



Eligibility Criteria

- ✚ Vouchers will be available to a maximum value of €2,500 or 50% of eligible expenditure (exclusive of VAT), whichever is the lesser
- ✚ Voucher approval must be gained prior to incurring any expense
- ✚ Own labour is not an eligible expense
- ✚ Third party costs only will be considered
- ✚ All third party/supplier invoices must contain proper business details (e.g. Tax and Business Registration details)

The vouchers are targeted at businesses with the following profile

- ✚ Limited Online Trading presence
- ✚ Less than 10 employees
- ✚ Turnover less than €2m
- ✚ Applicant business must be registered and trading for at least 12 months
- ✚ Business must be located in one of the pilot areas under this phase of the scheme

What the vouchers can be used for

- ✓ IT consultation
- ✓ Development or upgrade of an e-commerce website
- ✓ Implementing Online payments or booking system
- ✓ Purchase of Internet related software
- ✓ Purchase of online advertising (this purchase cannot make up any more than 30% of approved Voucher costs and can only be drawn down in one payment phase)
- ✓ Developing an app (or multiplatform web pages)
- ✓ Implementing a digital marketing strategy i.e. Social media marketing
- ✓ Consultation with ICT experts for early stage adopters of online strategy
- ✓ Training/skills development specifically to establish and manage an on-line trading activity

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Ineligible Projects

- ✚ Companies with charitable status, “not for profit” organisations, commercial semi-state companies, trade associations and company representation bodies such as Chambers of Commerce
- ✚ Professional services specialising in IT type services who are already capable of trading online using existing in-house systems
- ✚ Conferences and Seminars
- ✚ Projects which are contrary to public policy
- ✚ Duplication of support for projects which would be eligible for assistance from other State Agencies of EU funded operational programmes
- ✚ Projects with employees in excess of 10 people
- ✚ Projects deemed to be capable of proceeding in any event without scheme assistance i.e. deadweight
- ✚ Projects essentially comprising importation and distribution

What the vouchers cannot be used for

- ✚ Development of brochure websites
- ✚ Purchase of non-internet related software
- ✚ Anything other than online trading related activity