



THIS PAGE OF THE STEP GRANT APPLICATION IS INFORMATIONAL DESCRIBING THE CHANGES BETWEEN STEP YEARS 10 and 11. PLEASE READ THESE NEW REQUIREMENTS THAT PERTAIN TO ALL APPLICANTS.

Thank you for your interest in the Kentucky State Trade Expansion Program (STEP) grant Year 11. It is our goal to provide a quality program that will help Kentucky's small businesses scale by increasing their market reach internationally. We are pleased to partner with the U.S. Small Business Administration (SBA) to make funding possible. Kentucky's STEP Year 11 grant program can reimburse eligible businesses up to \$10,000 for their use and participation of SBA defined allowable activities.

Resources for Kentucky Exporters [Kentucky Export Initiative \(KEI\)](#)
STEP Year 11 Announcement [SBA STEP Press Release Year 11](#)

STEP Year 10 funds must be used or previously approved prior to submission of applications for STEP Year 11.

New for STEP Year 11

- ❖ **All** STEP Year 11 applicants are required to answer a brief **Export Questionnaire** and submit it with the **three required application forms** which include: STEP Grant Eligibility, International Export Readiness & Growth Assessment, and STEP Grant Year 11 Application.
- ❖ Meals are no longer reimbursable expenses.
- ❖ Travel expenses including flights, ground transportation, and lodging are allowable expenses when exhibiting at international trade shows (domestic and abroad) with the proper documentation and pre-approval.
- ❖ Subscriptions to databases are no longer STEP allowable expenses.
- ❖ Firms self-identified or office-identified as new-to-exporting are required to initially spend funds on 1) export training workshops and technical assistance; 2) design of marketing media; and 3) website translation fees (if applicable). Upon completion of these three activities, new-to-exporting firms may use funds as they choose within program guidelines. *Determinations will be based on export experience, possession of a written business plan that includes exporting, and dollar amount of exports. Resources will be provided when assistance is needed.*

Summary of Allowable Expenses for STEP Year 11

- Export training including webinars and technical support.
- A selection of Dept. of Commerce (USCS) user service fees (i.e., Gold Key, Website Globalization Review, IPS, Market Research, Market Intel, Matchmaking), RAISE, and USPTO service fees.
- Compliance requirements.
- Language translations for websites and print manuals, SEO, and ecommerce platforms.
- Design of marketing media for international audiences; exhibitor booth design/construction.
- Trade missions and interpreter services.
- Shipping of product samples, booth structures, trade show materials, and equipment.
- Registrations and booth fees for exhibiting at approved trade shows.
- Export credit insurance premiums, foreign buyer reports, credit letters of report, and approved foreign market (FM) sales visits.

9/20/2023



ABOUT THE STEP GRANT

The State Trade Expansion Program (STEP) grant helps small businesses overcome obstacles to exporting by providing funds to cover costs associated with entering and expanding into international markets.

STEP financial support helps Kentucky small businesses:

- ❖ Learn to export, participate in training workshops
- ❖ Pay for subscriptions to exporting services provided by the U.S. Commercial Service (USCS) and other federal agencies
- ❖ Support website globalization and e-commerce capabilities
- ❖ Design international marketing products and campaigns
- ❖ Participate in export trade show exhibits to explore or expand international business opportunities
- ❖ Cover export credit insurance premiums

KENTUCKY STEP GRANT ELIGIBILITY REQUIREMENTS

STEP grant recipients must be committed to using STEP funds to grow their businesses through international exporting and meet the criteria below before applying. Please complete the following, prospective applicant:

