WHAT IS THE STEP GRANT?

The Delaware Department of State's Export Team, through a partnership with the U.S. Small Business Administration (SBA), offers eligible Delaware businesses grants to assist in expanding their export businesses. Grant recipients may use these funds to cover up to 50% of all pre-approved, eligible, export marketing expenses up to a **maximum of $7,000 per fiscal year per company.** Delaware businesses are permitted to participate in two STEP trade missions per country in addition to receiving the $7,000 maximum of STEP reimbursable funds.

ELIGIBLE EXPENSES

All submitted expenses must be pre-approved in your funding application by the Delaware Department of State. Export marketing expenses that are eligible include, but are not limited to:

- Travel expense for only one company representative
- Airfare (consistent with Fly America Rules[1], must be pre-approved)
- Lodging (according to federal foreign per diem rates[2], must be pre-approved)
- Registration fees, standard booth space, standard build out for trade shows
- Trade mission fees (U.S. Department of Commerce)
- Domestic trade show assistance via IBP Select Trade Shows
- Fees for shipping sample products (capped at $2,000) per award year
- Cost of compliance testing an existing product for entry into an export market (capped at $3,000) per award year
- Export research tool subscription used to assist STEP Clients with market research (capped at $1,000) per award year
- Website translation into foreign language, search engine optimization and localization services capped at $3,000
- Design of marketing media (capped at $3,000)

WHAT COMPANIES ARE ELIGIBLE?

- Business must have operations in Delaware. Those companies incorporated in Delaware without operations here are not eligible for Delaware STEP Grants.
- Applicant must be a U.S. citizen.
- Product must be made in the USA – there is a 51% U.S. content requirement.
- **Companies must meet SBA size standards for eligibility**, which vary by NAICS code and type of business. **Please verify before completing the application**: https://www.sba.gov/managing-business/running-business/size-standards.
- Companies must be in business for no less than a one-year period ending on the date on which assistance is provided under the STEP grant.
- Company must have demonstrated understanding of the costs associated with exporting and doing business with foreign producers, including costs of freight forwarding, customs brokers, packing and shipping.
- Company must have a strategic export plan in effect.

- Accounting, Legal, and Technical Service Firms may be eligible provided they have international clientele, and can prove the intent to expand their business of exporting professional services.

APPLICATION PROCEDURE

- Please complete the STEP Grant Application and email to the Delaware Department of State.
- All applicants meeting initial criteria will be interviewed by the Department of State.
- Your application will be reviewed and, if approved, you will receive notification via email of your approved status, effective date and award amount within two weeks.

Please do NOT incur any expenses for which you will be seeking reimbursement prior to Department of State approval as grants cannot be used to reimburse costs retroactively.

REIMBURSEMENT PROCEDURE

The following documents must be submitted to the Department of State for reimbursement:

1. Scans of all receipts
2. Itemized Worksheet (template provided by Department of State)
3. Invoice

EVALUATION AND SALES REPORTS

Companies will be contacted by the Delaware Department of State team to learn of the successes achieved with the help of this grant. Companies receiving grants agree to provide the State with confidential information in follow up to the mission such as: number of leads received, business under negotiation and/or sales achieved and Delaware jobs created or retained as a result of the respective trade activities for which funding was granted.

The State of Delaware is required by SBA as a condition of its funding for this program to provide feedback on all activity. This data will be collected three times during the award period – immediately following activity, and in October/March of the program year. A 24-month survey will be conducted the following fiscal year in October/March.

Recipients of SBA grants acknowledge that their cooperation in this regard is a contingency of such funding. The State of Delaware appreciates your cooperation, and it is essential to our ongoing success in winning and administering SBA grants on behalf of Delaware businesses.

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[1]Fly America Rules: http://www.gsa.gov/portal/content/103191
[2]Federal foreign per diem rates: https://aoprals.state.gov/web920/per_diem.asp

APPLICATION

Download the application and save it on your computer <u>before</u> completing and remember to save your work periodically as you complete the form.

ELIGIBILITY

Does your company meet the SBA size standard? ☐ Yes ☐ No

See: https://www.sba.gov/managing-business/running-business/size-standards

If you answered "No", STOP here and contact the Delaware Department of State for additional information.

CONTACT INFORMATION

Please include primary and secondary (if applicable) contact information here.

Company Name Trade Name/DBA

Address Line 1

Address Line 2

City State Zip Code

Website

Primary Contact

Mr. First Name Last Name

Job Title

Direct Phone Ext. Cell Phone

Email

Secondary Contact

Mr. First Name Last Name

Job Title

Direct Phone Ext. Email

COMPANY INFORMATION

For reporting purposes, please advise if company ownership identifies with any of the following groups. Ownership is defined as an individual who owns not less than 51% of the firm.

- ☐ Black American
- ☐ Hispanic American
- ☐ Native American
- ☐ Rural
- ☐ Other minority group as defined by the federal government; please describe:
- ☐ Service disabled veteran
- ☐ Veteran
- ☐ Woman

Are you: ☐ New to Export? ☐ Market Expansion?

