Canada Digital Adoption Program (CDAP)

Everything you need to know

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What is CDAP?

The Canada Digital Adoption Program (CDAP) by the Government of Canada, helps small and medium-sized enterprises adopt digital technologies to increase their competitiveness.

Eligible businesses will receive a **$15,000 grant** to build their digital plan, followed by a 0% loan of up to $100,000 to implement it.

Who can apply?
Your business must meet the following requirements to be eligible:
- Be incorporated federally or provincially, or be a Canadian resident sole proprietor
- Be a for-profit, privately owned business
- Have between 1 – 499 full-time equivalent employees
- Have at least $500,000 of annual revenues in one of the previous three tax years
- Less than $100,000,000 in annual revenue

How much do I have to pay?
This grant covers 90% of associated costs with hiring a digital advisor, up to a maximum value of $15,000, enabling your business to create a comprehensive digital adoption plan. When your digital adoption plan is approved, and you lack the necessary cash flow to implement it, the BDC offers a 0% interest loan up to $100,000 to secure the cost of putting it into action.

Example:

Digital Adoption Plan Cost	Government Grant	Business Cost
$16,500	$15,000	$1,500

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How do I apply for CDAP?

1. You can start the process by applying here:
   [Boost Your Business Technology Grant](#)

   The application is straightforward, and it only takes 2-3 business days to get approved.

2. [Owner/Director apply here](#) or use the [Authorized Delegate Guide](#)

3. Once you're deemed eligible for funding, contact Steve (steve@weareroadmap.com) to book a meeting to assess your business needs and customize your plan.

4. When your plan is complete, you can take the plan to the BDC to apply for a 5-year, interest-free loan of up to $100,000 to implement your digital adoption plan.

5. From the approval of CDAP funding, you have 9 months to create your plan and submit the funding for reimbursement from the Canadian Government.

6. You must submit one invoice with the Digital Adoption Plan.

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Building The Plan

To build the Digital Adoption Plan we need to conduct a current state analysis, a digital adaptation analysis, document future state requirements, and provide recommendations and a roadmap with a budget.

To do this we work there are three mandatory modules required for all plans, these are:

- Strategic Foundations
- Technology Audit
- Strategic Recommendations

During our initial discussions, we will assess your business needs and help you put together the additional modules that your business will benefit the most from. Learn more about what makes a good plan on the Government of Canada's website here.

Digital Adoption Plan Example
Below is an example of stacking modules to create a Digital Adoption Plan customized for your business:

CDAP Modules	Cost
Strategic Foundations - Required for CDAP	$2,450
Persona Development	$1,650
Tech Audit - Required for CDAP	$1,650
Website Workshop	$3,000
CRM Functional Requirements Document	$2,550
CDAP Strategic Brief - Required for CDAP	$2,975
Project Management	$1,500
Subtotal (>$16,500 to get the full grant)	$15,775
GST	$789
Subtotal	$16,564
CDAP Grant	**$15,000**
Client Investment	**$1,564**

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Customize Your Digital Adoption Plan – Full List of Modules

See below for a complete list of modules you can choose from to customize your Digital Adoption Plan. The three required modules have a grey background.

Strategic Foundations - Required by CDAP

A workshop that includes a review deep dive into the following elements of your business:

- Company background
- GPCT (Goals, Plans, Challenges, Timelines)
- SWOT (Strengths, Weaknesses, Opportunities, Threats/Trends) Playing to Win Strategic Choices
- Targets for Year: Sales, Marketing, Staffing, Services

The outcome will be a PDF of the completed deck for your internal use.

$2,450

Persona Development

Workshop to identify key buyer personas and how they are attached to an Ideal Client Profile (ICP)

Persona Creation – review of Current Customers and creation of personas

- Ideal Client Profile Creation (B2B)
- The scope of work includes creating up to three personas and one ideal client profile.

$1,650

Competitive Analysis Research

Digital analysis of up to your top 10 competitors (and your company) to establish a positioning strategy, including:

- Company Overview + Focus
- Social Media Audit + Recent Media Coverage
- Key Messaging + Differentiators
- Products + Services
- Pricing
- Audience

Deliverable: a document that compiles all this key information.

$2,250

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Marketing Audit

A working review that includes documentation of all the marketing assets that the brand currently owns and has access to/or needs access to:

- Brand Assets: Logo, Fonts, Tone of Voice, Typographic, Imagery, Personas
- Previous Ad Sets
- Customer Surveys
- Analytics: Ad Campaigns, Website Traffic, Social Reach/Following
- Website Brief and Overview
- Social Account Review
- Customer Data: Lists, Purchase volume, Churn, Research
- Sales Materials: Brochures, Packaging, Menus etc. Operations Procedures

The outcome will be a spreadsheet that complies all these assets in their current state, effectiveness and refresh/review requirements, plus gap analysis.