| | | |
|-----|----|--|
| Yes | No | Is willing to follow Kentucky Cabinet for Economic Development staff recommendations for export training through graduation of the STEP grant program. |
| Yes | No | Owner is a U.S. Citizen or is otherwise legally authorized to reside and operate a business in the U.S. |
| Yes | No | Business is headquartered/controlled/organized/incorporated in Kentucky (If company is not eligible in Kentucky, it may apply through the state in which its headquarters is located). |
| Yes | No | Is not publicly traded or a foreign-owned (based) business. |
| Yes | No | Is an organized, for-profit business and has been physically located and operational in Kentucky for at least one year. |
| Yes | No | Is registered domestic to Kentucky and/or headquartered in Kentucky and in good standing under the laws of the Commonwealth of Kentucky. |
| Yes | No | Has a licensed commercial operation that consists of an office, office/warehouse, or manufacturing facility. |
| Yes | No | Not barred from federal funds and has not knowingly entered into any transactions with a person in the Excluded Parties List System. |
| Yes | No | Not engaged in any activity that is illegal under federal, state, or local law or does not support any activity that is illegal under federal, state, or local law. |
| Yes | No | Owner(s)/key decision makers agree to submit to and clear background checks conducted by the Kentucky Cabinet for Economic Development legal department. |
| Yes | No | Owner(s)/key decision makers will perform their own due diligence on vendors and seek competitive pricing before purchasing services for which they will request STEP reimbursements. |
| Yes | No | Acknowledges that there is a limit of one Kentucky company per owner may apply and is subject to fund availability. |
| Yes | No | Is a small Kentucky business meeting SBA Size Standards |
| Yes | No | Goods or services to be exported have at least 51% U.S. content. |
| Yes | No | Product line or service is considered viable in the target market as determined by the Kentucky Cabinet for Economic Development. |
| Yes | No | Products are not of prurient nature or deemed offensive. |
| Yes | No | If applicable, derives less than one-third of its gross annual revenue from legal gambling activities. |

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Administration

| | | |
|-----|----|---|
| Yes | No | Has a positive net worth with access to sufficient resources to bear the costs associated with trade, including the costs of packing, shipping, freight forwarding, and customs brokers. |
| Yes | No | Has an established open-source website for the Kentucky business that may be easily found by conducting a browser search. |
| Yes | No | Has identified qualifying and achievable export activities or initiatives requiring financial support and agrees to provide a strategic plan for exporting. |
| Yes | No | Is willing to share export information as it relates to sales made or anticipated to be made from export development activities. (Individual company information will be kept confidential but reported in the aggregate for future program opportunities). |
| Yes | No | Agrees to allow the sharing of information by the Kentucky Cabinet for Economic Development with Kentucky Export Initiative (KEI) partners for the purpose of assisting the business with export development activities. |
| Yes | No | Understands grant funding is limited which may preclude all eligible applications from being funded. |

If you answered "No" to any of the company eligibility questions, your company may not be eligible for the Kentucky STEP Grant. If your company is ineligible, the Kentucky STEP team may direct you to other training/loan/funding sources. Other restrictions and exceptions may apply at the discretion of the Kentucky STEP team.

I hereby certify that all information provided in this document, as well as any accompanying documents, are true and complete. By typing your name below you are digitally signing this form.

COMPANY NAME

WEBSITE ADDRESS

CONTACT NAME

SIGNATURE*

DATE*

Electronic signature: The person responsible for signing the document acknowledges that typing his/her name in the above field is the legal equivalent of a manual signature.

For questions, contact mary.necamp@ky.gov or 502-782-1961.

The Commonwealth of Kentucky provides equal employment opportunities to all people in all aspects of employer-employee relations without discrimination because of race, color, religion, sex, national origin, sexual orientation, gender identity or expression, ancestry, age, pregnancy or related medical condition, marital or familial status, disability, veteran status, political affiliation, or genetic information.

9/6/2023



U.S. Small Business
Administration

Funded in part through a Cooperative Agreement with the U.S. Small Business Administration



QUESTIONNAIRE:

The objectives of the STEP program are trade education in addition to financial assistance; we are committed to your continued success as a Kentucky exporter. All **STEP Year 11 applicants are required** to participate in a brief, free export training webinar and review U.S. Commercial Services offerings before being considered for approval. Utilizing the webinars from the [U.S. Commercial Service website](#), please answer these 10 multiple-choice questions. Videos range from two-four minutes long. There are no trick questions, so don't overthink them!

This completed questionnaire must accompany the STEP Year 11 forms (International Export Readiness Assessment, Eligibility, and Application) when applying to the program. The majority of the following questions must be answered correctly before approval:

1. From the "[Export Process Overview](#)" video, where do you start?
 - a. Develop a comprehensive export plan.
 - b. Plan market entry strategy by conducting research on possible foreign markets.
 - c. Find foreign buyers by having a global web presence and exhibit at trade shows.
 - d. Engage in discussions with a U.S. bank for extended terms, money to expand, or insurance to guarantee payments from foreign buyers.
 - e. Find a reputable overseas buyer.
 - f. Educate yourself on the steps required to export.
 - g. All of the above
2. From the "[Export Process Overview](#)" video, which task is necessary for some businesses, but not all, to successfully ship goods and complete the transaction?
 - a. Review required documentation and shipping options.
 - b. Obtain a U.S. Export License.
 - c. Research foreign standards, certifications, or regulations that may apply to your products or service.
 - d. Research and confirm duties, taxes, shipping, and insurance costs.
3. According to the video "[Are You Export Ready?](#)", which element is NOT required to be ready to export?
 - a. Huge amounts of money and a full-time staff
 - b. Upper management's commitment to see value of international sales
 - c. Realistic expectations on timing of return on investment
 - d. An export plan detailing international strategy
 - e. Preparation to modify your products or services
 - f. None of the above
4. On the video "[Research the Global Marketplace](#)", we're told to find the Schedule B Export Classification Code for your products from the U.S. Census Bureau Foreign Trade Division. What does having the correct 10-digit code help you find besides export destinations of similar products?
 - a. U.S. tax codes

