

**New York State has partnered for a first-in-the-nation program with leading global e-commerce partners—Ritual ONE & PayPal, Shopify, Square, Clearbanc, and Etsy—to accelerate New York State-based small businesses' ability to grow their online presence.**

The participating digital partners are offering specialized solutions such as education, free resources, marketing support and discounted pricing that are unique to the needs of New York State small business owners, restaurants and food service establishments.

Empire State Development's statewide resource partners—Entrepreneurship Assistance Centers, Small Business Development Centers, Manufacturing Extension Partnership Centers, Innovation Hot Spots and Certified Business Incubators—will provide hands-on assistance, training and counseling to small businesses to launch and grow their digital presence.

The aim of the program is to give small businesses access to toolkits and resources to digitize, find new markets and adapt to the new economy due to the changes from COVID-19.

**Offerings from Digital Partners to New York State small business owners, restaurants and food service establishments:**

### RITUAL & PAYPAL

- The following fees are being waived to merchants who enroll through March 31, 2021. If at least 2,500 new merchants sign up to join Ritual by March 31, 2021, the offer will be extended to April 30, 2021
  - Ritual ONE subscription fee
  - Ritual ONE setup fees
  - Credit Card processing fees
- During February and March of 2021, customers can receive discounts when ordering from participating merchants (a total of \$1 million in customer incentives)

### SHOPIFY

- Free\* contactless payment Shopify Tap & Chip Reader for new POS retailers (\*limited supplies)
- \$500 in Shopify app store credits for new Shopify POS brick-and-mortar retailers
- 24/7 support, including access to online educational resources and possible eligibility for Shopify Capital

### ETSY

- Educational content on how to start a successful online business
- Free listing credits for new sellers

### SQUARE

- Educational workshops for small businesses, including restaurants and retailers, interested in going online; dedicated office hours in English and Spanish
- Free website creation with Square Online
- Free processing on up to \$1,000 in credit card transactions for the first 180 days after joining Square

### CLEARBANC

- Educational content on improving the financial health of your business
- Discounted rates on funding
- Free company valuation and track growth week-over-week

To learn more about Empire State Digital visit <https://esd.ny.gov/empire-state-digital>