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

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

OTB Hockey
4065 Sniper Street
Detroit
MI
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.

Jacob
Owner
(517) 231-1234
jardownski@otbhockey.com

SBA Government Contracting Programs

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

- Socially Disadvantaged
- Economically Disadvantaged
- Women-Owned
- Veteran-Owned
- Service-Disabled
- 8(a) Certified

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

Have you previously received MI-STEP/MI-PEP funding for this requested activity?
If so, please describe the results from activity participation.

Describe or list the anticipated and intended economic outcomes you expect to achieve as a direct, measurable result of this export activity.

Is this a domestic (within the United States) trade show?
No

Budget
Please choose all applicable budget categories and estimate total expenses.

<table>
<thead>
<tr>
<th>Budget Category</th>
<th>Estimated Budget</th>
</tr>
</thead>
<tbody>
<tr>
<td>Design of Marketing Materials</td>
<td>$3,000.00</td>
</tr>
<tr>
<td>Trade Show/Trade Mission</td>
<td>$15,000.00</td>
</tr>
<tr>
<td>Translation Services</td>
<td>$600.00</td>
</tr>
</tbody>
</table>

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 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.

<table>
<thead>
<tr>
<th>Tentative Airline</th>
<th>Tentative Departure City</th>
<th>Tentative Arrival City</th>
</tr>
</thead>
<tbody>
<tr>
<td>Delta</td>
<td>Detroit</td>
<td>Vancouver</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Estimated Airfare Cost</th>
<th>Estimated Ground Transportation Costs</th>
</tr>
</thead>
<tbody>
<tr>
<td>$1,200.00</td>
<td>$300.00</td>
</tr>
</tbody>
</table>

Lodging
Reimbursements are based on federal maximum lodging rates: International and Domestic.

<table>
<thead>
<tr>
<th>City</th>
<th># of Travelers</th>
<th># of Nights</th>
<th>Maximum Lodging Rate</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vancouver</td>
<td>2</td>
<td>5</td>
<td>$193.00</td>
<td>$1,930.00</td>
</tr>
</tbody>
</table>

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