



# Pick Which Steps Your Business Needs to Grow Online

Go beyond a website with the WCEDC's turnkey digital incubator program. A simple process puts your business online fast, connecting all the digital dots, attracting customers locally and growing sales online. Choose a single step or all four. Plus, the WCEDC has low interest financing available for those who need it. Interest free loans are available for businesses that sign up during the first 12 months of the Program.

## Digital Footprint

1

### Facebook Make Over

- Updated cover art
- Update information
- Google/Apple map listings

### Directory listings

- Specialty Directories
- Yelp
- Yahoo Local
- BBB

\$750

Completed in 30 days

## Starter Website

2

### Three Page Starter WebSite

- Custom URL (www.yourname.com)
- Custom email (you@yourname.com)
- Customized template with business images, contact info and basic copy description.

\$3200

Completed in 90 days

## E-Commerce Store

3

### Five Product E-Commerce Store

- Web optimized product images.
- Product descriptions.
- Set up for commerce with services like (square, stripe and PayPal).

\$1850

Completed in 60 days

## Customer Acquisition

4

### Drive Traffic to Website

- Set web banners featuring products or services for sale on website.
- Monthly reports for review.
- Monthly review and strategy session.

\$900

Completed in 30 days



## E-COMMERCE LOAN PROGRAM

- (1) Objective – To promote e-commerce in Waupaca County by providing financing.
- (2) Eligibility - To be eligible for financing a proposed project must meet all of the following minimum requirements.
  - (a) Financial Feasibility and Business Viability The applicant must demonstrate that the proposed project is viable, and the business will have the economic ability to repay the funds.
  - (b) Compliance with Applicable Laws The applicant shall comply with all applicable local, state, and federal laws and codes.
- (3) Terms and Conditions - The WCEDC Loan Fund Committee or Executive Director shall structure loan proposals on the basis of need and ability to repay. Minimum standards shall include the following.
  - (a) Loan Amount - Loan amounts shall not exceed \$6,700. Loans may be for amounts that equal one or more of the 4 steps involved with setting up a business for E-Commerce. The steps and loan amounts are as follows:
    - Step 1: Digital Basics - \$750
    - Step 2: Basic Website - \$3,200 (includes 1 year of web hosting fees)
    - Step 3: E-Commerce - \$1,850
    - Step 4: Customer Acquisition - \$900
  - (b) Interest Rate - The interest rate shall be 2%.
  - (c) Loan Term - Terms of the loan shall be no longer than 48 months.
  - (d) Repayment - A repayment schedule shall be set up for equal monthly payments of principal and interest. Payments will be set up as automatic withdrawals from the borrower's checking account. For borrowers that receive an approved loan within the first 12 months (September 1, 2020-August 31, 2021) of the E-Commerce Loan Program, and make all payments on schedule, the final payment(s) will be adjusted to make the loan interest free. The Executive Director shall provide a copy of the repayment schedule to each recipient.
  - (e) Prepayment - Loans shall not be subject to any penalty for prepayment.
  - (f) Collateral - Reasonable security will be sought for 100 percent (100%) of the loan. Collateral may consist of: (1) a lien on all other assets owned by and used in the business, (2) personal assets and guarantees and/or, (3) the full faith and credit of the business.