



State Trade Expansion Program – STEP Client Services List

October 2024 - September 2026 (2-year funding period)

Available Services for Eligible Export Clients*:

Travel Reimbursement – Trade Shows & Export Missions

The Florida SBDC will use STEP funding to provide reimbursement of up to \$2500 in export/trade show related travel costs for export clients attending approved trade/export related events. Allowable costs include airfare, lodging, trade show fees, transportation, & sample shipment fees (not to exceed \$2000).

US Commercial Service Products

Customized Market Research: Through STEP funds, the FSBDC will also provide customized market research to offer eligible companies with answers to questions specific to the client's products/services in a market; including market structure, trends and size, customary distribution and promotion practices, and key competitors and agents, distributors, or strategic partners in the market. We will utilize the service provided by the U.S. Commercial Service. <https://www.trade.gov/customized-market-research-0>

International Company Profile: The FSBDC will use STEP funds to provide a comprehensive background report on a specific foreign company through the U.S. Commercial Service: <https://www.trade.gov/international-company-profile-0>

Translation of Trade Show Materials

The FSBDC will reimburse export clients with up to \$500 in allowable costs related to translation services in conjunction with attendance at trade show events. These services may include translation of digital assets, websites, printed marketing materials, order forms, product packaging, etc.

Website localization service

The FSBDC will reimburse export clients with up to \$2100 in allowable costs related to website localization for firms to enter or do further business in one or more global markets.

Exploratory Export Marketing Plan (EMP)

The FSBDC will utilize data research analysts and trade specialists to prepare a data rich multi-page plan specifically tailored to new-to-export businesses to explore possibilities and the appetite of an ESBC to export. The plan will have an executive summary outlining the data and a next steps section for further action if desired. FSBDC will utilize STEP funding to reimburse \$500 to cover cost of report.

Comprehensive Export Marketing Plans (EMP)

Customized Export Marketing Plan prepared by a certified FSBDC International Trade Consultant; each EMP includes a thorough readiness assessment, Industry/Market/SWOT analysis, review of trade opportunities, and an action plan. Export Marketing Plans are valued at \$7,500. Operating as a partner of FSBDC, Enterprise Florida, Inc. subsidizes \$4,500 of that cost through the state international trade program, FSBDC utilizes STEP funding to cover \$2,500 of the cost, and the export client would be responsible to pay a \$500.00 fee.

For more information on the program and to apply, please visit www.FloridaSBDC.org.

*FSBDC Trade Consultants will determine export client eligibility. New to exporting clients will be required to complete an Exploratory or Comprehensive Export Marketing Plan prior to receiving approval for additional STEP 12 services. Clients interested in expanding their exporting capabilities will be required to complete a Comprehensive Export Marketing Plan prior to receiving approval for additional STEP 12 services. Maximum total reimbursement cannot exceed **\$2000** per 2-year funding period for clients receiving the Exploratory Export Marketing Plan. For Comprehensive EMP clients, the maximum total reimbursement cannot exceed **\$8000** for STEP services per export client per 2-year funding period or **\$15,000** to include the cost off a Comprehensive EMP during the same funding period.

Funded [in part] through a Cooperative Agreement with the U.S. Small Business Administration.

