

What is your E-Business Strategy?

Introducing the New BEAM Program from Muskoka Community Network

Many Small and Medium size Enterprises (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 SMEs.

1 Web Development Program	2 Content Development Program	3 Mobile Business Application Development Program
<ul style="list-style-type: none"> Will cover up to 75% of web development costs up to \$2000* Including <ul style="list-style-type: none"> 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 up to 75% of development costs up to \$2000* Including <ul style="list-style-type: none"> 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 up to 75% of development costs up to \$2000* Including <ul style="list-style-type: none"> Application design and development Requires <ul style="list-style-type: none"> Written proposal/rationale explaining why this mobile application is required for business growth, expansion 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 three year period, by choosing one or a combination of the three BEAM Funds as appropriate to their business development needs. (Program guidelines may be subject to change)		

NEW POLICIES in effect include

- 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

* Northern Ontario Vendors

- Northern Ontario vendors are preferred (Muskoka geographic boundaries and northward in Ontario)
- Applicants who use Northern Ontario Vendors will be eligible for up to 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>

- Updated BEAM information and new applications are available for download at <http://www.mcnet.ca/beam>**



For more information about the BEAM Program

www.mcnet.ca

705.646.9044



Canada

Thanks to E-Business



Our new website showcases our upscale catering business, and customers can view menus and make reservations online. With social media, we can stay in touch with those customers all year long, no matter where they are!

Robbie Irvine, Owner North Restaurant & Catering
www.northernmuskoka.com

Connect with MCN



and join in the discussion of Technology in Muskoka