- b. NAICS
 - c. Tariff rates
 - d. NAPCS
5. According to the “[Export Through Foreign Agents and Distributors](#)” video, the best way of generating a large volume of sales is to locate a sales agent, distributor, or foreign sales representative. The company should retain an attorney who is experienced with the laws of the destination country, and work with them to draw up a binding agreement between the exporter and the representative. Which of these attributes are key for a successful business relationship with a foreign sales representative?
- a. Has a solid reputation, expertise is compatible, knowledgeable of the industry, has established distribution channels, and has a record of sales performance.
 - b. Has a solid reputation, expertise is compatible, knowledgeable of the industry, has established distribution channels, has a record of sales performance and the representative has confirmed that they can help to manage logistics, regulation, marketing, translations, after-sales service, or other issues.
 - c. They’re all about the same; just hire the least expensive.
6. From the “[Pricing Your Product](#)” video, we’re told exporting businesses will have to factor in the additional costs associated with shipping overseas. To develop a strategy price point, it is important to research the market to which you’re selling and competitors’ pricing of similar items. What is a pro-forma invoice?
- a. A buyer’s detailed offer that includes a specific price in USD, along with a specified international currency (if applicable), good for a certain amount of time, description of the product, the weight and dimensions of the package, the selling price, the terms of sale, and the payment status.
 - b. An invoice sent to a buyer to request payment for a product or service.
 - c. A seller’s invoice sent to a buyer to collect prepayments for a task that will be done in the near future.
 - d. A document created as the proof of an international transaction between a buyer and a seller for legal purposes to primarily calculate tariffs, determine taxes, and obtain customs clearance for the shipment of goods in and out of a country.
7. According to the “[Can I Export My Product?](#)” video, you can determine whether you need an export license or not by looking at these factors: the product or service being exported, the buyer and their location, and the presence of any red flags. Two agencies administer the regulations: Bureau of Industry and Security=EAR and U.S. State Department=ITAR. Does a product on the Commerce Control List classified as EAR99 require a license?
- a. Yes
 - b. No
8. On the “[Shipping Basics](#)” video, we learned that the best way to ship large shipments is through the services of a U.S. licensed freight forwarder. What are the components of INCOTERMS between the buyer and the seller?
- a. Coordinating and paying freight
 - b. Insurance payment
 - c. Duties and custom clearance
 - d. Required documentation
 - e. All of the above

9. The “[Protect Your Intellectual Property](#)” video states that the first thing an exporter needs to do is protect their Intellectual Property (IP) here in the United States. Do you need to obtain IP protection in Canada and Mexico although the IP protections are built into the Free Trade Agreements?
- a. Yes
 - b. No
10. From the “[Protect Your Intellectual Property](#)” video, does an exporter need to file for IP protection with the European Union or with individual countries?
- a. One with the European Union
 - b. With individual European nations
11. BONUS QUESTION: Which federal government entity provides credit insurance thus guaranteeing payments from foreign buyers?
- a. U.S. Commercial Service
 - b. KY Small Business Development Center
 - c. Export-Import Bank of the United States (EXIM)
 - d. World Trade Center-KY
 - e. University of Louisville, KY-Manufacturing Extension Partnership-National Institute of Standards and Technology (UofL KY MEP-NIST)

*All videos can be accessed at www.trade.gov/learn-how-export

Date

Company Name (include dba if applicable)

Name of person completing this questionnaire and email address

Signature of person completing this questionnaire

Name of Primary Contact on the STEP Year 11 Grant Application Forms

Signature of Primary Contact on the STEP Year 11 Grant Application Forms



INTERNATIONAL EXPORT READINESS & GROWTH ASSESSMENT

Company Name

Contact Name

Phone

Email

Company Website

Does this company manufacture its products in Kentucky? Yes No

Is this company already (currently) exporting? Yes No

List all products this company exports

Number of years this company has been exporting the above products

Names of the countries (not continents) to where this company is currently exporting

What were this company's gross sales in 2021?

