



## U.S. SMALL BUSINESS ADMINISTRATION STATE TRADE EXPANSION PROGRAM

(APPLICANT NAME)

# TECHNICAL PROPOSAL TEMPLATE FOR FY 2018 STATE TRADE EXPANSION PROGRAM OIT- STEP-2018-01

### INSTRUCTIONS:

All applicants must submit a Technical Proposal and must use this required standard template format. The template must be in the same order as the requirements of Section 4.2 and the evaluation criteria in Section 5.2 of the Funding Opportunity Announcement. The Technical Proposal may not exceed **ten (10) double-spaced pages in length**, excluding this title page and cover page, using 8 ½ x 11 inch paper with a one inch margin and pagination on all pages. A minimum Times New Roman 12 point font is required. **Only 10 pages evaluated. Any additional pages submitted other than the 10 pages will be eliminated without consultation of applicant and will not be reviewed.** Non-Federal entities do NOT need to address every allowable statutory export activity (identified in Section 1.4). Non-Federal entities are strongly encouraged to prepare focused proposals including, performance measures and supporting activities that can realistically be achieved within the 24 month award period. To use this template:

1. Read directions in each section,
2. Delete all content (including notes in yellow highlight) in each section,
3. Type or copy your content directly into empty block,
4. Update page numbers as needed in Table of Contents (on this title page),
5. **Do NOT put any additional information on this page.**

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## INTRODUCTION

**Description:** Start the Technical Proposal with an ‘**Introduction**’ section on page one (not on the title page) that summarizes in no more than one (1) paragraph, your organization’s requested Federal and Non-Federal award amount, targeted number of eligible small business concerns, brief description of proposed statutory activities that will be achieved with STEP funds in FY 2018, the total expected export sales, and anticipated return on investment that is realistic and achievable.

## ORGANIZATIONAL COMPETENCY

### **Criteria # 1 – ORGANIZATIONAL COMPETENCY (15 Points)**

**Description:** In an estimated 1-2 pages, labeled with the main heading ‘**Organizational Competency**’, this section includes: Non-Federal entities’ program management, key personnel, and past and/or present STEP exporting experience.

**Sub-headings:** This section explains the Applicant’s plan for ensuring the proper direction, management and timely completion of the proposed project, as follows:

1. **Program Management & Oversight (5 points)** – demonstrate the proper management capability to execute STEP activities including, overseeing contracts (if any, is used) to support the proposed STEP project; and ii) the sufficient facilities and locations that will be used to manage and conduct the proposed export activities;
2. **Key Personnel (5 points)** – the level of knowledge and experience of key personnel especially the STEP Project Director (must be at least 50% of his/her time at all times) in both administering a Federal award and executing the proposed export activities (fill in table below).

| Name(s) of Key Personnel/Title                | Experience and involvement in STEP Project                                                 | Percentage of Time Devoted to STEP |
|-----------------------------------------------|--------------------------------------------------------------------------------------------|------------------------------------|
| <i>EX: Dana Monroe, STEP Project Director</i> | <i>20 years of exporting experience, who will be responsible for grant administration.</i> | <i>50%</i>                         |
|                                               |                                                                                            |                                    |
|                                               |                                                                                            |                                    |
|                                               |                                                                                            |                                    |

3. **Exporting Experience (5 points)** – describe your organization’s capability to achieve success in the past and/or present to increase the number of small business exporters, export sales, and new export opportunities.

For Applicant’s who had previous STEP awards, provide a brief written synopsis of updated FY 2016 results and a copy of Your ‘Key Performance Indicators’ table (as shown below) that you will submit separately (Proposed Plan: Performance Measures & Outcomes).

|                            |                                                 |                 |
|----------------------------|-------------------------------------------------|-----------------|
| Key Performance Indicators | OUTPUT: FIRMS PARTICIPATING                     | 251             |
|                            | OUTCOME: SALES - IMMEDIATE (ACTUAL)             | \$89,525,331.00 |
|                            |                                                 |                 |
|                            | OUTPUT: NEW TO MARKET FIRMS PARTICIPATING       | 62              |
|                            | OUTCOME: NEW TO MARKET SALES-IMMEDIATE (ACTUAL) | \$36,836,526.00 |
|                            |                                                 |                 |
|                            | OUTPUT: NEW TO EXPORT FIRMS PARTICIPATING       | 13              |
|                            | OUTCOME: NEW TO EXPORT SALES-IMMEDIATE (ACTUAL) | \$2,084,371.00  |

