



California State Trade Expansion Program Export Voucher Application

THIS IS A SAMPLE APPLICATION

Please note that all applications must be submitted through the online portal at <https://step.business.ca.gov/>, once submitted you can print a PDF version of your application (as seen below) for your own records.

Primary Contact Information	Secondary Contact Information
First Name:	First Name:
Last Name:	Last Name:
Email Address:	Email Address:
Business Name:	Business Name:
Title:	Title:
Phone:	Phone:

Business Information		
Legal Business Name:		
Doing Business As (if applicable):		
Date of Business Establishment:		
Website:		
Street:	City:	
State:	Zip Code:	
Legal Entity of Business:	Entity #:	
NAICS Code:	Number of Employees:	Annual Receipts:
Description of your product(s) and/or service(s):		
Select all that apply: <input type="checkbox"/> Woman-Owned Business <input type="checkbox"/> Socially or Economically Disadvantaged Individual-Owned Business <input type="checkbox"/> Veteran and/or Service-Connected Disabled Veteran-Owned Business <input type="checkbox"/> Business located in a rural area <input type="checkbox"/> Business located in an Opportunity Zone		

Export Readiness Assessment

New-to-Export/Market Expansion:

List the country or countries to which the business has exported (separated by commas):

Percentage of annual export sales:

Describe the current challenges faced in exporting:

List the foreign markets you are interested in exporting to:

What's the demand for your product(s) and/or service(s) in the foreign market(s) you intend to pursue?
What is your competitive advantage in the market:

Describe the market entry plan strategy and goals (e.g., distribution, agents, licensing, direct sales, etc.):

Describe the business's efforts in foreign sales development (e.g., do you have global promotional activities, product/marketing communications, dedicated staff, website modifications, and/or trade shows planned):

Proposed Activity #1

Activity Category:

Describe the export activity name/details:

Explain how this activity will support the business's growth and export strategy:

What country or countries does this export activity target? How:

Provide the website link of the event organizer/third-party utilized to implement the activity. (e.g., Trade Show websites, and/or the website of the business that will provide website translation services, etc.):

Will you receive assistance from other federal, state, or nonprofit export promotion organizations to implement this activity? If yes, provide the contact information and in what capacity. (e.g., *Western United States Agricultural Trade Association (WUSATA), CA Dept. of Agriculture, U.S. Commercial Service, SBDC*):

List the estimated expenses for the activities you are proposing as if they were itemized on an invoice (separated by commas):

Estimated Start Date:

Estimated Completion Date:

Describe the anticipated and intended outcomes expected as a direct, measurable result of this export activity (i.e., entering a new market, new importers/distributors/resellers, publicity and awareness, others):

12-month sales forecast resulting from this activity:

12-month jobs created forecast resulting from this activity:

12-month jobs retained forecast resulting from this activity:

Requested funds (*cannot surpass the estimated expenses and STEP activity category limits*):

Proposed Activity #2

Activity Category:

Describe the export activity name/details:

Explain how this activity will support the business's growth and export strategy:

What country or countries does this export activity target? How:

Provide the website link of the event organizer/third-party utilized to implement the activity. (e.g., Trade Show websites, and/or the website of the business that will provide website translation services, etc.):

Will you receive assistance from other federal, state, or nonprofit export promotion organizations to implement this activity? If yes, provide the contact information and in what capacity. (e.g., *Western United States Agricultural Trade Association (WUSATA), CA Dept. of Agriculture, U.S. Commercial Service, SBDC*):

List the estimated expenses for the activities you are proposing as if they were itemized on an invoice (separated by commas):

Estimated Start Date:

Estimated Completion Date:

Describe the anticipated and intended outcomes expected as a direct, measurable result of this export activity (i.e., entering a new market, new importers/distributors/resellers, publicity and awareness, others):

12-month sales forecast resulting from this activity:

12-month jobs created forecast resulting from this activity:

12-month jobs retained forecast resulting from this activity:

Requested funds (*cannot surpass the estimated expenses and STEP activity category limits*):

Proposed Activity #3

Activity Category:

Describe the export activity name/details:

Explain how this activity will support the business's growth and export strategy:

What country or countries does this export activity target? How:

Provide the website link of the event organizer/third-party utilized to implement the activity. (e.g., Trade Show websites, and/or the website of the business that will provide website translation services, etc.):