Names of this company's target countries/markets (not continents)

How did this company get started exporting to these countries/markets?

What was this company's percent of increase in export sales?

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Please select this company's level of exporting expertise and capabilities. (0 = none; 5 = very experienced)

| | | | | | | |
|--|---|---|---|---|---|---|
| Identifying foreign markets | 0 | 1 | 2 | 3 | 4 | 5 |
| Connecting with international buyers | 0 | 1 | 2 | 3 | 4 | 5 |
| Shipping products overseas | 0 | 1 | 2 | 3 | 4 | 5 |
| Identifying and selecting international freight forwarders | 0 | 1 | 2 | 3 | 4 | 5 |
| Freight pricing | 0 | 1 | 2 | 3 | 4 | 5 |
| Export controls – export licenses, export laws and regulations | 0 | 1 | 2 | 3 | 4 | 5 |
| Export payment mechanisms | 0 | 1 | 2 | 3 | 4 | 5 |

**Has this company had contact with any of the organizations listed below about exporting?
Please select Yes or No and the latest year of communication.**

| | | |
|---|-----|----|
| KY Cabinet for Economic Development or KY Innovation - STEP | Yes | No |
| KY Small Business Development Center (KSBDC) | Yes | No |
| U.S. Commercial Service (Lexington, Louisville) | Yes | No |
| U.S. Small Business Administration (Louisville) | Yes | No |
| U.S. Export Assistance Center (Lexington, Louisville) | Yes | No |
| KY World Trade Center (WTC-KY) | Yes | No |
| KY-MEP (formerly Advantage KY Alliance (AKA) | Yes | No |
| KY Department of Agriculture – SUSTA | Yes | No |

By signing below, applicant acknowledges that the information provided herein may be shared with Kentucky Export Initiative (KEI) members. Please follow kyexports.com for more information on KEI members.

Signature

Date

Pursuant to relevant state and federal laws, it is the Commonwealth of Kentucky's policy to provide equal employment opportunity to all people in all aspects of employer-employee relations without discrimination because of race, color, religion, sex, national origin, sexual orientation, gender identity or expression, ancestry, age, pregnancy or related medical condition, marital or familial status, disability, veteran status, political affiliation, or genetic information.



KENTUCKY STEP GRANT INSTRUCTIONS

Grant funding is limited which may preclude all eligible applications from being funded.

HOW TO APPLY FOR STEP

Eligible Kentucky businesses may apply for the State Trade Expansion Program (STEP) grant and conduct allowable export development activities within the timeframe of the grant. STEP does not reimburse for activities that took place prior to the Eligible Small Business Concern (ESBC) self-representation date on the current grant year application. The only exception are fees for trade show booth registrations which may be made one year in advance of the show. Please email mary.necamp@ky.gov or call 502-782-1961 with any questions.

Download and save all **STEP Year 11** forms before answering:

Kentucky Cabinet for Economic Development STEP Grant Eligibility form; Kentucky Cabinet for Economic Development International Export Readiness & Growth Assessment (ERA) form; Kentucky Cabinet for Economic Development Export Training Webinar and Survey; Kentucky Cabinet for Economic Development STEP Application.

Email completed copies of the above mentioned mandatory forms to mary.necamp@ky.gov. **Include #encrypt in the subject line of the email to protect confidential information.** Incomplete forms will not be reviewed. Upon review and evaluation of the forms, notification will be emailed of the award status, effective date and award amount. Next steps for the grant applicant will be identified in the award notification letter. *Please note, these steps may include a referral for export training before any export development activities can be performed and reimbursed through STEP.*

HOW TO GET REIMBURSED

STEP is a reimbursement grant. Therefore, all activities must have taken place and been paid for before reimbursement can be requested and expenses reviewed by the STEP team. Reimbursements must be submitted within a timely manner following the activity. Do not hold onto requests as this may result in the request not being funded. After applying for the STEP grant and receiving an award letter, conduct export training and/or export development activities. Promptly complete and submit the following documents to mary.necamp@ky.gov at the Kentucky Cabinet for Economic Development for reimbursement:

- Scans of all itemized invoices and receipts, proof of payments
- Itemized *Reimbursement Request* form with details of expenses
- Completed *Activity Survey* form

For guidance and details on the reimbursement process, see the *Reimbursement Request Checklist*.

