



# »go-digital« Funding Program

Many devices. Few clicks. One solution.

**The »go-digital« funding program supports small and medium-sized enterprises (SMEs) and crafts businesses that want to optimize their business processes using digital solutions - service- and customer-oriented, efficient, and secure.**

## Funding requirements:

- <100 employees
- Annual turnover or balance sheet total <€20 million
- Not an „undertaking in difficulty“ within the meaning of Article 2(18) of Commission Regulation (EU) No 651/2014
- orderly accounting system in place and no federal, state or European Union aid requested for or granted for the required own contribution, and no such aid not granted or promised
- The payment of the own contribution or consultant fees is not made directly or indirectly from the funds of the commissioned consultant or from transactions with the commissioned consultant (billing to the consultant) or related third parties. This also applies to services provided by a third party independent of the consultant who has a business interest in the implementation of the consultancy.
- At least one branch or establishment in Germany
- Eligibility of the company according to the De-minimis-Regulation, performance and BSI, and/or KRITIS compatibility.

## What can be promoted & how are these topics promoted?

Digitized business processes

**1.**

Introduction of software solutions for processes within the company

Consulting and implementation services in various areas: e.g. shipping and return management, logistics, inventory management or invoicing

Goal:  
To digitize work processes in the company as much as possible, establish secure electronic and mobile processes.

Digitized business processes

**2.**

Development of a company-specific online marketing strategy

Subordinate business processes of an online shop, such as goods provision and payment methods.

Goal:  
Consultation on the various aspects of professional online marketing.

IT security

**3.**

Risk and security analysis of existing or newly planned ICT infrastructures.

Measures to initiate/optimize operational IT security systems.

Goal:  
Prevention of economic damages; independent operation of fundamentally necessary IT security measures.

## Expert consultation by employees of the Medialine Group

### Consultation scope:

- Up to 30 consultant days eligible for funding.
- Composition of main module and various sub-modules.
- Preliminary conceptualization, potential analysis, and then implementation phase.
- The maximum eligible amount is 50% of the net amount, but no more than €16,500 net..

### Your benefits:

- Expert consultation in all IT areas.
- Financial support for the implementation of your customized IT solution.
- Comprehensive customer support even after the project ends.

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