

EXHIBIT B

TENNESSEE STEP APPLICATION FORM

Thank you for your interest in applying to the Tennessee State Trade Expansion Program ("STEP"). We suggest that you complete the application on a computer rather than a mobile device. We advise that you compile all necessary information before you begin to complete the application form.

The following is information that you will need to complete the application:

- Basic company contact details and key facts (e.g., Federal Tax Identification Number, employment data, revenue data, product/service information, etc.)
- Background information on the company's existing export activity (e.g., export sales information, key export markets, channels, international marketing activities, budget, etc.)
- Anticipated export goals and strategies over next three years (international marketing plan)
- Proposed export development activities under the STEP program, including sales projections, job growth projections and detailed budget information

Please save your answers as a separate Word document before entering the data into the online application. There is no functionality to save partial applications. With this information compiled in advance, we anticipate that it will take less than 45 minutes to complete this application. Please note that answers to all questions are required.

All requests will be evaluated on the overall quality of the proposal, the company's ability to successfully execute the proposed project, and the projected export sales. Incomplete applications will be rejected.

Tennessee STEP is focused on the following goals, and your proposal must show your company's export activity(ies) will help achieve at least one of these goals:

- Increase the number of Tennessee companies that export (i.e., help new-to-export companies start exporting)
- Increase the value of a company's exports
- Increase the number of companies exploring significant new trade opportunities

Applicants will receive a written response to their request. If you are awarded a STEP grant, your company should submit a Request for Reimbursement within 15 days of project completion and include all required documentation based on the final expenses.

If you have questions or need help, please contact Jeffrey Overby, TEI@belmont.edu.

Section A – Company Information

- 1) Confirmation Number (provided upon completion of the Tennessee STEP Eligibility Form):
- 2) Company name:
- 3) Name and title of your authorized STEP contact person:
- 4) Email:
- 5) What is your company’s competitive advantage (i.e., why is your product/service offering better than your competitors)?
- 6) Have domestic sales of your product grown over the past 3 years (average per year)?
- 7) What is your product/service’s current share of the domestic market?
- 8) Is your product/service price competitive in the domestic market?

Section B – Exporting Information

- 1) Dates for proposed trade activity?

Begin date:

End date:
- 2) Description of trade activity you are applying for. Provide a clear and concise explanation of trade activity and justification for the activity (i.e. how it fits with your business plan and how it will lead to export sales).
- 3) Please explain in detail how this project directly supports your company’s export marketing strategy. If your company does not have a strategy, please let us know and we will connect you to the resources needed to create a strategy to support STEP funding.
- 4) Please describe the product(s) and/or service(s) you plan to export in this project.
- 5) What specific country or countries are you targeting with this project?

Country	Is this a new country for your company?	If NO, what % increase in sales do you hope to achieve?
	YES NO	

- 6) How much per year could you afford to spend on export development?
- 7) How long would your management be willing to invest time and money to achieve acceptable export results?
- 8) What payment terms would you be willing to offer reputable foreign buyers?
- 9) What is your logistics plan for transporting and/or distributing your products or services (if applicable)?
- 10) Does your product require any assembly, special technical support, or after-sale service? If so, then how will these services be provided in the foreign market?
- 11) Explain if there is any additional testing and/or certifications for your product that need to be approved in the foreign market? If so, has your product already been tested and/or approved in those markets?
- 12) Does your product need to be modified (i.e., voltage)? If so, explain.
- 13) Are you willing to adapt your product and/or packaging to better suit foreign markets?

