



## ExporTech™ Program

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| <b>Program Guidelines for Fiscal Year 2025</b>    |   |  |   |
| <b>Lead Division:</b> Global Trade and Investment |   |  |   |
| <input type="checkbox"/> <b>New</b>               | <input type="checkbox"/> <b>Revised</b> |  |   |
| <input checked="" type="checkbox"/> <b>Grant</b>  | <input type="checkbox"/> <b>Loan</b>    | <input type="checkbox"/> <b>Tax Credit</b> | <input checked="" type="checkbox"/> <b>Technical Assistance</b> |

### Introduction

**Background Information:** To support the export capabilities of Wisconsin businesses, WEDC partners with the Wisconsin Center for Manufacturing & Productivity (WCMP) to offer financial and technical assistance to businesses through the ExporTech™ program. The program has three financial components – WEDC funding for ExporTech™ delivery, WEDC assistance with the program cost for eligible participating businesses, and funding for a market assessment following ExporTech™ completion.

ExporTech™ is managed and deployed nationally by the National Institute of Standards and Technology’s Manufacturing Extension Partnership (NIST MEP) in collaboration with other federal/state export partners and promotion organizations. Through a contractual agreement, ExporTech™ is coordinated by WCMP, with financial and technical support from WEDC.

ExporTech™ is a proven export strategy development program designed to speed a business’ “go to market” timeline by developing a customized international growth plan for the business’ product in key markets. Participating businesses receive access to topic matter experts, individualized coaching and consulting, customized support and guided development of an international growth plan. The program provides a unique focus on CEO/top management success factors and aims to provide businesses with early export success. Each program takes place over 12 weeks.

The key to success in international markets is preparedness and the goal of ExporTech™ is to better position businesses for success in the global economy. In order to further assist and provide Wisconsin businesses with hands-on strategic export development, ExporTech™ is designed to help businesses take a more proactive approach to export markets. As the driving force in job creation and economic growth, small business growth is imperative to the health of the Wisconsin economy.

**Program’s Purpose:** ExporTech is an export acceleration program delivered in partnership by the Wisconsin Manufacturing Extension Partnership (WMEP) and the Manufacturing Outreach Center (MOC) at UW-Stout. With support from WEDC, ExporTech™ helps Wisconsin businesses expand their global market reach through targeted export strategy development and execution.

### Eligibility Requirements



The ExporTech™ program is administered through a grant made by WEDC to WCMP. WCMP then facilitates the administration of providing technical and financial assistance to participating businesses.

**Eligible Applicants:** Applicants applying to WCMP for participation in ExporTech™ must meet the following criteria:

- Be an established business meeting NIST's eligibility criteria operating in Wisconsin.
- Be a business that manufactures, processes, assembles and/or distributes a product or performs a service with a potential to be exported.
- Will commit to executive level (C-level, President, Owner, decision maker) involvement and participation.

**Eligible Use of Funds:** Scholarship funding and market assessment/ partner searches.

**Matching:** Eligible businesses participating in the ExporTech™ program must contribute matching funds for the cost of participation at a rate of 1:1.

### **Available Incentives**

**FY25:** \$144,000

**Award Sizes:** Eligible businesses may receive the following assistance under the program:

#### Scholarship Funding

Scholarship funding is available for eligible applicant businesses for 50% of ExporTech™ costs, up to \$5,000.

#### Market Assessment Funding

To further support export plan implementation, in-market research/due diligence, and utilization of WEDC's network of contracted authorized trade representatives, ExporTech™ graduate businesses will receive a formal market assessment, in one of their target markets by WEDC's Global Network. These funds will be administered as a pass-thru by the Wisconsin Center for Manufacturing and Productivity (WCMP). This funding is market dependent.

**Awards per Applicant:** One award per eligible business over its lifetime. Exceptions may be made for businesses with significant senior management changes.

### **Activities and Expected Outcomes**

Award one organization to support 24 businesses.

**Impact:** ExporTech™ is designed to shorten a business' "go-to-market" timeline by developing a customized international growth plan for the business' products in key markets. The impact for businesses participating in ExporTech™ is to:

- Increase the business' speed to start or expand their exporting strategy.
- Avoid common mistakes that businesses exporting to international markets often make.
- Develop a custom playbook based on best practices.
- Receive expert support outside of class session.
- Diversify business' revenue sources by opening them up to multiple markets.

**Metrics:**

- Pass-through Businesses Assisted (financial).
- Pass-through Leverage Total.
- Pass-through Job Creation.
- Pass-through Job Retention.
- Pass-through Commercialized Product Sales.

**Application Guideline**

**Timeline:** The WMEP and MOC run ExporTech™ programs throughout the year.

**Review Considerations:** WMEP and MOC review each applicant business to confirm that they are an established business operating in Wisconsin and are licensed with DFI. Businesses are required to have a manufacturing NAICS code or receive approval from the ExporTech™ program. Businesses are reviewed to ensure they are export-ready and that the ExporTech™ program is appropriate and in alignment with their export goals.

**How to Apply:** The ExporTech™ program is administered through a grant made by WEDC to WCMP. WCMP applies to WEDC to receive the funding via Network Wisconsin.

Eligible Businesses will apply to WCMP who will process and approve applications and enter into participation agreements with eligible businesses. All applications are shared with WEDC for reference and review.

**Award Process:** WCMP's application to WEDC will be assigned to a WEDC underwriter and go through WEDC's awards administration process.

This single-entity program award is an exception to WEDC's standard awards approval thresholds outlined in WEDC's Awards Administration Policy. Upon Board approval of this program guideline, the award may be approved by WEDC's CEO and does not require further approval by either the Awards Administration Committee or the Board, regardless of the cumulative awards to the approved entity as long as the award for this program does not exceed the Board approved budget.

**Performance Reporting:** WCMP will be required to quarterly submit a performance report documenting the number of businesses assisted, as well as any other contract deliverable, including participant satisfaction ratings.



WEDC annually selects awards on a sample basis for an audit. All backup to the performance report and financial records are required to be maintained by the Recipient for a period of at least three (3) years after the last performance report is due.

WEDC may impose additional reporting requirements to evaluate project performance and to ensure compliance with contract deliverables.

### **Revision History**

#### **Program Inception** – April 2010

- 7/1/2019: Clarified performance reporting requirements.
- 7/1/2023: Exempts single-entity program recipients from the standard awards administration policy.