$1,650

Marketing Workshop + Plan

An in-depth three-hour workshop with the team to outline the customer journey and sales cycle. Identify key touch-points and collateral that need to be developed.

· Customer Segment Before & After Exercise
· Customer Value Journey Exercise
· Asset list defined (marketing efforts such as newsletters, surveys, etc.)
· Create budget and timeline for all identified materials and tactics
Deliverable:
A marketing plan document that outlines all required marketing and sales assets, timing, campaigns and budget including, Google Ads, SEO, Emails, Copywriting, Social Media Execution, Customer Relationship Management, photography and any other assets that need to be developed.

$3,750

SEO Game Plan

The SEO Game Plan is a holistic approach to building a solid foundation for your SEO. With this proven process, we will create a plan to increase your website's search rankings, bring more organic traffic, and drive conversions and sales.

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The SEO Game Plan includes:
- Keyword Research (in-depth, typically thousands of keyword phrases)
- Full Rankings Report (based on the keyword research)
- Competitive Rankings Report (see how your competitors are doing)
- Competitive Link Analysis (who is linking to your competitors)
- Local Search Grid Maps (for your top 10 keywords)
- Hub & Spoke Content Categorization (categorized 1,000s of keywords into content hubs)
- Content Ideas with Title Generation
- Site Speed Reports & Recommendations

Deliverable: A SEO strategy document with a 12-month outlook
$2,500

Content Marketing Plan + AI

The Content Marketing Plan is designed to elevate your brand's digital presence and foster meaningful connections with your audience. We leverage a combination of strategic planning, the Hub & Spoke content model, and advanced AI technologies to deliver results.

Content Marketing Plan includes:

Goal Definition

Audience Identification

Identify Content Templates which can include:
- Topic Overviews
- Beginner's Guides
- How They Did It Post
- The Classic List Post
- The Detailed Case Study
- Product Showdowns
- Things To Do After 'X'
- Myth Debunker

Hub & Spoke Content Model Planning

Create the Content Factory Floor

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AI Assisted Content Creation
- Step-by-Step AI Content Recipes
- 3 Example AI Produced Blog Posts

Deliverable: Content Marketing Strategy and Planning document with AI recipes and example blog posts.

$2,500

Paid Ads Strategy

The Paid Advertising Strategy is where a business uses paid channels to target audiences based on demographics, interests and previous interactions. The channels the target audience uses and the types of ads they select define their paid strategy.

The Paid Ads Strategy includes:
- Setting goals
- Defining your audience
- Choosing platforms for promotion (Google, FB, IG, Twitter, LinkedIn, Pinterest, etc.)
- Recommendations for each stage of the buyer's journey
- Map out the type(s) of paid ads based for TOFU, MOFU and BOFU.
- Ad budget recommendation

Deliverable: A Paid Ads Strategy document

$1,500

Tech Audit (CDAP) - Required by CDAP

Purpose: To uncover current technology and current base functionalities plus desired future functionalities.
- Questionnaire and interview to be completed with the client prior to a Workshop session
- Mapping of Current Technology Stack
- Investigation of current technology vendors to review capabilities

Outcome: Audit on the current state of deployed technology capabilities, restrictions, ROI, current integrations; Map of Current State Tech Stack

$1,650

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Website Workshop

Workshop to co-create direction for online strategy

- GPCT (Goals, Plans, Challenges, Timelines)
- Review/Update
- Current State Website Review
- What is working?
- What needs to be addressed?
- Technology
- Content management system
- Sitemap
- Google Analytics statistics
- Competitor site reviews
- Likes, Dislikes
- Website Goals
- How to achieve
- Key performance indicators
- Features and automation list
- Assets list defined (copywriting, photography, video)

Deliverable:

- Two 1-hour workshop sessions
- Draft of Site Map
- Findings Document with Technology Recommendations
- Statement of Work (Project Brief) + Budget recommendations

$3,000

CRM Functional Requirements Document or Audit

Workshop to uncover functional requirements for a CRM, this includes:

- Base System Requirements
- Discovery and Functional Requirements
- Analysis of Marketing Functions: Current state; desired future state + consultation on best practices
- Analysis of Sales Process: Current state; desired future state + consultation on best practices
- Analysis of back-office Service Process: Current state; desired future state + consultation on best practices

Deliverables: Documentation of Functional Requirements and Processes for review and sign-off.

