

MetroConnect Application Overview

[Access the application here](#)

Personal Information

1. Full Name
2. Title
3. Email Address
4. Phone Number

Company Information

5. Company Name
6. Company Website
7. Is your company headquartered in San Diego County?
8. Primary Company Address
9. What are the primary NAICS codes for your company?
 - a. You can find a list of NAICS codes by visiting www.naics.com/search.
10. When was your company founded?
11. How many full-time employees do you have in San Diego County?
12. How many part-time employees do you have in San Diego County?
13. What was your annual revenue in 2020?
14. Does your business qualify as any of the following?
 - a. Woman-owned
 - b. Minority-owned
 - c. Veteran-owned
15. What are the primary products or services your business provides?
16. Please give a brief company and product/service description.
17. Is your product/service at least 51% "American Made"?
 - a. This question does not disqualify an applicant.
18. If no, please explain where and why a majority of your product is made outside the USA.

Current International Engagement

19. How many employees does your company have outside the U.S.?
20. Does your company currently sell internationally (export)?
21. What percentage of current revenues are generated by exports?
22. What was your total revenue derived from exports in 2020?

Strategy/Desired Outcome

23. Top 3 foreign markets your company is targeting for entry or further expansion
 - a. Please answer on the country level (i.e. Germany or France – not Europe)

24. Why do you think your product/service has potential in these markets?
25. To what extent is your company currently pursuing opportunities in these international markets?
26. What challenges are you facing with exporting your product/service?
 - a. Check all that apply (list.)
 - b. If other, please explain
27. Please elaborate on any challenges you are currently experiencing with your export plan.
28. How would you leverage the resources offered by the MetroConnect program to help achieve this (\$5K grant, export workshops, translation software, flight discounts, country profiles, marketing & PR support, service provider and mentor network, etc.)
29. What outcomes do you hope to achieve in the next six months? The next 12 months?
30. Do you anticipate hiring additional employees or expanding your business' San Diego footprint should you hit your export goals?

Other

31. Please provide any additional information you think would be relevant to the judges to make your application more competitive (500 characters max).
32. If available, please upload a relevant export plan and/or any other supporting documents
33. If applicable, please link to any relevant video content that may help us better understand your product/service.
34. As part of MetroConnect, your team will be required to attend seven curated export workshops, engage on a monthly basis with WTC's MetroConnect program manager, and submit confidential key performance indicators at the start and finish of the program. You will also be required to submit a 2-page case study recapping your time in the program, using a template prepared by the WTC marketing team. **Please indicate whether or not you will be able to commit to these program requirements.**
35. As part of a potential partnership with the United States International Trade Administration (ITA), companies participating in MetroConnect may be asked to submit a recap of export progress quarterly for a period of up to five years. In the event that this partnership is finalized, export grants disbursed to each company will also increase to \$10,000