

MetroConnect SAN DIEGO

presented by
JPMORGAN CHASE & CO.



WORLD TRADE CENTER®
SAN DIEGO

EXPORT ASSISTANCE PROGRAM

Companies that export have been shown to offer higher wages, greater sustainability through increased sales and diversification, enhanced innovation and extension of product lifecycles.

The MetroConnect initiative equips San Diego small- and medium-sized companies (SMEs) with a suite of financial and programmatic resources in their efforts to bring their products and services global.

15 COMPANIES
\$10K EACH

+ A CHANCE TO WIN AN ADDITIONAL \$35K

SEE REVERSE FOR DETAILS AND ELIGIBILITY

APPLICATIONS CLOSE JUNE 30, 2017

APPLY NOW

BACKGROUND

MetroConnect is the flagship export assistance program of World Trade Center San Diego. The initiative equips San Diego small- and medium-sized companies (SMEs) with a suite of financial and programmatic resources in their efforts to bring their products and services global. SMEs represent the vast majority of businesses in San Diego and are responsible for much of the innovation and job creation activity that propels the regional economy. The success of these firms is critical to San Diego's future, and increasing their global reach is crucial to the region's economic competitiveness.

MetroConnect provides 15 finalists \$10,000 in matching funds to cover up to 50 percent of the costs associated with the company's next step in going global. Thanks to the support from JPMorgan Chase & Co., these funds assist companies in any scenario that increases their presence abroad. In addition, four of these companies will be invited to pitch their globalization plans towards the end of the program for an additional award of \$35,000.

COMPANY ELIGIBILITY

- » Strong potential for growth from increased international exports or global expansion
- » Has at least (3) employees and been in business for at least one year
- » Convincing evidence that grant assistance will make a measurable difference in a company's ability to reach international markets within a year of receiving assistance
- » Complies with SBA size standards found at Code of Federal Regulations Title 13 – Chapter I – Part 121.201
- » The product/service is at least 51% Made in America. Exceptions can be made for those companies that can articulate how the San Diego region will benefit from increased product exports despite being made elsewhere (increase in jobs, stronger profit, etc.)

GRANT COVERED SERVICES

The MetroConnect program matching grant covers both activities and services that strengthen a company's ability to reach new markets, grow international sales and attract foreign investors. The program includes a comprehensive suite of services and activities regularly utilized by international companies to catalyze global economic engagement, including export counseling and business-to-business partnering assistance, as well as trade show and trade mission participation.

COMPANY EXPECTATIONS

Submission of the application does not require companies to accept export assistance services. However, submission of a company's application accepts the terms, conditions, and expectations of the MetroConnect program.

A MetroConnect recipient will be required to:

- » Submit a public-facing case study that outlines information related to the company's export experience, including the positives, negatives and advice for other exporters;
- » Submit confidential key performance indicators including, but not limited to, data about direct sales, new investors, signed partner agreements and other evidences of exporting to track export success over the course of the program;
- » Attend required export related events hosted by the MetroConnect program grantors
- » Submit a one page, anonymous survey annually to track international growth

IMPORTANT DATES

June 1 – Applications Open

June 30 – Applications Close

July 19 – Finalists Notified

August 1 – Launch Event and Cohort Onboarding

September 14 – Trade Workshop w/ Taylor Guitars

September-April 2018 – Trade Seminars and Planning Sessions

May 15, 2018 – Grand Prize Pitchfest

Dates noted in **BOLD are required for participation in the program*