TERMS & CONDITIONS

Examples of ineligible expenses include: bookings/confirmations of flights and lodging that are not itemized (i.e. Expedia), foreign country taxes, apostille and notary services, meals/beverages/gratuity, alcohol, groceries, compensation, wages or salary for any employee, capital goods/product samples/supplies, product giveaways/promotional items, phone/internet charges, television and radio production, printing materials, business cards, initial/basic website development, passport or visa fees, new product development or alteration of existing products, expenses related to entertainment of clients or government officials, association/membership dues or sponsorships, efforts to create or augment marketing and advertising campaigns to draw international visitors to a state, vaccinations and immunizations, COVID tests, travel insurance, conferences / summits / meetings. ESBC cannot simply attend a tradeshow or exhibit. There may be other ineligible expenses.

- **Do NOT incur any expenses for which you will be seeking reimbursement prior to approval as grants cannot be used to reimburse costs retroactively.**
- **Trade Show Booths:** All design, research, construction of trade show booths must be pre-approved by submitting three competitive quotes in advance of the purchase from the vendor.
- **Website Development/Platforms:** The plans must be pre-approved by submitting three competitive quotes in advance of the purchase from the vendor.
- **All travel plans must be submitted a month in advance of attending trade shows, trade missions, and foreign-market sales trips.**
- **Do not perform activities in Bolivia, Cuba, Iran, North Korea or Syria.**

Kentucky STEP allocations are determined by the amount of total federal funding made available to Kentucky. Funds are administered in the priority they are received on a first come, first-served basis until all state funds are expended and reimbursements are contingent upon availability of funds.



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Business owners/key decision makers must be willing to perform their own due diligence on vendors and seek competitive pricing before purchasing services for which they will request STEP reimbursement. STEP participants are encouraged to shop and make informed decisions about how they will spend their STEP award. Required: Trade show booth builds and website development/platforms **must** be pre-approved by submitting three competitive quotes for each activity.

To avoid duplication of services, prior to using a private consultant the U.S. Commercial Service must be **first** consulted for services related to international partner searches, market intelligence & research, B2B matchmaking, single company promotions, website globalization review analysis, export controls/compliance, trade problems, and others as they are the priority low-cost provider for these services.

All reimbursement requests are expected to show proof that the STEP allowable activity took place. Include proper documentation including detailed reimbursement request forms that clearly show the expenses and the context of activities, invoices/receipts/proof of payments and correct sums and totals to be easily understood when reviewing by the STEP team.

Invoices must include:

- English translation if in a foreign language
- Date of invoice
- Vendor information: contact information, address, phone number, and website
- Approved participation company information: contact information, address, and phone number
- Date of allowable STEP activity
- Specific services rendered
- Itemized charges for services

Receipts:

- Must be marked "paid", show a zero balance and match the invoice
- Check: Front copy of check accompanied by bank statement showing check cleared the account. Checks alone do NOT provide enough information to determine whether the charge is necessary and reasonable.
- Credit card statement: Must see the credit card monthly statement (first page and transaction page) that shows: account owner's name, last 4 digits of the account number, and the dates and charges to vendor(s). Credit card statements alone do NOT provide enough information to determine whether the charge is necessary and reasonable.

Note: When sending sensitive financial documents, please redact account numbers (except the last four digits) and line items irrelevant to the claim. Please send photocopies and not originals. Include #encrypt in the subject line of the email.

The Kentucky STEP team reserves the right to request additional documentation for all expense claim submissions at our discretion.

Businesses will be contacted by the Kentucky STEP team to learn of the successes achieved with the help of this grant on a regular basis. According to federal regulations, all companies receiving STEP grants agree to complete the *Activity Survey* that indicates actual export sales received, projected/estimated future sales as a result of this grant, and Kentucky jobs created and retained as a result of the respective trade activities for which funding was granted. Recipients of SBA grants acknowledge that their cooperation in this regard is a contingency of such funding. The Commonwealth of Kentucky appreciates your cooperation, and it is essential to our ongoing success in winning and administering SBA grants on behalf of Kentucky businesses.

I certify I have read and understand the above TERMS & CONDITIONS and will abide by the policy set forth by the SBA and Kentucky Cabinet for Economic Development if awarded a STEP grant.

COMPANY NAME

CONTACT NAME

SIGNATURE*

DATE*

Electronic signature: The person responsible for signing the document acknowledges that typing his/her name in the above field is the legal equivalent of a manual signature.



