

Application
APP-16757

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Michigan Economic Development Corporation (MEDC)
MI-STEP-2020
Financial Assistance Award Application

Program Purpose- MI-STEP

MI-STEP is designed to spur job creation by empowering Michigan eligible small business concerns (ESBCs) to export their products. Eligible companies may qualify for up to \$15,000 in assistance to offset a portion of their export marketing-related costs.

[Eligibility Guidelines](#)



Funded in part through a grant with the US Small Business Administration.

Program Purpose- MI-PEP

MI-PEP is designed to spur job creation by empowering Michigan companies to export their products. Eligible companies may qualify for up to \$15,000 in assistance to offset a portion of their export marketing-related costs.

[Eligibility Guidelines](#)

Account Name OTB Hockey
Street Address 4065 Sniper Street
City Detroit
State/Province MI
Zip/Postal Code 48880

Company Contact

Please designate a company representative/contact who will be responsible for submitting the MI-STEP/MI-PEP reimbursement request once the export activity is completed. This will require access of the client portal.

Contact First Name	Jacob	Contact Last Name	Ardowski
Contact Title	Owner	Contact Phone Number	(517) 231-1234
		Contact Email Address	jardowski@otbhockey.com

SBA Government Contracting Programs

Please check all that apply: If you are unsure, click the links to see if you qualify.

None	<input checked="" type="checkbox"/>	Economically Disadvantaged	<input type="checkbox"/>
Socially Disadvantaged	<input type="checkbox"/>	Veteran-Owned	<input type="checkbox"/>
Women-Owned	<input type="checkbox"/>	8(a) Certified	<input type="checkbox"/>
Service-Disabled Veteran-Owned	<input type="checkbox"/>		

Please address each of the following items with a brief paragraph summarizing your strategic plan.

1. Product/Service to be exported

Brief paragraph - more than one sentence.

2. Target export market(s)

List of target market(s)

3. Reason for market choice and expected competitive advantage in market

Brief paragraph - more than one sentence.

4. Market entry plan (e.g. distribution, agents, licensing, direct sales, etc.)

Brief paragraph - more than one sentence.

5. Expected outcomes and time frame for achieving results (e.g. percentage growth – by when, job creation, etc.)

Brief paragraph - more than one sentence.

6. Financial capabilities, production capacity and business development/marketing to support exporting

Brief paragraph - more than one sentence.

7. Experience with international trade procedures in prospective markets (US export requirements, foreign market import requirements, logistics, export financing, etc.)

Brief paragraph - more than one sentence.

Export Activity Title and Location	International Hockey & Arena Show		
Activity Start Date	7/7/2020	Activity End Date	7/11/2020
Please describe the export activity to which you would apply the MI-STEP/MI-PEP funding. Explain the role this activity plays in your Exporting Strategic Plan.	Brief paragraph - more than one sentence.	Have you previously received MI-STEP/MI-PEP funding for this requested activity? If so, please describe the results from activity participation.	Have you ever received STEP funding for the export activity you are requesting approval for? If yes, please explain.
Describe or list the anticipated and intended economic outcomes you expect to achieve as a direct, measurable result of this export activity.	Brief paragraph - more than one sentence.		
Is this a domestic (within the United States) trade show?	No		

Budget

Please choose all applicable budget categories and estimate total expenses.

Budget Category	Estimated Budget
Design of Marketing Materials	\$3,000.00
Trade Show/Trade Mission	\$15,000.00
Translation Services	\$600.00

Travel Information

Travel Start Date	7/7/2020	Travel End Date	7/12/2020
Traveler 1 Name	Jacob Ardowski	Traveler 1 Job Title	Owner
Is this traveler a direct employee of OTB Hockey?	Yes	Is Traveler 1 a US Citizen?	Yes
Traveler 2 Name	Ollie Postanin	Traveler 2 Job Title	Owner

Is this traveler a direct employee of OTB Hockey? Yes

Is Traveler 2 a US Citizen? Yes

Flights must adhere to [Fly America Act/Open Skies Agreements](#).

Tentative Airline	Delta	Tentative Arrival City	Vancouver
Tentative Departure City	Detroit	Estimated Ground Transportation Costs	\$300.00
Estimated Airfare Cost	\$1,200.00		

Lodging

Reimbursements are based on federal maximum lodging rates: [International](#) and [Domestic](#)

City	# of Travelers	# of Nights	Maximum Lodging Rate	Total
Vancouver	2	5	\$193.00	\$1,930.00

Total Application Budget

Total Estimated Expenses \$22,030.00

Reimbursement not to exceed 50% of the Total Estimated Expenses or maximum remaining eligibility for the fiscal year.

SBA Assistance

The US 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 select whether or not you would like your company's name and contact information to be shared with other programs offered by SBA. 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.

SBA Assistance Requested Yes

Acknowledgement

I acknowledge that I fully understand the MI-STEP or MI-PEP program eligibility requirements and application guidelines of this financial assistance award.

Program Acknowledgement

Authorization

I confirm that I am authorized by my company to execute this application and agreement, and agree that the company and its representatives will adhere to all of the terms and conditions set forth in this application and agreement. I certify on behalf of the company that all of the documents submitted in this application and accompanying documents are true and accurate.

Authorization Submitted By
Submitted Date

Attachments

Name	Date Uploaded
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