

 **DYGGZ**

Canadian Digital Adoption Program



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About the CDAP



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- The Canadian government recognizes that how Canadians do business has changed. To stay competitive and grow, small and medium-sized businesses need to adopt new digital tools. They released the CDAP program in the 2021 budget to help.
- The grant covers up to 90% of the \$15,000 cost of retaining the services of a digital advisor to develop a digital adoption plan.
- Businesses also have the opportunity to then secure a 0% interest loan from the Business Development Bank of Canada (BDC) to facilitate the acquisition of new technology. In addition, applicants can leverage the help of talented post-secondary students and recent graduates through subsidized work placements.



To Qualify



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- Sole proprietor or incorporated under the laws of Canada or a province/ territory
- For profit
- Privately owned
- Full time equivalent employees between 1 and 499
- \$500,000 to \$100M of annual revenues in one of the previous three years



About the Plan



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1	Executive summary	A high-level summary of the key elements of the plan.
2	Current state analysis	An overview of key business information, external issues, and key IT information.
3	Digital adoption analysis and recommendations	Identify a minimum of three potential digital/technology solutions and their benefits.
4	Implementation roadmap	Outline the key elements required to implement the recommended options including timeline, dependencies, and costs to acquire the technology.



About the Loan



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- 100% online application
- 0% interest loan
- No guarantees (no personal guarantee or security agreement), No fees
- Amortization period: 6 years (5 years plus an initial postponement of 12 months)
- It usually takes around 14 days to process the loan.
- Businesses request the loan amount based on their revenue.
- Revenue \$500K to \$5M: loan between \$25K and \$50K
- Revenue \$5M or more: loan between \$25K and \$100K
- You have 6 months to apply for the loan through the unique link provided to you.



About Dyggz Marketing



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- Dyggz Marketing Inc. founded 2015
- Focus specifically on construction and construction related industries
- Specialize in branding, marketing, web development and digital transformation
- President / CEO - Andrea Butterworth
- 10+ year career in digital industries in Director-level positions
- 10 years independent advising small and medium enterprises to startup or scale
- Have advised on technology adoption for 100s of clients
- Dyggz is an Approved Digital Advisor for CDAP program
- Dyggz is a Certified Digital Adoption Specialist with the Digital Maturity Group





Review ★★★★★



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Andrea and her team at Dyggz Marketing are phenomenal. Working directly with Andrea, I witnessed her level of professionalism, meticulous attention to detail, creativity, due diligence process, passion, candor, and way to pull together details to make the complex, easily comprehensible. It is outstanding to say the least. I would recommend her to any company pursuing a partner to assist in the blueprinting or execution of any plan to grow or expand an organization.

Thank you Andrea for working with our team to complete our CDAP plan and marketing plan. We look forward to working with you in the near future!

Highly Recommend using Andrea and the Dyggz Marketing team

Marc Proctor - *Vice President, Capital Staffing Solutions*



Next Steps



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Please use the button below to book an appointment with us to go through the application process. You will receive an email with instructions on what information you will need to bring to the appointment.

[Book an Appointment to Apply](#)

Thank You.

For questions please call Andrea at 1-250-213-2543.