Will you receive assistance from other federal, state, or nonprofit export promotion organizations to implement this activity? If yes, provide the contact information and in what capacity. (e.g., *Western United States Agricultural Trade Association (WUSATA), CA Dept. of Agriculture, U.S. Commercial Service, SBDC*):

List the estimated expenses for the activities you are proposing as if they were itemized on an invoice (separated by commas):

Estimated Start Date:

Estimated Completion Date:

Describe the anticipated and intended outcomes expected as a direct, measurable result of this export activity (i.e., entering a new market, new importers/distributors/resellers, publicity and awareness, others):

12-month sales forecast resulting from this activity:

12-month jobs created forecast resulting from this activity:

12-month jobs retained forecast resulting from this activity:

Requested funds (*cannot surpass the estimated expenses and STEP activity category limits*):

Proposed Activity #4

Activity Category:

Describe the export activity name/details:

Explain how this activity will support the business's growth and export strategy:

What country or countries does this export activity target? How:

Provide the website link of the event organizer/third-party utilized to implement the activity. (e.g., Trade Show websites, and/or the website of the business that will provide website translation services, etc.):

Will you receive assistance from other federal, state, or nonprofit export promotion organizations to implement this activity? If yes, provide the contact information and in what capacity. (e.g., *Western United States Agricultural Trade Association (WUSATA), CA Dept. of Agriculture, U.S. Commercial Service, SBDC*):

List the estimated expenses for the activities you are proposing as if they were itemized on an invoice (separated by commas):

Estimated Start Date:

Estimated Completion Date:

Describe the anticipated and intended outcomes expected as a direct, measurable result of this export activity (i.e., entering a new market, new importers/distributors/resellers, publicity and awareness, others):

12-month sales forecast resulting from this activity:

12-month jobs created forecast resulting from this activity:

12-month jobs retained forecast resulting from this activity:

Requested funds (*cannot surpass the estimated expenses and STEP activity category limits*):

Proposed Activity #5

Activity Category:

Describe the export activity name/details:

Explain how this activity will support the business's growth and export strategy:

What country or countries does this export activity target? How:

Provide the website link of the event organizer/third-party utilized to implement the activity. (e.g., Trade Show websites, and/or the website of the business that will provide website translation services, etc.):

Will you receive assistance from other federal, state, or nonprofit export promotion organizations to implement this activity? If yes, provide the contact information and in what capacity. (e.g., *Western United States Agricultural Trade Association (WUSATA), CA Dept. of Agriculture, U.S. Commercial Service, SBDC*):

List the estimated expenses for the activities you are proposing as if they were itemized on an invoice (separated by commas):

Estimated Start Date:

Estimated Completion Date:

Describe the anticipated and intended outcomes expected as a direct, measurable result of this export activity (i.e., entering a new market, new importers/distributors/resellers, publicity and awareness, others):

12-month sales forecast resulting from this activity:

12-month jobs created forecast resulting from this activity:

12-month jobs retained forecast resulting from this activity:

Requested funds (*cannot surpass the estimated expenses and STEP activity category limits*):

Proposed Activity #6

Activity Category:

Describe the export activity name/details:

Explain how this activity will support the business's growth and export strategy:

What country or countries does this export activity target? How:

Provide the website link of the event organizer/third-party utilized to implement the activity. (e.g., Trade Show websites, and/or the website of the business that will provide website translation services, etc.):

Will you receive assistance from other federal, state, or nonprofit export promotion organizations to implement this activity? If yes, provide the contact information and in what capacity. (e.g., *Western United States Agricultural Trade Association (WUSATA), CA Dept. of Agriculture, U.S. Commercial Service, SBDC*):

List the estimated expenses for the activities you are proposing as if they were itemized on an invoice (separated by commas):

Estimated Start Date:

Estimated Completion Date:

Describe the anticipated and intended outcomes expected as a direct, measurable result of this export activity (i.e., entering a new market, new importers/distributors/resellers, publicity and awareness, others):

12-month sales forecast resulting from this activity:

12-month jobs created forecast resulting from this activity:

12-month jobs retained forecast resulting from this activity:

Requested funds (*cannot surpass the estimated expenses and STEP activity category limits*):