

Michigan Economic Development Corporation | MEDC

MI-STEP-2024 APP-20440 Letterkenny Limited LLC - STEP Application

submitted 23
2023 Submitted

Funded in part through a grant with the US Small Business Administration.

MI-STEP is designed to spur job creation by empowering Michigan eligible small business concerns (ESBCs) to export their products. Eligible companies may qualify for up to \$15,000 in assistance to offset a portion of their export marketing-related costs.

Eligibility Guidelines

Applications must be received a minimum of three (3) business days prior to the start date of travel or the start date of an eligible non-travel activity. Applications that do not meet this submission requirements are not eligible and will not be processed or approved.

Company Information

Account Name

Letterkenny Limited LLC

Street Address

921 Sudbury Street

City

Presque Isle

State

MI

Zip/Postal Code

49777

NAICS Information

Please enter all NAICS codes currently in use by your company to conduct business. [NAICS FAQ Sheet](#) and [NAICS Lookup](#)

* Is your business associated with more than one NAICS code?

- Yes
 No

* Primary NAICS

339112 - Surgical and Medical Instrument Manufacturing

Company Contact

Designate a company representative/contact who will be responsible for submitting the MI-STEP/MI-PEP reimbursement request once the export activity is completed. This will require access of the client portal.

* Contact First Name

Bonnie

* Contact Last Name

McMurry

* Contact Title

VP Int'l Sales

* Contact Phone Number

517-555-1234

* Contact Email Address

bmcumurry@letterkennylc.com

SBA Government Contracting Programs

Please check all that apply: If you are unsure, click the links to see if you qualify.

- None
- Socially Disadvantaged
- Economically Disadvantaged
- Women-Owned
- Veteran-Owned
- Service-Disabled Veteran-Owned
- 8(a) Certified

Please address each of the following items summarizing your export strategic plan.

* 1. Industry focus & product to be exported (please provide a brief paragraph)

Please provide a minimum of 4-6 sentences detailing your industry focus as well as the product(s)/service(s) you will be exporting. This is also a good place to provide a brief introduction to your company so all application approvers can have a good understanding of your business.

*** 2. Targeted international market(s) (list country/countries)**

Please list the international markets that you will be targeting SPECIFIC to the activity that you are seeking approval for within this application. This is not a general list of countries, this is the target country/countries that you are connecting with or hope to make connections with upon application approval.

*** 3. Reason for targeted international market(s) and expected competitive advantages (please provide a brief paragraph)**

Please provide a minimum 4-6 sentences detailing WHY you have picked the target market(s) listed in question #2 and WHY you believe you have a competitive advantage with your product(s)/service(s) compared to local manufacturers of the same of similar product(s)/service(s).

*** 4. Market entry plan for developing new markets – e.g. distribution, agents, licensing, direct sales, etc. (please provide a brief paragraph)**

Please detail in a minimum of 4-6 sentences how you plan to develop entry into NEW markets. Have you done any market research to support this endeavor? How do you plan on making those connections?

*** 5. Expected outcomes and time frame for achieving results - e.g. percentage growth – by when, job creation, etc. (please provide a brief paragraph)**

Please provide as much detail as possible in regards to the sales cycle for your industry and product(s)/service(s). What is the expected time frame (months/years) to achieve those results. What is the percentage of growth you anticipate compared to your current export revenue? What is the anticipated for regional economic impact for example job growth/retention, or possible expansion?

*** 6. Financial capabilities, production capacity and business development/marketing to support exporting (please provide a brief paragraph)**

Provide a minimum of 4-6 sentences regarding how you intend to manage financially, should you achieve anticipated export sales do you have the production capacity to support the additional sales? What is your business development plan? How will you advertising to your international clients?

*** 7. Experience with international trade procedures in prospective markets - e.g. US export requirements, foreign market import requirements, logistics, export financing, etc. (please provide a brief paragraph)**

Please provide at minimum 4-6 sentences. How long have you been exporting? What is your experience with trade procedures? Are you familiar with export requirements? Foreign market import requirements? If you are new to exporting, how do you intend to learn about export procedures and requirements?

Applications must be received a minimum of three (3) business days prior to the start date of travel or the start date of an eligible non-travel activity. Applications that do not meet this submission requirements are not eligible and will not be processed or approved.

*** Export Activity Title and Location**

Example - MEDICA - Dusseldorf Germany

*** Activity Start Date**

Nov 13, 2023

*** Activity End Date**

Nov 16, 2023

*** Please describe the export activity to which you would apply the MI-STEP/MI-PEP funding. Explain the role this activity plays in your Exporting Strategic Plan.**

This is where you should provide as much detail as necessary. Pretend that someone who has no idea about the activity you are applying for is reviewing the application. You should provide a link to the show i.e. <https://www.medicatradefair.com/>

Explain how will this attending this activity increase your export sales? How it will play into your export strategic plan.

~This is also where you should detail activity specifics - If the activity is a trade show - are you attending i.e. "walking the show" or are you exhibiting? What international customers do you plan on meeting with?

~Trade mission - what country/countries are you visiting and what companies do you anticipate meeting with?

~Foreign market sales trip, the companies that you are meeting with.

Please attach a detailed itinerary with anticipated customer meetings for any foreign market sales trip that is longer than 5 business days.

