.html))

### E-Commerce:

In practice, e-business is more than just e-commerce. While e-business refers to more strategic focus with an emphasis on the functions that occur using electronic capabilities, e-commerce is a subset of an overall e-business strategy. E-commerce seeks to add revenue streams using the World Wide Web or the Internet to build and enhance relationships with clients and partners and to improve efficiency using the Empty Vessel strategy. Often, e-commerce involves the application of knowledge management systems.

E-business involves business processes spanning the entire value chain: electronic purchasing and supply chain management, processing orders electronically, handling customer service, and cooperating with business partners. Special technical standards for e-business facilitate the exchange of data between companies. E-business software solutions allow the integration of intra and inter firm business processes. E-business can be conducted using the Web, the Internet, intranets, extranets, or some combination of these.

(source: <http://en.wikipedia.org/wiki/E-Business>)

### 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 *https*: instead of *http*:

(source: <http://www.webopedia.com/TERM/S/SSL.html>)

### 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](http://en.wikipedia.org/wiki/Domain_name))

### Electronic Data Interchange(EDI):

The electronic communication of business transactions, such as orders, confirmations and invoices, between organizations. Third parties provide EDI services that enable organizations with different equipment to connect. Although interactive access may be a part of it, EDI implies direct computer-to-computer transactions into vendors' databases and ordering systems.

(source: <http://www.answers.com/topic/electronic-data-interchange>)





## **MUSKOKA COMMUNITY NETWORK DISCLOSURE AND RELEASE CONSENT**

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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](http://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.



**MUSKOKA COMMUNITY NETWORK  
DISCLOSURE AND RELEASE CONSENT**

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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\_\_\_\_

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*(Name of Organization)*  
Please print

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*(Name of Representative with signing authority)*  
Please print

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*(Signature of Representative)*  
I have the authority to bind the Corporation  
or Proprietors

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*(Name of Witness)*  
Please print

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*(Signature of Witness)*