

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, 2020 to September 29, 2021**.

Trade Show / Trade Mission

Name _____ Have you attended before? Yes ____ No ____
 Date _____ Cost of Trade Show/Mission US\$ (Booth and
 Destination _____ Registration ONLY) _____
 Who from your firm is attending the event? _____
 Title: _____ Location: _____
ROI: Projected Sales \$ _____ Projected number of jobs retained or created in NJ _____

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/Translation Services*

A) Website Translation (including audio, video, and/or collateral materials) - **Cap at \$6,000**. Please describe what is to be translated: _____
 Name of Company Used _____ Translated to what language(s) _____
 When Is Work to be Completed _____ Cost of Translation(s) US\$ _____
ROI: Projected Sales \$ _____ Projected number of jobs retained or created in NJ _____

**Note: Translation Services does not include the hiring of an individual as an interpreter for an event.*

B) Design and/or Translation of Marketing Material/Media with International Focus - **Cap of \$6,000**. Please describe what is to be translated: _____
 Name of Company Used _____ Translated to what language(s) _____
 When is Work to be Completed _____ Cost of Translation(s) US\$ _____
ROI: Projected Sales \$ _____ Projected number of jobs retained or created in NJ _____

C) Website/Website Fees to accept international payments - **Cap at \$10,000**. Please describe the internationalization services to be delivered: _____
 Name of Company Used _____ Translated to what language(s) _____
 When Is Work to be Completed _____ Cost of Translation(s) 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, 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 _____



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