

EXPORT MT

Market Research
+ B2B Matchmaking Program



MONTANA DEPARTMENT OF
COMMERCE

Are you interested in selling outside the USA, but not sure where to start? Export MT has a program that can help.

Our team has contracted with trusted partners to deliver a two-phase program: PRIME TARGET and IBG Global.



PHASE 1: MARKET RESEARCH



The [PRIME TARGET](#) team will work with you to determine the top 5 international markets for your products.

The report considers market demand, population, government, ease of doing business, financial stability, etc. to make sure that the top 5 choices are the best, well-rounded options for you.

Delivery time: 2 weeks

PHASE 2: B2B MATCHMAKING

Facilitated by the Export MT team, an [IBG Global representative](#) will work with you to contact potential partners in your top international markets. Then we will set up 3 virtual or in-person meetings for you in 1 country, helping you through the whole process.

If you travel overseas for the meetings, our goal is to send Export MT staff to travel with you if you need in-country support.



BENEFITS

Sign up anytime = Do this when it makes sense for your company

Product-specific market research = Targeted international market selection

Facilitated business meetings = No time wasted on cold calls, only chasing hot leads

Export MT facilitation = You are never alone in this process

STEP grant reimbursement = We share the risk of trying this out with you

COST

PRIME TARGET market research + IBG Global B2B Matchmaking Meetings	\$6,000
STEP grant reimbursement (75%)	<u>(\$4,500)</u>
NET ACTIVITY COST	\$1,500
Estimated travel expenses (if needed)	\$4,000
STEP grant travel reimbursement	<u>(\$2,000)</u>
NET TRAVEL COST	<u>\$2,000</u>
GRAND TOTAL	\$3,500

SIGN UP

Signing up is easy:

1. Contact me to let me know of your interest. I will facilitate a call with you and the PRIME TARGET & IBG team to get started.
2. Fill out the [STEP grant application](#). In the Application section, check *International Trade Mission(s)*, then *PRIME TARGET & IBG Pilot Project*. Make sure to complete the rest of the application and hit the *SUBMIT* button.
3. We will contact you to confirm application receipt.

The screenshot shows the 'STEP' grant application form. The title is 'Montana State Trade Expansion Program (STEP) Grant Application'. Below the title, there are three sections of questions, each with a radio button for 'Yes' and 'No'.

* Indicates required

* Are your products or services of U.S. origin or have at least 51% U.S. content?

☐ Yes

☐ No

* Have you been in business for more than 1 year?

☐ Yes

☐ No

* Does your business have a Montana address?

☐ Yes

☐ No

QUESTIONS?

To discuss this project or any of your other international marketing plans, please contact me anytime.

Regards,

Angelyn DeYoung

International Trade Manager

Montana Department of Commerce



T: 406-841-2783 C: 406-431-5075



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