## PROJECT DESIGN: PERFORMANCE MEASURES, OUTCOMES & COLLABORATION TO DIRECTLY BENEFIT ESBCs

### Criteria # 2 - PROJECT DESIGN: PERFORMANCE MEASURES, OUTCOMES & COLLABORATION TO DIRECTLY BENEFIT ESBCS (40 Points)

**Description:** In an estimated 1-6 pages, labeled with the main heading ‘**Project Design: Performance Measures, Outcomes & Collaboration to Directly Benefit ESBCs**’, demonstrate how credible and impactful the non-Federal entities organization can leverage partnerships to produce new small business exporters, increase ESBCs export sales, and expand significant new export opportunities; as well as, promote export services to a broad range of (w/required Matrices); Part II – **Direct Benefit to ESBCs**; and Part III - **Collaboration**. This section should outline the Applicant’s specific plan of action for directly benefiting ESBCs (**at least 85%**) through the execution of allowable export activities (identified in Section 1.4) and collaborative efforts that is expected to result in tangible and measurable outcomes (e.g., producing new small business exporters, expanding ESBC markets, and increasing ESBCs export sales).

**Part 1 – Performance Measures & Outcomes** (w/required Matrices) must provide a brief narrative description of each proposed performance measures with supporting activity (outlined in the Attachment B) followed by an accompanying matrix (*noted below*). **Note: The export activity data placed in this Technical Proposal matrices must reflect the totals for the full year period of performance, whereas, the export activity data placed in the Attachment A (in excel format) must be broken out by Federal fiscal quarters.**

| \$ AMOUNT OF<br>FEDERAL AWARD<br>DIRECTLY<br>BENEFITTING<br>ESBCs | PERCENT OF<br>FEDERAL<br>AWARD<br>DIRECTLY<br>BENEFITTING<br>ESBCs |
|-------------------------------------------------------------------|--------------------------------------------------------------------|
| \$                                                                | %                                                                  |

First, complete this matrix just once to reflect the total \$ amount and percentage of your proposed Federal request that directly benefits ESBCs.

Second, the required format is a brief narrative description of each proposed export activity followed by an accompanying matrix. The performance measures (with supporting export activities) and outcomes outlined in this technical proposal must be numbered consistent with your Proposed Plan.

For each proposed Milestone Goal, include a separate matrix of supporting export activities. Use the below format to comply with this requirement. Delete the instruction example data in the matrices below.)

**EX: MILESTONE GOAL 1: Support 24 ESBC's in Trade Shows** - Add goal and narrative description (followed by required matrix below).

| <b>MILESTONE GOAL DESCRIPTION</b>                                    | <b>ACTIVITY TYPE (1-8)</b> | <b>ACTIVITY DESCRIPTION SUPPORTING MILESTONE GOAL</b>                                    | <b># NTE FIRMS</b> | <b>NTE EXPORT SALES</b> | <b># ME FIRMS</b> | <b>ME EXPORT SALES</b> | <b>FEDERAL AWARD EXPENSE</b> | <b>FED AWARD ROI</b> |
|----------------------------------------------------------------------|----------------------------|------------------------------------------------------------------------------------------|--------------------|-------------------------|-------------------|------------------------|------------------------------|----------------------|
| Goal 1: Support 24 ESBCs to participate in Trade Shows (description) | 6                          | (Enter Supporting Activity 1)<br>Example: Support 5 NTE and 10 ME firms at Hanover Messe | 5                  | \$135,000               | 10                | \$600,000              | \$45,250                     | 15.4                 |
|                                                                      | 6                          | (Enter Supporting Activity 2)<br>Example: Support 3 NTE and 6 ME firms at Arab Health    | 3                  | \$300,000               | 6                 | \$200,000              | \$25,000                     | 14.2                 |
|                                                                      |                            | (Insert more rows for more activities, as needed)                                        |                    |                         |                   |                        |                              |                      |
|                                                                      |                            |                                                                                          | 24                 | Total                   | Total             | Total                  | Total                        | Total                |

**Part II – Direct Benefit to ESBCs** - This subsection should demonstrate how credible and impactful the Applicant can produce new small business exporters, expand ESBC markets, increase export sales; as well as, promote exporting services to a broad range of small business communities. Include a description of the Applicant's experience (with specific examples and outcomes):

- i. Building a pipeline and developing small businesses into new exporters (e.g., recruiting, preparing, and assisting NTEs participate in export activities);
- ii. Building a pipeline of existing small business exporters and expanding their markets (e.g., recruiting, preparing, and assisting MEs participate in export activities); and,
- iii. Promoting export development to a broad range of small businesses, to include the following small business communities:
  - Owned and controlled by socially and economically disadvantaged individuals;
  - Owned and controlled by women;
  - Owned and controlled by veterans and/or service-connected disabled veterans; and/or,
  - Rural small businesses.

