DER3
DIGITAL ECONOMY
RAPIDRESPONSERECOVERY
PROGRAM

INNOVATION ISLAND icet ISLAND COASTAL ECONOMIC TRUST

- SUPPORT FOR REGIONAL BUSINESSES -
INTRODUCING THE DIGITAL ECONOMY RAPID RESPONSE RECOVERY PROGRAM (DER3)

Helping connect Small and Medium Businesses who want to enter or expand into the "Digital Economy" now and post - COVID19

NANAIMO, 22 April 2020

DER3 PROGRAM OVERVIEW

In partnership with Island Coastal Economic Trust (ICET), Innovation Island Technology Association (IITA) is honoured to launch the Digital Economy Rapid Response Recovery Program (DER3) that will start to tackle the economic impact of the COVID-19 crisis. As the region's technology accelerator, with support from Innovate BC, Innovation Island has been asked to help with the mounting challenges facing small-medium sized businesses to restart the local economy.

This **rapid recovery initiative will provide one-to-one business & technical expertise and actionable resources to companies that need to consider changes to their business models and/or best-practices on how to better engage with entering or expanding in the digital economy.** With decades of experience in the tech sector, and a deep understanding of digital ecosystems, we are ready to help!

"This situation is a major call to action for many businesses to make a swift and smart shift to the digital economy. "We're dealing with a Black Swan event that, at least in the short term, will change many consumer behaviours." **Graham Truax, Executive Director of IITA**

WHAT IS IT?

The Digital Economy Rapid Response Recovery Program (DER3) is a free service (for small and medium businesses) on **Vancouver Island, North of the Malahat, on the Sunshine Coast, or Gulf Islands**. DER3 offers one-to-one business and technical consultations for businesses that are considering entering or expanding their online presence or putting technology-based tools in place to better serve their needs. When required, the program will also match businesses with regional service providers (digital service providers and subject matter experts) who can deliver contracted solutions.

WHO IS IT FOR?

Small & Medium Sized Businesses (SMB) - Is your business closed or running at below normal capacity? Do you have alternative sales or other income that will help you weather this crisis? Are you currently doing business online, or would you like to do more? Is it time to consider a pivot or change to your business model? If so Click Here.

Digital Service Providers (DSP) - Do you provide online services to help people and businesses to enter and/or expand into the digital economy? If so Click Here .

Subject Matter Experts (SME) - Have you ever been a mentor, business advisor, consultant or investor? Are you a technician, engineer, scientist, artist, photographer (or guru in any field) currently working or retired? You know what you know, and it's probably a lot, so maybe now's the time to give back? More or less, free or fee, this program could use your help! If so Click Here.

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About Innovation Island

We are a non-profit industry association that delivers programs & services for tech companies (tech, science & manufacturing). We are part of the BC Acceleration network working with support from Innovate BC delivering the Venture Acceleration Program. We service 15+ communities on Vancouver Island including the Gulf Islands and Sunshine Coast.

As the regional voice for technology entrepreneurship, Innovation Island has helped our client base achieve some impressive numbers; since FY-2014, **170+ new tech-based jobs have been created and over $40 million of revenue and early-stage technology investment** has been generated. For the past 20 years, Innovation Island has been instrumental in fostering and encouraging growth in the regional technology sector.

About ICET

Created and capitalized by the Province of BC in 2006, the Island Coastal Economic Trust's (ICET) mission is to create a more diverse and globally competitive North Island-Sunshine Coast and Central-South Island economy. In partnership with local and regional government, nonprofits and indigenous groups, ICET serves nearly half a million residents with a range of economic diversification funding programs and support services.

Media Contact & Social Sharing Kit:

For media inquiries or to schedule interviews, please contact:
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Link to Social Sharing Kit (logos, graphics, hashtags, images etc): Click Here