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)**

<table>
<thead>
<tr>
<th>_______ U.S. SBA</th>
<th>_______ NJ BAC and/or Website</th>
<th>_______ Newspaper/Magazine/Radio</th>
</tr>
</thead>
<tbody>
<tr>
<td>_______ Trade Event</td>
<td>_______ Other (Please specify)</td>
<td></td>
</tr>
</tbody>
</table>

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