**Part III - Collaboration** - This subsection should address specifically how Applicant's lead organization will collaborate and leverage resources to accomplish the proposed milestone goals and supporting export activities with each prospective partner (*fill in table below*):

- SBA's District Offices, U.S. Export Assistance Centers, Resource partners, and other offices;
- Other federal, state, local and tribal agencies;
- Universities and other institutions of higher education; and
- Private organizations such as, chamber of commerce, trade/industry groups and associations

**Table: Prospective Partners**

| Performance Measure#/Supporting Activity | Name of Partner Organization | Role ( <i>Briefly explain partner's specific role in STEP project</i> ) |
|------------------------------------------|------------------------------|-------------------------------------------------------------------------|
|                                          |                              |                                                                         |
|                                          |                              |                                                                         |
|                                          |                              |                                                                         |
|                                          |                              |                                                                         |
|                                          |                              |                                                                         |

## FINANCIAL ASSISTANCE PLAN

### FINANCIAL ASSISTANCE PLAN (Section 5.2 - 15 points)

**Part I – Financial Assistance Plan** - In an estimated 1 page, labeled with the main heading 'Financial Assistance Plan', this section must outline the eight parameters (detailed below) for ESBCs seeking assistance with award funds (using sub-headings)

- i. **Applicant process** for small businesses seeking STEP assistance;
- ii. **Criteria and selection process** to become a STEP Client;
- iii. **Organization and title of the selection panel or committee members** (SBA employees cannot be members);
- iv. **Maximum dollar amount of financial assistance** available to a STEP Client during the STEP award performance period;
- v. **Percent of export activity costs** supported with STEP funds and **percent covered by both NTE and ME ESBCs**. All STEP clients must cover a portion of the costs of participation in STEP supported export activities. Applicants may not build in discretion to use STEP funds for other purposes not approved by SBA;
- vi. **Maximum number of financial assistance awards** available to a STEP Client during the award performance period;
- vii. **Method of financial assistance payments** to Clients (e.g., prepaid, reimbursement, etc.); and,
- viii. **Internal controls** that will ensure process and financial management compliance.

### *Participation Threshold Table*

|                      |                                                            |                                                                               |
|----------------------|------------------------------------------------------------|-------------------------------------------------------------------------------|
|                      | Total amount of Federal funding assistance to STEP clients | Total number of export activities STEP clients are eligible to participate in |
| Participation Period |                                                            |                                                                               |

## DATA COLLECTION & MEASUREMENT OF OUTCOMES

### Element 4 – DATA COLLECTION & MEASUREMENT OF OUTCOMES (Section 5.2 - 10 Points)

**STEP Client’s Data Collection Instrument** – Provide a brief description of the following elements: In an estimated 1 page, labeled with the main heading ‘**Data Collection**’, this section must address the non-Federal entity’s process for collecting data that includes the required elements (noted below); and, the quality of non-Federal entity’s ability to quantitatively measure progress towards achieving proposed outcomes.

- i. STEP Client’s level of export experience (“market expansion” or “new-to-export” as defined in 8.1.10 and 8.1.11 respectively) on the DCI and on the STEP client application;
- ii. Actual export sales amount resulting from a completed activity;
- iii. Projected export sales amount resulting from a completed activity within the following 12 to 18 months;
- iv. A statement on the DCI by the client that conveys their certification of the reported data. For example, “I hereby certify that all information provided in this document, as well as any accompanying documents, are true and complete;”
- v. Number of times results data will be collected during the award year on the DCI and in the Technical Proposal;
- vi. Number of jobs created/retained stemming from ESBCs participation in export activity to specific countries and industries to the extent it is possible to collect; and,
- vii. Non-Federal entities instrument used to collect and record data (e.g., web-based, paper form, email, phone call) on the DCI and in the Technical Proposal.  
*Electronic signatures may be obtained from STEP clients.*

Please Note: \*All DCI elements (noted above) must be included on Non-Federal entity’s DCI Application.

**STOP (DO NOT EXCEED PAGE LIMITATION)**