$2,550

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Social Media and Email Strategy

Determine the requirements for a social media and content strategy that includes but is not limited to the following:

- Key messaging and direction
- An overview of content platforms
- Engagement guide
- Frequency and timing of messaging
- One-month sample content calendar
- Content themes
- Style guide
- Asset gathering recommendations
- Outline of themes per month for social and quarterly emails,
- Promotion and amplification recommendations

Deliverable: A document that presents all the above information customized to your brand and goals

$3,750

CDAP Strategic Brief - Required for CDAP

Strategic Brief

A document that combines all workshops and audits to produce requirements for CDAP submission. Note that if the plan submission is rejected, additional revisions required to be approved for funding will be at no additional charge to the client.

Current State Analysis

Provide an overview of key business information, such as their strengths, weaknesses, opportunities and threats, their external issues, as well as key IS/IT information.

Digital Adoption Analysis and Recommendations

Identify a minimum of three potential digital/technology solutions for the SME to consider, including how each of those solutions will benefit the SME's business.

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Implementation Roadmap
Identify the key elements to implement the recommended options including timeline, dependencies, and costs to acquire the technology.
$2,975

Project Management (required)
Project Set up and management
Coordination and compiling of Requirements for the CDAP Process
$1,500

Sales Process Review/Planning
Review of the following assets:
· Sales PlanGoals/Quotas/Ideal Client Profile
· Channel Management
· Lead FlowManagement
· Sales Stages/Buyers Journey
· Sales Management Requirements
· Enablement Tools: ie Pitch Tech, TDS etc.
· Lead Drip Campaigns
· EmailTemplates
· Pitch Deck/Proposal requirements
· CustomerOnboarding Sequence
· Sale Tech Software recommendations/functional requirements
· Product Recommendations and pricing strategy
· RevenueModel (forecast)
Deliverable: Documentation of current state with gap analysis and planning documentation of future state required for sales methodology and process
$1,400

Comprehensive Cyber Risk Assessment
Description: Our Cybersecurity Assessment package offers a high-level review of your organization's cybersecurity landscape. We analyze your IT infrastructure, assets, and critical business functions to identify, evaluate, and prioritize cyber risks. Our comprehensive report provides findings and tailored recommendations. You'll also receive a one-hour consultation call to discuss the assessment outcomes and enhance your security posture. Safeguard your operations and protect your industry reputation with our expert assessment.

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Process Steps:

Scope definition: We will clearly define the assessment's scope, considering systems, networks, applications, and compliance requirements. We accomplish this by having a kickoff or prep meeting with the client to get everyone involved on the same page.

Information gathering: We collect data on infrastructure, assets, systems, policies, and interview stakeholders to understand the client's security landscape. This step in the process involves customer engagement interviews between key s01ve personnel and various members of the client's team. Ideally face to face meetings will be scheduled. Remote working sessions can also be scheduled depending on the customer's location.

Risk identification: Identify threats, vulnerabilities, and prioritize critical assets to determine potential risks. This part of the process involves the s01ve team compiling all the information and classifying it accordingly. Assessment and recommendation: With the risk levels identified s01ve can assess the situation holistically and will strategize on security recommendations for the client.

Reporting and review: We then prepare a comprehensive report with the findings and recommendations, and present it to stakeholders in the debrief meeting/presentation.

$5,500.00

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Why Choose Roadmap As Your Digital Advisor?

There are many digital advisors out there to choose from. Who you choose will be a very important step.

- **We think strategically:** We have executed over 30+ plans and think strategically about the priority of projects and their alignment with your business goals and the competitive landscape.
- **A well-rounded team:** Our team has the business acumen to create the plan, implement the plan, and make recommendations for technology adaptations that are not in our wheelhouse.
- **Clear and concise details:** Our plans are detailed, so you can start the implementation of the plan immediately and have a long-term plan for future digital improvements.
- **Our plans get approved:** Our plans get approved by The Canadian Government: meaning you get the money you were counting on to create the plans to help you grow.
- **Fast or slow delivery:** Creating a plan can be done in as little as 2 months or up to 4 months. How fast or slow we move depends on your time commitment to the project.
- **Prioritize driving sales:** We focus on how to create profitable revenue for your business.

Get In Touch

What are you waiting for? Start the process today by reaching out to learn more about how the Canadian Digital Adoption Program can transform your business.

Book a meeting with Steve here - https://www.wearecroadmap.com/cdap-digital-advisor/#cdap-form

Visit us at weareroadmap.com to learn more.

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