U.S. Small Business
Administration

Funded in part through a Cooperative Agreement with the U.S. Small Business Administration



KENTUCKY STEP GRANT APPLICATION

Date

Company Name (include trade name/dba)

Street Address

Mailing Address (if different)

City, State, Zip

Website

NAICS Code(s)

HS Code(s)

Total average number of employees over the past 12 months including affiliate businesses

Total average number of employees over the past 12 months in Kentucky

Length of time in business

PRIMARY CONTACT

Name

Job Title

Phone

Email

How did you hear about the STEP Grant?

If you received a STEP Grant in the past, how did the grant increase your export sales and grow your business?



COMPANY OWNERSHIP

Please identify all owners of the company with 20% or more interest in the company, include parent companies for subsidiaries. If owners are legal entities, please identify the officers serving on the board of directors, management committee of the applicant or other governing body or appropriate principals with governing oversight of the applicant entity and provide the requested information. If the company does not have any 20% or more owners, then please provide the necessary information on two key-executive level decision makers for the company (i.e., the company's Chief Executive Officer, or a similarly situated person in charge of the applicant's executive operations, and the Chief Financial Officer, or a similarly situated person in charge of the applicant's financial affairs). The Cabinet may run a background check on any individuals identified. For additional owner / key decision maker information, please submit listing on a separate document.

| 1) NAME OF COMPANY OWNER INDIVIDUAL OR KEY EXECUTIVE LEVEL DECISION-MAKER | DATE OF BIRTH | ADDRESS OF CURRENT RESIDENCE (NO PO BOX ADDRESS ALLOWED) | STATE OF CURRENT RESIDENCE | FEIN OR SOCIAL SECURITY NUMBER | OWNERSHIP PERCENT |
|---|------------------|---|----------------------------------|-----------------------------------|----------------------|
| | | | | | |
| EMAIL ADDRESS FOR ABOVE LISTED OWNER / KEY EXECUTIVE LEVEL DECISION-MAKER | | | | | |
| 2) NAME OF COMPANY OWNER INDIVIDUAL OR KEYEXECUTIVE LEVEL DECISION-MAKER | DATE OF BIRTH | ADDRESS OF CURRENT RESIDENCE (NO PO BOX ADDRESS ALLOWED) | STATE OF CURRENT RESIDENCE | FEIN OR SOCIAL SECURITY NUMBER | OWNERSHIP PERCENT |
| | | | | | |
| EMAIL ADDRESS FOR ABOVE LISTED OWNER / KEY EXECUTIVE LEVEL DECISION-MAKER | | | | | |
| 3) NAME OF COMPANY OWNER INDIVIDUAL OR KEY EXECUTIVE LEVEL DECISION-MAKER | DATE OF BIRTH | ADDRESS OF CURRENT RESIDENCE (NO PO BOX ADDRESS ALLOWED) | STATE OF CURRENT RESIDENCE | FEIN OR SOCIAL SECURITY NUMBER | OWNERSHIP PERCENT |
| | | | | | |
| EMAIL ADDRESS FOR ABOVE LISTED OWNER / KEY EXECUTIVE LEVEL DECISION-MAKER | | | | | |

Is the applicant or its owner publicly traded? Yes No

COMPANY INFORMATION

Does your product(s) contain protected intellectual property (IP)? Yes No If yes, what type?



Please list the customer base for your company's product(s).

| Product | Type of End Users or Industries |
|---------|---------------------------------|
| | |
| | |
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| | |
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| | |

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.? (i.e. 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. Please name the overseas markets you would like to target and why:

Describe your company's current methodology for researching new markets:



Are you:

New to Export? (NTE) *(No export experience at all; only "accidental" or "novice" exporting experience; or no export experience within 24 months). **STEP Y11 requires NTEs must first use funds for export training workshops and technical assistance, design of marketing media, and website fees.***

Market Expansion? (ME) *(Currently exporting to one or more markets and seeking to expand into new country markets; or expand into a new region or new segment or new product line within an existing market).*

Currently exporting? Yes No

Years of International Export Experience:

Annual international export sales for the following years:

2018 2019 2020 2021

Company average annual receipts over the past three years including affiliate businesses

0-\$100,000 \$100,000-\$200,000 \$200,000-\$500,000 Over \$500,000

% of Total Sales from Internationally Exporting:

International Export Sales Goal for Next Year:

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

To which countries do you currently export?

Do you have a country of interest for growth or expansion? If so, please name the country(ies).



