

### *B. Eligibility of Current or Past Cooperators*

MDCP aims to increase export market development activities by using program funds to encourage new initiatives. MDCP funds are not intended to replace funds from other sources, nor are they intended to replace MDCP funding from a previous award. Current or past cooperators may propose a new project. See *V.A.4. Creativity and Capacity* below.

### *C. Determination of Eligibility*

#### *1. Request for Determination:*

Prospective applicants are encouraged to resolve questions regarding eligibility by requesting an eligibility determination in writing accompanied by the most current version of all of the following documents that apply:

- a. Articles of incorporation,
- b. Charter,
- c. Bylaws,
- d. Information on types of members and membership fees,
- e. Internal Revenue Service acknowledgment of non-profit status,
- f. Annual report,
- g. Audited financial statements,
- h. Documentation of ties to state trade departments or their regional associations, and
- i. The letter described in *III.A.4. Special Note Regarding Educational Institutions* above.

Prospective applicants should submit eligibility determination requests as soon as possible, if they wish to have determinations prior to the application deadline. This deadline will not be extended, and applicants should continue to work on applications while awaiting the Department's eligibility determination.

*2. Joint Ventures:* Entities may join together to submit an application as a joint venture; however, only one eligible organization can be the designated cooperator. For example, two trade associations may pool their resources and submit one application, but only one of the two will be the cooperator. Foreign businesses and private groups also may join with eligible U.S. organizations to submit applications and to share project costs. Applicants should pay special attention to *II.C.2.b. In-Kind Contribution* above, when formulating a partnership or joint venture.

## **IV. Applications**

### *A. Format*

The basic elements of the application are set forth below. Additional instructions and required forms are provided in the application kit available from [www.export.gov/mdcp](http://www.export.gov/mdcp).

*1. Executive Summary:* In accordance with *V.B. Evaluation and Selection Procedures* below, the Department will distribute applicants' one-page summaries to its experts to solicit comments. This summary should communicate the essence of the application proposal including the following:

- a. Applicant's name and location,
- b. Name of partnership organizations joining applicant,
- c. ITA entities and other Federal offices with which applicant envisions working,
- d. Amount of Federal funds requested,
- e. Total project budget,
- f. Proposed award period,
- g. Foreign markets targeted,
- h. U.S. industry to be promoted, and
- i. Brief description of the project activities and methods.

*2. Background Research:* Developing a project plan requires solid background research. Applications should reflect the findings of the applicant's study of the following:

- a. Market potential of the U.S. products,
- b. Competition from host-country and third-country suppliers,
- c. Economic situation and the ability of a country to import the U.S. products,
- d. Industry resources that can be brought to bear on developing a market,
- e. Industry's ability to meet potential market demand, and
- f. Industry's after-sales service capability in designated foreign market(s).

*3. Project Description:* After describing their completed basic research, applicants should develop marketing plans that set forth project objectives and the specific activities applicants will undertake.

a. *Work Plan:* The project description should include a list of specific activities planned, including: (1) The different phases of the project, identifying each milestone and activity in chronological order; (2) the location where activities will take place; and (3) the ways the applicant intends to involve ITA as a partner in project activities.

#### *b. Performance Measures:*

(1) *Applicant-Designed Performance Measures:* Applicants should develop and utilize performance measures which reasonably gauge project success.

(2) *ITA Performance Measures:* ITA reports results using the Government Performance and Results Act (GPRA) measures defined for its programs and activities.<sup>19</sup> All cooperators will report

quarterly on the GPRA measures listed below. Because they are not defined by the cooperator, ITA recognizes that some GPRA measures may be more applicable to some projects than to others. However, cooperators should be prepared to record the effect of MDCP project activity on as many of the performance measures below as possible.

(a) How does MDCP project activity increase:

- (i) Awareness and understanding of ITA products and services,
- (ii) Satisfaction with the quality of ITA products and services,
- (iii) Ease of use of ITA's Internet portal, and
- (iv) Ease of access to ITA export and trade information and data,

(b) Number of deals<sup>20</sup> executed by U.S. businesses,

(c) Dollar value of exports of U.S. businesses resulting from participation in MDCP project activities,

(d) Number of U.S. businesses that are new to export,<sup>21</sup>

(e) Number of U.S. businesses that are new to market,<sup>22</sup>

(f) Brief description of each partnership<sup>23</sup> between ITA and a public or private entity that is established or enhanced, and

(g) Number of export activities undertaken by U.S. businesses. (See examples below in *V.A.1. Export Success Potential*.)

(3) *Performance Measure Reporting Requirements:* Each cooperator should report on both applicant-designed measures and ITA performance measures in its quarterly reports.

<sup>20</sup> A "deal" is an action facilitated by the cooperator or its partners, including ITA, for U.S. exporters. Deals include the following types of export transactions: shipping goods or delivering services, signing an agent/distributor, identifying an agent/distributor, signing a contract with sales expected in the future, helping a U.S. firm avoid harm or loss, and helping resolve a trade dispute.

<sup>21</sup> A "new-to-export" firm that transacts an actual, verifiable export shipment of goods or delivery of services for the first time in the last 24 months, and where any prior exports resulted from unsolicited orders or were received through a U.S.-based intermediary.

<sup>22</sup> A "new-to-market" firm is a U.S. firm that transacts an actual, verifiable export shipment of goods or delivery of services to a market for the first time in the last 24 months, and where any prior exports to the market resulted from unsolicited orders or were received through a U.S.-based intermediary.

<sup>23</sup> A "partnership" is a new or enhanced relationship codified in writing through a memorandum/letter of understanding/agreement, reimbursable agreement, grant, cooperative agreement, or contract. A partnership is created when an applicant is selected for an MDCP award and becomes a cooperator. However, some cooperators, in the course of pursuing their MDCP project, might create or enhance other partnerships between ITA and public or private entities. Any such created or enhanced partnerships should be described in a cooperator's quarterly reports.

<sup>19</sup> GPRA was enacted August 3, 1993 (Pub. L. 103-62).