



Eligibility Criteria

- Vouchers will be available to a maximum value of €2,500. The applicant contributes 10% of eligible expenditure (exclusive of VAT)
- 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 6 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

Can I apply for a 2nd Voucher if I have already received on?

- YES! Available to those needing to upgrade their existing e-commerce capability. The second voucher would also have a requirement for co-funding of 10% by the applicant.

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