

Appendix A

**Small Business E-commerce Support Program
Product Specifications
December 21, 2022**

Funding Source	\$1 million Main Street Recovery Finance Program (NJ Economic Recovery Act 2020), with delegation to CEO to increase funding up to \$4 million.
Product Expiration	Assistance will be offered until funding is exhausted.
Product Purpose	The Small Business E-commerce Support Program supports the growth and success of New Jersey small businesses in the restaurant, retail and personal care industry by offering up to one million dollars (\$1,000,000) in e-commerce/digital marketing consulting services to assist with the development of websites, e-commerce platforms and digital marketing plans at no cost to the business. This funding was awarded via RFP and will be administered via 3 rd party consultants.
Eligible Recipients	<ul style="list-style-type: none"> • Business must be a restaurant, retail store or personal care business (e.g., barbershop, hair salon, nail salon, etc.) as described in the applicant's intake form. • Final determination of businesses eligibility to receive services by a contractor is determined by NJEDA. • Business must be situated in a commercial location • Business must have a physical store front in the State. • Business must meet the U.S. Small Business Administration (SBA) definition of a small business. • Business must be currently registered to do business in New Jersey. • Business must complete an intake form. • Business must provide a current tax clearance certificate prior to approval. • Business must provide a current Federal income tax filing. • Ineligible businesses include businesses that: conduct or purveyance of "adult" (that is, pornographic, lewd, prurient, obscene, or otherwise similarly disreputable) activities, services, products, or materials (including nude or semi-nude performances or the sale of sexual aids or devices); any auction, bankruptcy, fire, "lost-our-lease," "going-out-of-business," or similar sale; sales by transient merchants, Christmas tree sales, or other outdoor storage; or any activity constituting a nuisance.

Eligible Assistance Types	<ul style="list-style-type: none"> • Web Page Design, Development, and Implementation • Online Ordering Implementation • Online Appointment Booking Implementation • E-commerce Platform Design, Development, and Implementation • Website and E-commerce Platform Adaptation/Migration • Online Marketing • Training and Post-delivery Remote Assistance • Troubleshooting
Maximum Project Costs	<p>Consulting services provided at no cost to businesses, up to a maximum cost per project as follows:</p> <ul style="list-style-type: none"> • Restaurants maximum per completed project = \$11,400 • Retail stores maximum per completed project = \$10,800 • Personal care maximum per completed project = \$11,400
Contractor Responsibilities	<ul style="list-style-type: none"> • Market product • Outreach to businesses • Initial intake • Introductory diagnostic • Develop proposal • Obtain approval • Obtain business owner input • Build solution(s) • Implement solution(s) • Training • Ongoing assistance • Obtain client feedback
Approval Process	<p>The Authority will be responsible for reviewing and approving project proposals under Delegated Authority. Delegated approvals come from the CEO.</p>
Funding Disbursement	<p>The Authority will pay the Contractor fifty percent (50%) of the estimated project cost following project approval and upon receipt of invoice. The Authority will issue final payment upon receipt and review of the final invoice and after confirming that the client is satisfied with the work, as evidenced by a customer satisfaction survey completed by the client.</p>