



Funded in part through a cooperative agreement with  
the U.S. Small Business Administration.

## **Program Guidelines**

Missouri Department of Economic Development  
*Division of Business and Community Services*  
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Jefferson City, MO 65101  
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## Purpose

The Small Business Jobs Act of 2010 authorizes the U.S. Small Business Administration to establish a 3-year trade and export promotion pilot program, known as the State Trade and Expansion Promotion (MO STEP=UP) Grant Program, to make grants to States to carry out export programs that assist eligible small business concerns. The aim of the MO STEP=UP Program is to increase the number of small businesses that are exporting and increase the value of exports for those small businesses that are currently exporting.

Special Consideration is given to the priority sector, Advanced Manufacturing, and the key markets.(Canada, China, Europe, India, Israel, Japan, Korea, Mexico, Taiwan, and UAE.)

## Eligibility

The target audience for this program is small businesses, with 500 employees or less. DED will focus assistance to these small firms to new markets in order to ensure increased opportunities.

- ☐ 500 employees or less
- ☐ In business for 1 year or more
- ☐ Is operating profitably; based on operations in the US
- ☐ Is an export-ready U.S. company seeking to export goods or services of U.S. origin or have at least 51% U.S. content
- ☐ Has demonstrated export sales potential and intent, understanding the costs associated with exporting and doing business with foreign purchasers, including the cost of freight forwarding, custom brokers, packing and shipping and has a strategic plan in effect for exporting
- ☐ Registrants will be required to acknowledge and commit to the reporting methodology as set forth by the state and detailed on each application form.

## MissouriBUYS

The State of Missouri has implemented a secure, web-based statewide eProcurement system, MissouriBUYS.

As a recipient who will be reimbursed by the state, you will be required to register your business with the Office of Administration through MissouriBUYS. The vendor registration portal is available on the MissouriBUYS website at <https://missouribuys.mo.gov>.

Clicking on the 'register' link will allow you to get a username and password. There are links to informational documents and a training video if you need help with the process. Prior to starting registration, please make sure you have the following information available:

- Organization's Taxpayer ID Number (TIN)
- ☒ Business Type (Corporation, LLC, Sole Proprietorship, etc.)
- ☒ Email Address
- ☒ ACH-EFT Payment Information
- ☒ Internal Revenue Service W-9, Request for Taxpayer Identification Number (TIN) and Certification

### **E-Verify MOU:**

In addition to certifying that your organization does not employ illegal aliens, all applicants must: (1) enroll in E-Verify; (2) check the box on the Certification confirming enrollment and participation in E-Verify, and (3) provide supporting documentation. All applicants must complete this form and attach a copy of the E-Verify Memorandum.

The E-Verify Program, conducted jointly by the U.S. Citizenship and Immigration Services (USCIS) Verification Division and the Social Security Administration (SSA), is designed to provide employment status information to determine the eligibility of applicants for employment. E-Verify requires that participating commercial employers use the automated Verification Information System (VIS) to check the SSA and the USCIS databases to verify the employment authorization of ALL newly hired employees. An employer's participation in E-Verify is free. To access the E-Verify website, go to: <https://e-verify.uscis.gov/enroll/>.

### **To access the 'electronically signed MOU' – the following must already be completed:**

- ☒ Must have successfully enrolled in the E-Verify program; and
- ☒ Must have successfully completed the tutorial.

### **To retrieve a copy of your electronically signed MOU:**

- ☒ Wait until you have received a Confirmation email from E-Verify / USCIS that the company is successfully enrolled in the program
- ☒ Log back into your Account
  - Click on "Edit Company Profile" in the left menu
  - Scroll about halfway down and click on the green "View MOU" button. (Make sure all pop-up blockers have been disabled.) The electronically signed version pop ups in a separate screen.
- ☒ ONLY the Program Administrator can access the electronically signed MOU.

*For additional assistance, you can contact E-Verify using the toll free Help line number, 888- 464-4218.*

## MO STEP=UP Programs

**Market Expansion** – To qualify for the Market Expansion program companies must currently export to at least one market (Canada Counts!) and demonstrate export sales potential as well as confirmation of export experience.

Program benefits:

- ☐ Up to 70% of actual costs or \$5000 maximum reimbursement for trade show costs in the advanced manufacturing sector and in a priority market
- ☐ Up to 70% of actual costs or \$4000 maximum reimbursement on trade mission participation costs in the advanced manufacturing sector and in a priority market
- ☐ 50% of actual costs or \$2000 maximum reimbursement for costs of subscription services provided by the U.S. Department of Commerce (USDOC)
- ☐ 50% of actual costs or \$3,000 maximum reimbursement for expenses related to the foreign language translation of your website
- ☐ 50% of actual costs or \$1,500 maximum reimbursement for the design and production of eligible marketing media
- ☐ 50% of actual travel expenses or \$1,000 maximum reimbursement for airfare (economy/coach class only) - for **one** corporate representative
- ☐ 50% of actual costs or \$1,000 maximum reimbursement for hotel lodging - for **one** corporate representative.

**New-to-Export Program** – The New-to-Export Program is targeted at companies that do not currently export to at least one foreign market or whose exports are sporadic and very small in volume.