Section C – Specific Grant Application Activities

- 14) Please indicate what type of assistance would be most beneficial to you to support your exporting efforts (check all that apply):
 - Export training (basic how-to's)
 - Participation in trade missions
 - Export compliance training
 - Participation in trade shows
 - Export strategy planning
 - Trademark / IP protection information
 - Export financing information
 - Foreign market information
 - Export marketing support (e.g., website translation/localization; SEO; E-Commerce; digital marketing; etc.)
 - Identifying trade leads and potential customers
 - Other (please describe below)
- 15) Please indicate below which STEP-eligible activity you will be seeking reimbursement for in this application (you may selected more than one):
 - Export promotion services through the U.S. Department of Commerce, U.S. Commercial Services (e.g., Gold Key, Trade Winds)
 - International Website Optimization
 - Marketing Media Design
 - Trade Show Exhibition

The following elements of this application correspond to each activity listed above. Please find the section for the activity you selected above and fill the section out accordingly. The application continues to Activity Goals once your application activity sections has been completed.

Export Promotion Services Through the U.S. Department of Commerce, U.S. Commercial Service

Eligible for STEP reimbursement up to 75% - maximum reimbursement \$4,000/project

The Process:

1. Learn about the eligible U.S. Commercial Service Programs
2. Contact Brie Knox to determine which U.S. Commercial Service program(s) would be most helpful for achieving your export marketing goals.
3. Work with the U.S. Commercial Service in Tennessee office to obtain the Participation Agreement (contract) for the proposed U.S. Commercial Service Activity.
4. Indicate below which service(s) you plan to employ, the dates of service, the target market/country, and the costs associated with each service.

Service & Dates of Service	Target Market	Cost \$

If you need more space, please attach a separate spreadsheet.

5. Have you already signed a Participation Agreement (contract) with the U.S. Commercial Service?

- Yes
- No*

* If no, you may proceed with the ITAG grant application process, but please contact the U.S. Commercial Service in Tennessee to complete the Participation Agreement (contract) process. Your application will not be approved until a signed Participation Agreement is provided.

International Website Optimization

Eligible for STEP reimbursement up to 75% - maximum reimbursement \$5,000/project

Eligible e-Commerce and website fees expenses include:

- Design and develop a website with an international focus (including website translation or localization)
- Oversight and maintenance/monitoring fee* for SEO (SEO stands for Search Engine Optimization, which is the practice of increasing the quantity and quality of traffic to your website through organic search engine results)
- Online market listing fees (online sites such as Etsy, Amazon, and eBay charge nominal fees for listing items on their website)
- e-Commerce Platform, including hosting and/or maintenance fees (e-Commerce software enables a business to sell products and services online)
- Expenses to set up websites to accept international payments
- Website Globalization Review Gap Analysis: an evaluation of a business’s website from an international marketing and sales perspective, resulting in a report providing website SEO enhancements that will make your web presence more appealing and functional for overseas sales prospects.

*Any maintenance or monitoring activities must be concluded by September 29 annually.

International E-Commerce & Website Fee Service:	
Date(s) of Service:	
Service Provider:	
Country(ies):	
Expected Activity Cost Total:	

International Marketing Media Design

Eligible for STEP reimbursement up to 75% - maximum reimbursement \$5,000/project

Eligible e-Commerce and website fees expenses include:

Development of marketing media is the ability to promote a product or service to strengthen export sales using any of the following: brochures, social media, websites, billboards, newspapers, posters, international magazines and translation of marketing media, including audio and video. This activity must be carried out by a third-party organization.

Service being rendered:	
Date(s) of Service:	
Service Provider:	
Target Country(ies):	
Expected Activity Cost Total:	

Trade Show Exhibition

Eligible for STEP reimbursement up to 75% - maximum reimbursement \$7,000/foreign show

Trade Show Name:	
Show Dates:	
Show Location:	
Describe how exhibiting at this trade show helps you meet your export goals:	

Trade Show Budget - please fill out all expenses in which you are applying for reimbursement: *

Expense Category	
Expense Amount	\$
Exhibit Space	\$
Exhibitor Badges	\$
Graphics, Banners, Signs, etc.	\$
Furniture, Lighting, etc.	\$
Flooring	\$
Freight, Drayage & Storage	\$
Labor (show contractor)	\$
Utilities	\$
Data Collection	\$
Other:	\$
TOTAL	\$

Please complete the rest of the application in full.

