



Digital Main Street - ShopHere Program

Who is Digital Main Street?

- Not for profit Canadian business that developed the ShopHere Program.

What is the ShopHere Program?

- Ecommerce online store startup program.
- Helps you get up and started at no cost for the first 90 days.
- Great fit for small businesses.
- Allows businesses to function when your doors are closed to continue doing business after hours or during interruptions of in person service.
- Powered by Google.

Who is eligible to use the ShopHere Program?

- Anyone with a registered business, is a not for profit or an artist.
- Businesses with less than 10 full time employees or restaurants with less than 25 staff.

How does it ShopHere program and Shopify service work?

- ShopHere supports the startup of your Shopify online store.
- 270 students work for ShopHere as helpers to support businesses to create & configure the online store, provide setup, support, train staff and assist with marketing the new online business.
- ShopHERE specializes in creating online stores (through Shopify) customized with your products, branding (logo) and information. They assign you to a ShopHERE helper who provides hands-on assistance with setting up and launching your online store.
- The ShopHERE helper also trains businesses on how to manage their online store including digital marketing, shipping, and inventory management.
- Concluding the ShopHERE program, you will have access to free tools to support the launch of your new online store.
- After 90 days you have to decide to continue with Shopify or shut down the site.
- Basic Shopify is \$40.00 per month (US\$) for the full service.
- Shopify Light is \$19.00 per month (US\$) and provides a buy button service.

Link to a Webinar Presentation on the "ShopHere Program"

https://www.dropbox.com/s/0o9u27w3sggg8xn/ShopHERE%20Webinar%20Recording%20-%20July%2023%2C%202020.mp4?dl=0&utm_source=DMS_ShopHERE_Webinar_July16&utm_medium=Email&utm_campaign=DMS_ShopHERE_Webinar_July16_FollowUp

Ontario Grants Available to support Digital Business Transformation:

- Provides \$2,500.00 funding if eligible to complete a digital transformation.
- Brick and mortar businesses may be eligible for the \$2,500 Digital Transformation Grant. The grant is administered by the Ontario BIA Association to help small businesses adapt to new digital technologies.

ShopHere website link: <https://digitalmainstreet.ca/shophere/>