Program benefits:

- ☐ Up to 70% of actual costs or \$5000 maximum reimbursement for trade show costs in the advanced manufacturing sector and in a priority market
- ☐ Up to 70% of actual costs or \$4000 maximum reimbursement on trade mission participation costs in the advanced manufacturing sector and in a priority market
- ☐ 50% of actual costs or \$3,000 maximum reimbursement for expenses related to translating your website into a foreign language
- ☐ 50% of actual costs or \$1500 maximum reimbursement for the design and production of eligible marketing media
- ☐ 50% of actual travel expenses or \$1,000 maximum reimbursement for airfare (economy/coach class only) - for **one** corporate representative
- ☐ 50% of actual costs or \$1,000 maximum reimbursement for hotel lodging - for **one** corporate representative.

**Eligible MO STEP=UP Expenses**

- Airfare – (consistent with Fly America Act guidelines) – Only the cost of an economy/coach class airline ticket will be eligible for reimbursement. If a higher class ticket is purchased and submitted for reimbursement, documentation indicating the cost of an economy/coach class ticket must be provided. A print out from the airline provider’s website may be submitted. The submitted price of the economy/coach class airfare must be for the same airline, flight number and dates as the higher class ticket that was purchased. **Seat upgrades are not reimbursable.**
- Lodging – hotel room/tax charges only **up to the Per Diem rate**. The Per Diem rates can be found on the U.S. General Services Administration website at: <https://www.gsa.gov/travel/plan-book/per-diem-rates>. Other types of lodging may be reimbursable up to the per diem rate. Please contact our office for more information. Prior approval for any lodging, other than a hotel, must be obtained from our office.
- ☐ Registration fees, standard booth space, standard build out for trade shows.
- ☐ Trade mission fees.
- ☐ Website (translation into language of greatest necessity).
- ☐ Market media.

**Ineligible MO STEP=UP Expenses**

- ☐ Passport or visa fees
- ☐ Immunizations
- ☐ Expenses related to entertaining current or prospective clients or government officials
- ☐ New product development or alteration of existing products
- ☐ Cell phones and cell phone charges
- ☐ Ground transportation fees
- ☐ Car Rental
- ☐ Parking
- ☐ Baggage fees
- ☐ Seat Upgrades
- ☐ Meals
- ☐ Currency exchange fees
- ☐ Meeting space audio/visual for reverse trade missions
- ☐ Cost of compliance testing an existing product for entry into an export market
- ☐ Employee salaries

**Export Training Program** – MO STEP=UP Export Training Program provides companies with an innovative and interactive training program focused on how to export successfully. The training is designed to develop Missouri’s exporters of tomorrow through a dynamic three-month

program which is divided into four phases for optimal results.

**Phase 1** – Phase one includes the exploration of best practices and the mindset of successful exporters. During phase one, a schedule is developed for company site visits and a coach is designated for each participant from a partner organization.

**Phase 2** – Phase two includes sessions specific to marketing research applicable to each firm’s needs.

**Phase 3** – Phase three incorporates growing the company’s international business and building an overseas infrastructure through assistance from experts in the field using presentations on international logistics, legal considerations and general export regulations.

**Phase 4** – Phase four provides each firm with one-on-one coaching, information and resources and as the critical analysis and evaluation of an export development plan in order to help keep on track.

### **MO STEP=UP Application Deadline**

Applications must be submitted to the offices of DED 30 days prior to eligible events/activities.

A complete application includes:

- One executed electronic copy emailed to: [exports@ded.mo.gov](mailto:exports@ded.mo.gov)
  - One original signed version to:

Missouri International Trade Office  
Attn. Melanie Bax  
301 West High Street, Suite 720  
Jefferson City, MO 65101

### **Application/Approval Procedure**

Eligible applicants must submit a complete application form in order to be considered. Only applicants applying for approved cost-share activities will be reviewed for approval. Application review will consider activity, market opportunity, impact, likelihood of success and availability of funds. **Approval of the application is required in advance of the event.** Once completed, all receipts and source documentation evidencing the cost and the cost share must be submitted to DED within **90 days** of the execution of the event(s) for reimbursement. Failure to comply with the submission of required documents may result in the delay or cancellation of the approved reimbursement. Reimbursement is the lesser of the authorized amount in the approval letter or the actual eligible costs. A Tax Clearance Letter from the Missouri Department of Revenue indicating that the applicant/company has no outstanding taxes due must accompany the request for reimbursement.

## Reporting

Each participant shall complete a Client Impact Statement(CIS) that provides the outcomes of participation in the trade show event or other approved MO STEP=UP activity. The CIS will be aggregated by DED (without company identification) in order to determine the return on investment to the program as a whole.

### Application Check list:

#### 1. Marketing Activity

- Completed Application
- Export Plan (if required)

#### Supporting Documents

- Executed Disclosure and Confidentiality Agreement (DCA) Form
- SBA Self-Representation Form
- SBA Debarment Certification Form
- Missouri Buys
- Sign and Return Certificate of Statement (Original Signature Page)
- E-Verify Memorandum
- Fly America Document

#### 2. Additional Documentation required after activity takes place

- Receipts
- Tax Clearance
- Invoice
- Client Impact Statement