NAICS code: HS Codes:

Describe the product/services you intend to export and their positioning (i.e. price vs. quality vs. value).

How are you currently selling these products to customers in the U.S.? (e.g. in-house sales force, commission agents, distributor/wholesaler/retailer channels, direct to end-users, internet/online sales, specialty/other).

Describe your target export markets/customers and your "unique selling proposition" for each.

Total number of employees

Total number in Delaware

Annual Sales

Currently Export ☐ Yes ☐ No

Current Export Sales

Export Sales Goal for Next Year

% of Total Sales from Export

Years of Export Experience

From which countries have you had inquiries about potential international sales?

Do you currently have an export plan? ☐ Yes ☐ No

To which countries do you currently export?

Do you have a country or region of interest for growth or expansion?

What do you see as your company's key challenges to exporting/international sales?

What are your company's three top export challenges, in order of priority? (i.e. #1, #2, #3)

Are you interested in participating in a trade mission with the State of Delaware?

If so, please indicate the initiative for which you are interested in applying for funds.

Please check all that apply and indicate the type(s) of contacts you would like for each (i.e. Representative; Licensee/Franchisee; Wholesaler; Distributor; Retailer; Joint Venture Partner; Direct Sales; Other/not sure, please specify).

- ☐ Australia
- ☐ Colombia
- ☐ Ireland/UK
- ☐ South Korea/Japan
- ☐ Singapore/Malaysia/Indonesia
- ☐ Independent Export Initiative (please explain below)

Please attach a separate note if you have any additional information for any of your target markets, such as direct competitors you know of in that market, complimentary products offered by target customers, companies you'd like to be put in contact with (or NOT to be contacted) and why, and any clarifying information about your ideal contact (e.g. you believe that warehousing or service capabilities are key).

If you are applying for an Independent Export Initiative that you wish to conduct on your own, please describe below. If applying for a trade show or business trip, please indicate the dates.

Please advise what eligible expenses you would like to apply the STEP funds towards and list the total amount requested. This must be completed in order to receive a grant award. Please itemize estimated award requests.

Any Delaware company accepted to participate in a trade mission with the State of Delaware shall reimburse the State for all costs incurred on the company's behalf in the event the company fails to participate in the trade mission.

I hereby certify that all information provided in this document, as well as any accompanying documents, are true and complete.

My signature below confirms that my company complies with Buy American laws and Hire American requirements of Executive Order 13788.

Signature

Full Name

Job Title

Date

The U.S. Small Business Administration (SBA) would like to give eligible small business concerns the opportunity to expand your knowledge and resources of other programs that are offered by the agency. Please check the appropriate box if you would like for your company's name and contact information to be shared with other programs offered by the SBA. Your choice to participate or not, will not change the status of your participation with STEP. SBA's aim is stickily to share information about other opportunities with you.

☐ Yes ☐ No

U.S. SMALL BUSINESS ADMINISTRATION
WASHINGTON, D.C. 20416

SELF-REPRESENTATION AS AN 'ELIGIBLE SMALL BUSINESS CONCERN'

The undersigned seeks services from a State grant recipient under the Trade Facilitation and Trade Enforcement Act of 2015 (HR 644), which authorized the State Trade Expansion Program (STEP).

Section 503 of the Trade Facilitation and Trade Enforcement Act of 2015 defines the term 'eligible small business concern,' as a business concern that:

1. Is organized or incorporated in the United States;
2. Is operating in the United States;
3. Meets
    a. The applicable industry-based small business size standard established under section 3 of the Small Business Act; or
    b. The alternate size standard applicable to the program under section 7(a) of the Small Business Act and the loan programs under title V of the Small Business Investment Act of 1958 (15 U.S.C. 695 et seq.);

   The U.S. Small Business Administration (SBA) size standards are found at 13 C.F.R. Part 121. Use the following sba.gov link for information on size standards for your business (https://www.sba.gov/category/navigation-structure/contracting/contracting-officials//small-business-size-standards);
4. Has been in business for not less than 1 year, as of the date on which assistance using a grant under this subsection commences; and
5. Has access to sufficient resources to bear the costs associated with trade, including the costs of packing, shipping, freight forwarding, and customs brokers.

Submitting false information in order to obtain services from a STEP grant recipient is a violation of Federal law. If you submit false information the Government may seek criminal, civil, and/or administrative remedies against you, pursuant to 18 U.S.C. §§ 1001, 1040; and 31 U.S.C. §§ 3729–3733. The Government may elect to exclude you from further participation in certain Federal programs and contracts if you submit false information in connection with receiving services from a STEP grant recipient.

I hereby certify that the business I represent is seeking services from a STEP grant recipient and is an 'eligible small business concern,' pursuant to the above definition.

_____ _____
Signature Date

_____ _____
Title Company Name