Activity Estimates

- 1) Should you receive financial assistance from the STEP Grant, please state your goals/objectives?

- 2) Should you receive financial assistance from the STEP grant, what is the State of Tennessee's estimated return on investment for the award of requested STEP grant funds.
 - a. How many new jobs do you expect will be created in your company after participating in the activity(ies)?
 - b. How many job will be retained in your company after participating in the activity(ies)?
 - c. How many new international clients do you expect to engage as a result of the activity(ies)?
 - d. What dollar amount of sales do you expect to generate within the first month after participating in the activity(ies)?
 - e. What are your estimated long-term (18-months) sales to be generated by participating in the activity(ies)?

*Please note, the number above are estimates.

Certifications

In order to be considered to receive a Tennessee STEP grant, you are required to complete the following forms from the U.S. Small Business Administration (SBA).

- Self-Representation as an Eligible Small Business Concern; and
- Debarment, Suspension, and Other Responsibility Matters Primary Covered Transactions (SBA Form 1624)

The applicant certifies that:

- To the best of my knowledge, the data in this application is correct and supporting documentation will be available to TEI for review upon request.
- I understand that submitting false or misleading information may result in being found ineligible for reimbursement and permanent disqualification from any future participation in this program.
- My company meets the SBA eligibility criteria for the STEP program, including compliance with SBA size standards and U.S. content requirements.
- STEP funds will only be used for those activities included in the project budget and approved pursuant to the written application. Modifications to the proposed budget and activities require prior approval.
- I understand that TEI may conduct confidential surveys following the completion of the activity, and I will answer those surveys in a timely manner.
- I understand that I will be accountable for submitting paperwork, documenting expenses and meeting deadlines under the STEP program and that failure to do so may impact my eligibility for reimbursement under the program.
- I understand that TEI will not authorize release of financial and other company-confidential details provided on this application, except when required under applicable federal and state statutes, rules and regulations. It is understood that release of such information will be made available for the purposes of financial audits. It is also understood that my company name and city/town may be released for STEP program publicity purposes.
- I understand that the Tennessee STEP program is funded in part by a grant from the U.S. Small Business Administration (SBA) and that my contact details may be shared with the SBA for promotion of other SBA programs and services.
- I understand that information in this application will be shared with the TEI Office, District Export Councils of Tennessee, the U.S. Department of Commerce, and U.S. Commercial Service Tennessee.

Check only one:

- I agree
- I do not agree

I understand that project costs will only be reimbursed for documented expenses. All costs must be represented by original receipts, original cost invoices, and proofs of payments.

Check only one:

- I agree
- I do not agree

I will ensure that all reimbursement requests will be submitted no later than 15 days after activity end date.

Check only one:

- I agree
- I do not agree

I agree to provide post-trade event required metrics. Each grant is funded in part through a grant with the U.S. SBA. The federal grant requires the State of Tennessee to report all sales and job creation activity directly derived as a result of your participation in the Grant. By checking yes, you agree to provide sales and job creating statistics directly derived as a result of your acceptance of the STEP Grant award and financial assistance, on a quarterly basis following the STEP Activity and 12 to 18 months after the performance period of the grant. All information provided is confidential.

Check only one:

- Yes
- No

SBA Opt-In Statement

The U.S. Small Business Administration 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 SBA STEP or ITAG. SBA's aim is strictly to share information about other opportunities with you.

- Yes
- No

Name (must be an authorized signer for the company)

Date

Title

Company

Signature

STEP Authorized Signer (Primary Contact Person). If the signer is not the CEO/President of the company, please provide executive authorization granting permission to the person named below to complete the above-named forms on behalf of the company.

Name

Date

Title

Company

Telephone

Email

I hereby authorize the person named above to prepare, sign, and submit the STEP forms listed above on behalf of the company. Authorized by:

Name

Date

Title (Must be the CEO/President

Company

Signature

For more information or assistance, please contact:

STEP Grant Director: Jeff Overby / 615-460-6499 / TEI@belmont.edu