*** Have you previously received MI-STEP/MI-PEP funding for this requested activity? If so, please describe the results from activity participation.**

If you received a MI-STEP award for this activity, then you should detail your experience in this section.

For example, if you attended MEDICA in 2015, 2018, 2021 and received MI-STEP funding to assist that attendance, then you should talk about the positive outcomes and the reason why you would like to attend this show again in this section.

*** Describe or list the anticipated and intended economic outcomes you expect to achieve as a direct, measurable result of this export activity.**

This should be a realistic outcome. How much revenue do you anticipate being produced as a result of attending this show. How many weeks/months/years do you think it will take to see these results. What is the regional economic impact that results from attending this activity will produce? Will you hire more staff? Will it help retain staff? This needs to be realistic and not overinflated.

*** Is this a domestic (within the United States) trade show?**

- Yes
 No

* Please describe the international presence, participation of exhibitors and attendees anticipated at this domestic show. In order for domestic trade shows to qualify for approval, there must be a minimum 20% international presence, participation of exhibitors and attendees. Please provide information that can support this requirement. Domestic trade shows that do not meet this requirement will not be eligible for approval.

Although MEDICA is not a domestic trade show, for sample application purposes, we will pretend that it is. In this section you MUST be able to provide via either a link to the trade show or from data provided by the show organizer, that there is a minimum of 20% international/foreign participation to this domestic show. If you do not provide this information, it may automatically disqualify the application and it will not be reviewed for approval. Most of this information can be pulled from the exhibitor list within the show website. Your regional trade manager can provide feedback on how to find this information.

* Please provide your international plan for exhibiting at a domestic trade show. Convey the approach and actions that will be taken to achieve export sales at a domestic trade show (this is not the same as, or part of your export strategy).

This is where you would provide detail as to what international exhibitors you will seek out prior to the show and plan to meet with. MI-STEP is intended to cultivate EXPORT sales, and while we realize and acknowledge that you will be also engaging in meetings with domestic US customers, you should be able to provide in this section a list of all international customers and the country that they are from that you intend to meet with.

Upon completion and return from the export activity, I agree to provide a list of matchmaking activities completed and any international leads (such as export brokers, distributors, and foreign buyers) contacted during the domestic trade show.

Budget

Trade Show/Trade Mission

Estimated Budget

\$20,000.00

- In this section, add pertinent budget categories with estimated budget amounts. Budget amounts should not be exact amounts and should be overestimated by about 10% in order to absorb any unforeseen expenses. If you are unsure of what budget categories to use, please consult with your ITM.
- Miscellaneous should never be more than \$500. Miscellaneous budget CANNOT cover airfare OR lodging budget overages!

Miscellaneous

Estimated Budget

\$500.00

Sample Product Shipping

Estimated Budget

\$500.00

Development of Marketing Materials

Estimated Budget

\$200.00

Travel Information

*Will there be travel associated with this activity?

- Yes
- No

Per SBA guidelines, all travelers receiving STEP/PEP financial assistance must be US Citizens. The company must be able to provide proof of citizenship of traveler in the event of an audit.

*Travel Start Date

Nov 11, 2023

*Travel End Date

Nov 18, 2023

Bonnie McMurry
VP Int'l Sales

Is this traveler a direct employee of Letterkenny Limited LLC?

Yes

Is the traveler a US Citizen?

Yes

Live links for you to reference.

Flights must adhere to [Fly America Act/Open Skies Agreements.](#)

*Tentative Airline

Delta

*Tentative Departure City

Detroit

*Tentative Arrival City

Frankfurt

*Estimated Airfare Cost

\$1,800.00

- Please note that only basic economy/coach flights are eligible for reimbursement. If you choose to upgrade your flight, you should include with your reimbursement a cost comparison, if you do not, one will be done for you.

Lodging

Live links for you to reference.

Reimbursements are based on federal maximum lodging rates: [International](#) and [Domestic](#)

Frankfort

# of Travelers	# of Nights	Federal Per Diem	Total
1	7	\$222.00	\$1,554.00

- The Federal Per Diem rate should always be entered as the maximum lodging rate EVEN if you have secured lodging at a lower rate.

Total Application Budget

Reimbursement not to exceed 50% of the Total Estimated Expenses or maximum remaining eligibility for the fiscal year.

Total Estimated Expenses

\$24,554.00

SBA Assistance

The US Small Business Administration (SBA) would like to give eligible small business concerns the opportunity to expand your knowledge and resources of other programs that are offered by the agency. Please select whether or not you would like your company's name and contact information to be shared with other programs offered by SBA. Your choice to participate or not, will not change the status of your participation with STEP. SBA's aim is strictly to share information about other opportunities with you.

Please select whether or not you would like your company's name and contact information to be shared with other programs offered by SBA.

* SBA Assistance Requested

- Yes
 No

Additional Funding

* Will you be receiving any additional assistance from any other federal, state, or non-profit export promotion organizations to implement this activity?

- Yes
 No

Acknowledgement

I acknowledge that I fully understand the MI-STEP or MI-PEP program eligibility requirements and application guidelines of this financial assistance award.

* **Program Acknowledgement**

Authorization

I confirm that I am authorized by my company to execute this application and agreement, and agree that the company and its representatives will adhere to all of the terms and conditions set forth in this application and agreement. I certify on behalf of the company that all of the documents submitted in this application and accompanying documents are true and accurate.

* **Authorization**

Attachments