List and describe the product(s) your company currently exports or is considering exporting.

| Product | Brief Description of Product | Currently Exporting? | Harmonized Tariff Schedule | % US Content |
|---------|------------------------------|----------------------|----------------------------|--------------|
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |

In your own words, please describe your company, its exporting challenges/opportunities and export goals.

If awarded, how would you use STEP funds within the following 90 days?

If international export training services are an intended use, please identify a training topic of interest.



Veteran/Gender/Race/Ethnicity data is collected for program reporting purposes only.
Disclosure is voluntary and has no bearing on the award decision. For definitions, please refer to www.sba.gov

| | | Enter Response Below |
|------------------------------------|---|----------------------|
| Veteran | 1 = Non - Veteran; 2 = Veteran; 3 = Service - Disabled Veteran; 4 = Spouse of Veteran; X = Not Disclosed | |
| Gender | M = Male; F = Female; X = Not Disclosed | |
| Race (more than 1 may be selected) | 1 = American Indian or Alaska Native; 2 = Asian; 3 = Black or African - American; 4 = Native Hawaiian or Pacific Islander; 5 = White; X = Not Disclosed | |
| Ethnicity | H = Hispanic or Latino; N = Not Hispanic or Latino; X = Not Disclosed | |

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 14005](#).

Signature

Full Name

Job Title

Date

PARTNER REFERRAL OPT-IN

The STEP program collaborates with federal and state agencies and programs designed to support small businesses with exporting activity. Please review the following referral opportunities:

- SBA – Opt-In: The US Small Business Administration (SBA) would like to give eligible small business concerns the opportunity to expand your knowledge and resources of other export programs that are offered by the agency and other federal agencies. Please check the appropriate box if you would like your company's name and contact information to be shared with other relevant agencies to learn more about federal export programs. Your choice to participate or not will not change the status of your participation with STEP. SBA's aim is strictly to share information about other opportunities with you.

☐ Yes

☐ No



-
- Export Import Bank of the United States - Opt-In: EXIM is America's official export credit agency with the mission to support U.S. jobs by facilitating U.S. exports. Its most popular program for small businesses is Export Credit Insurance, which provides risk protection in the event of nonpayment by foreign buyers.

☐

Yes

☐

No

- Kentucky APEX Accelerator – Opt-In: The Kentucky APEX Accelerator offers free procurement assistance via counseling, valuable resources, and connections to help companies sell their products and services to the appropriate government agencies.

☐

Yes

☐

No

The Commonwealth of Kentucky provides equal employment opportunities to all people in all aspects of employer-employee relations without discrimination because of race, color, religion, sex, national origin, sexual orientation, gender identity or expression, ancestry, age, pregnancy or related medical condition, marital or familial status, disability, veteran status, political affiliation, or genetic information.



U.S. Small Business
Administration

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](https://www.sba.gov/document/support-table-size-standards) link for information on size standards for your business

(<https://www.sba.gov/document/support-table-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.

The undersigned certifies that this is an export ready U.S. company seeking to export goods or services of U.S. origin or have at least 51% U.S. content.

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



**Certification Regarding Debarment, Suspension,
Ineligibility and Voluntary Exclusion Lower Tier
Covered Transactions**

This certification is required by the regulations implementing Executive Order 12549, Debarment and Suspension, 13 CFR Part 145. The regulations were published as Part VII of the May 26, 1988 Federal Register (pages 19160-19211). Copies of the regulations may be obtained by contacting the person to whom this proposal is submitted.

(BEFORE COMPLETING CERTIFICATION, READ INSTRUCTIONS ON REVERSE.)

(1) The prospective lower tier participant (business applicant completing certification) certifies, by submission of this proposal, that neither it nor its principals are presently debarred, suspended, proposed for disbarment, declared ineligible, or voluntarily excluded from participation in this transaction by any Federal department or agency.

(2) Where the prospective lower tier participant is unable to certify to any of the statements in this certification, such prospective participant (Cabinet for Economic Development) shall attach an explanation to this proposal.

Business Name _____

Date _____

By _____

Name and Title of Authorized Representative _

Signature of Authorized Representative _

For Electronic Signature: The person responsible for signing the document may type his/her name in the signature field, but the name must be preceded by a "/s" (e.g., /s Jim Smith). An email is also required from the signer providing a statement certifying/authenticating the typed signature on the document is his/her signature.

