

**Opportunity Accelerators**  
Programs to support your  
technological growth

# Tech Shift program

**Downtown stores, restaurants  
and accommodation**



This program, which offers a grant of up to \$37,500, helps businesses located in downtown Laval to move forward with their digital shift project in order to strategically promote their online presence and increase their online business activities.

## Tech Shift program — downtown stores, restaurants and accommodation

Accelerator support consists of personalized support for businesses in partnership with various public and private economic players in Laval. The program is made up of three phases:

**Phase I — Diagnostics**

**Phase II — Drafting an implementation plan**

**Phase III — Project delivery**

During Phase III, businesses can file an application for financial assistance by submitting the required documents to Laval économique:

- A duly completed application form;
- Financial statements for the past two fiscal years;
- Diagnostics;
- An implementation plan.

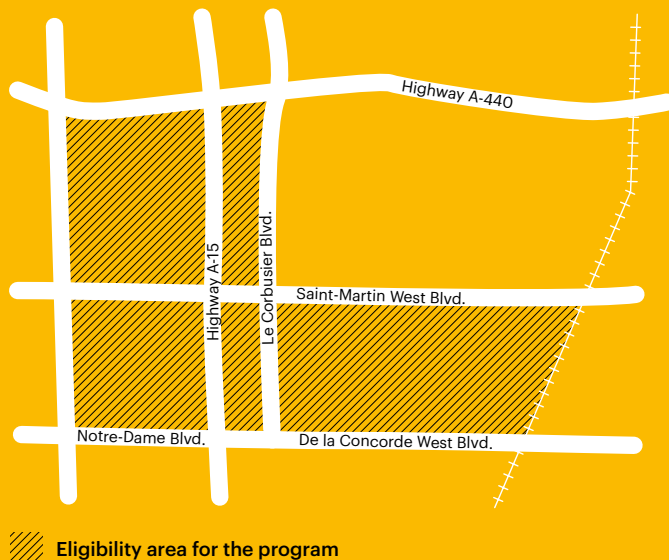
## Eligibility criteria

- 1** Businesses in the retail, food service or accommodation sector that are classified under the following North American Industry Classification System (NAICS) codes: 41, 44, 45, 53, 54, 561, 721, 811, 812, 814, 7225.
- 2** Businesses must have been operational for at least two years.
- 3** Businesses are located in downtown Laval and are investing in a Laval establishment.
- 4** It must be demonstrated that an action plan has been drafted following a diagnostics and strategic planning process.
- 5** A digital turnaround project must be submitted.
- 6** Expenditure and contractual commitments must not be confirmed before the submission date of the financial assistance application and receipt of an acknowledgment of receipt from the program manager.

## Tech Shift Committee — downtown stores, restaurants and accommodation

Once all the required paperwork has been received and the information has been validated, the application will be assessed by the committee. This committee selects the financial assistance beneficiaries based on the program's terms and conditions.

### Downtown Laval



## Nature of the financial assistance

Financial assistance in the form of a non-refundable contribution:

- Up to 50% of the equipment acquisition cost, and a maximum of \$30,000 per business;
- Related expenses for equipment acquisition (maximum of 15% of the acquisition cost);
- Special consideration for projects with a significant component aimed at fully benefiting from the Internet of Things (IoT) — up to 25% of the cost of equipment acquisition and up to a maximum of \$7,500 per business.

## Eligible expenses

Equipment acquisition costs and ancillary components costs (excluding materials, inventory and other supplies).

Related expenses:

- Direct expenses linked to equipment implementation (transportation and leasehold improvements);
- Software acquisition and implementation costs;
- Professional fees related to the project;
- Direct project labour costs, hourly rates only.

Laval économique, the business gateway to Laval, is a group of business solutions experts for companies wishing to accelerate their development in an innovative, responsible and sustainable manner and those wishing to set up a business in Laval.

**Does this interest you? Let's talk.**

Youri Cupidon

Technological Transformation Commissioner

📞 438-837-5623

✉️ [y.cupidon@laval.ca](mailto:y.cupidon@laval.ca)

🌐 [lavaleconomique.com](http://lavaleconomique.com)