

The Trading  
Online Voucher  
Scheme  
offers training,  
support and  
funding of  
up to €2,500.

Talk to your Local Enterprise Office advisor  
about the Trading Online Voucher Scheme.

[localenterprise.ie](http://localenterprise.ie)

  
Oifig Fiontair Áitiúil  
Local Enterprise Office

Want to grow  
your business  
online?

It's easier than you think with our  
Trading Online Voucher Scheme

  
Oifig Fiontair Áitiúil  
Local Enterprise Office



Roinn Cumarsáide, Gníomhaithe  
ar son na hAeráide & Comhshaoil  
Department of Communications,  
Climate Action & Environment

This is a Government of Ireland Initiative funded by the Department  
of Communications, Climate Action & Environment and delivered  
by Local Enterprise Offices nationwide. Terms & Conditions apply.



Rialtas na hÉireann  
Government of Ireland

## What is the Trading Online Voucher Scheme?

The Trading Online Voucher Scheme is an initiative under the Government's National Digital Strategy, funded by the Department of Communications, Climate Action & Environment. It is designed to support small Irish businesses to trade online by offering them training coupled with a financial incentive to develop their trading online capability. Irish consumers spend around €850,000 per hour online, 24 hours a day, up to 70% of which goes overseas. Companies that remain offline are missing out on the opportunity to be part of Ireland's growing digital economy.

## Who delivers the scheme?

The scheme is delivered by Local Enterprise Offices (LEO) across the country. Small businesses can apply to their LEO for training and support to get their company trading online. The scheme is a matched-funding opportunity with up to €2,500 available to eligible businesses.

## Who is eligible?

The scheme is open to small businesses that have a limited or no online trading presence, have no more than 10 employees and a turnover of less than €2 million. Applicants must be trading for a minimum of 6 months.



Within 6 months our UK sales had surpassed our local market and we're still growing fast.

Buster Box, Local Enterprise Office Client

## What can I use a Trading Online Voucher for?

Trading Online Vouchers can be used for:

- development or upgrade of an e-commerce website, such as implementing online payments or booking systems
- purchase of internet related software
- online advertising (subject to limits)
- development of an app
- development and/or implementation of a digital marketing strategy
- consultation with ICT experts
- training and support to develop and manage your online trading activity

## What are the benefits to my business if I trade online?

Businesses that have successfully used the scheme report significant benefits:

- 21% is the average increase in sales
- 84% experience an increase in customer enquiries
- 73% say that the new online business is additional and does not displace existing sales
- growing businesses expect to recruit on average 1.4 more employees
- 3 out of 5 businesses begin to export



Our website investment was returned within 4 months, and we know we can continue to grow.

Irish Sockscietiy, Local Enterprise Office Client

# What should I do now?

01

Contact your Local Enterprise Office and book your place on the next information and training seminar near you. Details can be found at: [www.localenterprise.ie](http://www.localenterprise.ie)

02

Fill out the simple application form supplied by your Local Enterprise Office and tell us what your plan is and how you will implement it.

03

If your application is successful you will be awarded a voucher.

04

Implement your plan and when complete draw down your grant of up to €2,500.

05

Watch your business grow.