INSTRUCTIONS FOR CERTIFICATION

By signing and submitting this proposal, the prospective lower tier participant is providing the certification set out below:

- The certification in this clause is a material representation of fact upon which reliance was placed when this transaction was entered into. If it is later determined that the prospective lower tier participant knowingly rendered an erroneous certification, in addition to other remedies available to the Federal Government, the department or agency with which this transaction originated may pursue available remedies, including suspension and/or debarment.
- All references to prospective participant are references to the Cabinet and the Export Initiative and all references to lower tier participant are to you, the applicant for services and grant funding.
- The prospective lower tier participant shall provide immediate written notice to the person to whom this proposal is submitted if at any time the prospective lower tier participant learns that its certification was erroneous when submitted or has become erroneous by reason of changed circumstances.
- The terms "covered transaction," "debarred," "suspended," "ineligible," "lower tier covered transaction," "participant," "person," "primary covered transaction," "principal," "proposal," and "voluntarily excluded," as used in this clause, have the meanings set out in the Definitions and Coverage sections of the rules implementing Executive Order 12549. You may contact the person to which this proposal is submitted for assistance in obtaining a copy of those regulations (13 CFR Part 145).
- The prospective lower tier participant agrees by submitting this proposal that, should the proposed covered transaction be entered into, it shall not knowingly enter into any lower tier covered transaction with a person who is debarred, suspended, declared ineligible, or voluntarily excluded from participation in this covered transaction, unless authorized by the department or agency with which this transaction originated.
- The prospective lower tier participant further agrees by submitting this proposal that it will include the clause titled "Certification Regarding Debarment, Suspension, Ineligibility and Voluntary Exclusion--Lower Tier Covered Transactions," without modification, in all lower tier covered transactions and in all solicitations for lower tier covered transactions.
- A participant in a covered transaction may rely upon a certification of a prospective participant in a lower tier covered transaction knowing the certification is erroneous. A participant may decide the method and frequency by which it determines the ineligibility of its principals. Each participant may, but is not required to, check the Non-Procurement List.
- Nothing contained in the foregoing shall be construed to require establishment of a system of records in order to render in good faith the certification required by this clause. The knowledge and information of a participant is not required to exceed that which is normally possessed by a prudent person in the ordinary course of business dealings.
- Except for transactions authorized in these instructions, if a participant in a covered transaction knowingly enters into a lower tier covered transaction with a person who is suspended, debarred, ineligible, or voluntarily excluded from participation in this transaction, in addition to other remedies available to the Federal Government, the department or agency with which this transaction originated may pursue available remedies, including suspension and/or debarment.

Certification of Application

Eligibility for SBA STEP grant financial assistance is determined by the information presented in this application. Any changes in the status of the company from the facts presented herein could disqualify the company from eligibility.

I, the undersigned, on behalf of the applicant, hereby represent and certify that the foregoing information is true, complete, and accurate to the best of my knowledge. I further certify I understand that financial assistance through the SBA STEP grant is fully contingent on my pledge to disclose to the Kentucky Export Initiative (KEI) organizations the dollar figures of direct sales, signed partner agreements, fraud avoidance, and other evidence of export success that may be realized through this assistance. If approved for STEP grant assistance, I understand that my company will be asked to share this information with KEI member organizations for up to three (3) years and that this information will be reported as required to the U.S. Small Business Administration to measure the overall effect of the KEI and STEP grant funds on the export growth of Kentucky's economy.

If my company should fail to share the required information, it may be required to repay to the SBA any STEP grant funds released as a result of the acceptance of terms and conditions contained in this document.

The undersigned has complied with all federal statutes relating to non-discrimination including, but not limited to, Title VI of the Civil Rights Act of 1974, which prohibits discrimination on the basis of race, religion,color, national origin, sex, sexual orientation, gender identity, or age. The undersigned has either adopted its own Title VI Implementation Plan, which will be made available for review by the Cabinet's Title VI Coordinator or agrees to adopt the Title VI Implementation Plan of the CED.

The undersigned, on behalf of the applicant, acknowledges that information contained within the application and its attachments may be subject to public disclosure to the extent required by law pursuant to any request made under the Kentucky Open Records Act contained in Chapter 61 of the Kentucky Revised Statutes. Notwithstanding the above, except as otherwise agreed to by the applicant in writing, no confidential or proprietary information shall be disclosed if properly excluded from the disclosure under KRS 61.878 (as determined by the Cabinet for Economic Development, the Kentucky Attorney General or court of competent jurisdiction.)

Signature*

Date

Title

Company

Electronic signature: The person responsible for signing the document acknowledges that typing his/her name in the above field is the legal equivalent of a manual signature.