

NJ STEP Return On Investment Form



Note: Per the U.S. SBA, the NJ STEP Return On Investment (ROI) Form is used to determine projected export sales and future job creation/support resulting from participating in NJ STEP-supported trade events and activities between **September 30, 2021 to September 29, 2022.**

Trade Show / Trade Mission*

Name _____ Have you attended before? Yes ___ No ___
Date _____ Cost of Trade Show/Mission (Booth and Destination Registration ONLY)
US\$ _____ Who from your firm is attending _____ Title _____
Location: _____
Virtual? Yes ___ No ___ **ROI: Projected Sales \$ _____ Projected number of jobs retained or created in NJ _____**
* Allowable individual interpreter cost during an event - max \$500/day

U.S. Department of Commerce (USCS) Subscription Services (includes Single Company Promotions)

Name of Service _____ Completion Date _____
Have you used USCS before? Yes ___ No ___ Cost of Service US\$ _____
Destination _____
ROI: Projected Sales \$ _____ Projected number of jobs retained or created in NJ _____

Website e-Commerce and Internationalization Fees and Costs

(A list of examples for consideration is on the next page):

Please describe what international aspects will be added to your firm's website:

Name of Company Used _____ When Is Work to be Completed _____
Cost of Work US\$ _____ **ROI: Projected Sales \$ _____ Projected number of jobs retained or created in NJ _____**

Please note: Businesses requesting NJ STEP support from the Website e-Commerce and Internationalization Fees and Costs category are require to complete the NJ STEP Form - Information Technology Certification Statement for STEP 2021-2022 for full consideration.

Design and Translation of International Marketing Media

(A list of examples for consideration is on the next page):

Please describe the international marketing media to be designed or translated and language for translation:

Name of Company Used _____ When is Work to be Completed _____
Cost of Work US\$ _____ **ROI: Projected Sales \$ _____ Projected number of jobs retained or created in NJ _____**

Other Funding Sources

In conjunction with any of the above trade events or activities, will your company receive, or has it received, grants or financial assistance not requiring repayment? Yes ___ No ___
If "Yes," please list the trade event or activity, and the amount:

How did you learn about NJ STEP? (Check all that apply)

_____ U.S. SBA	_____ NJ BAC and/or Website	_____ Newspaper/Magazine/Radio
_____ Trade Event	_____ Other (Please specify) _____	

Company Name _____ **Date** _____
Signature _____ **Name in Print** _____
Title _____ **Telephone** _____
Email _____



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





Website e-Commerce and Internationalization Fees and Costs

Examples of Website e-Commerce and Internationalization Fees and Costs may include, but are not limited to, the following:

- a. Website translation into foreign languages, search engine optimization (SEO), and localization services
- b. Webstore setup and/or maintenance costs
- c. Mobile App integration, creation, and updates to support ESBC in selling their product(s)
- d. Costs associated with selling to international buyers on platforms such as but not limited to: Amazon Services, Walmart Marketplace, Alibaba Inc., FlipKart, Rakuten
- e. Set up or refine the ability to receive and/or process online payments and orders
- f. Cybersecurity protection to support exports
- g. Translation of marketing media, including audio and video

Design and Translation of International Marketing Media

Examples of International Marketing Media may include, but are not limited to, the following:

- a. Trade event publication(s)
- b. Online and/or digital advertising for/or during trade event
- c. Posters, pamphlets, flyers, etc. – for branding purposes
- d. Brochures, a social media sales campaign, table banners, etc.
- e. Event website advertising and other online services from a show or show organizer
- f. Billboards, newspapers, banners, other print media
- g. Digital advertising format of any of the provided examples