

# METRO PHOENIX EXPORT ALLIANCE EXPORT CHALLENGE

The Metro Phoenix Export Alliance (MPEXA) Export Challenge Pitch Competition, implemented in 2017, is a tool intended to entice more companies to learn about and grow their export potential.

Qualified and eligible new to export companies (NTEs) and new to market companies (NTMs) are invited to apply to the Export Challenge.

Participation in the pitch competition will be determined by the quality of their application.

10 companies will be invited to participate in the Export Challenge pitch competition on **December 5th from 5:00pm-7:30pm** in Phoenix, Arizona. Those companies will also have the opportunity to participate in a pitch practice session before the event. A judging panel will award a grand prize valued at \$25,000; a second prize of \$15,000 and third of \$10,000. Each grant award is to be used to cover eligible future export related business expenses.

*This program was made possible with the philanthropic support of Chase.*

## TERMS AND CONDITIONS

In order to be eligible for the Export Challenge award, eligible Applicants must:

- a) Be a small or medium-sized enterprise ("SME," a business organization consisting of one or more domestic establishments under common ownership or control independent business having fewer than 500 employees) headquartered in the metro Phoenix region, which encompasses all of Maricopa County and parts of Pinal County;
- b) Have products or services that are market-ready as of the commencement of this Competition;
- c) Be willing to share progress with program administrators on a quarterly basis and to tailor success stories as needed for public release;
- d) Be able to submit their export plan questionnaire;
- e) Be able to participate in a pitch practice on **NOVEMBER 28, 2017 • 4-6 PM** and a pitch competition providing a 3 minute pitch presentation in front of 4-5 judges and a public audience, followed by a 2 minute Q&A on **DECEMBER 5, 2017 • 5-7:30 PM**; and
- f) Submit a confidential business financial statement affidavit

Companies will have until **NOVEMBER 8, 2017 • 5:00 PM** to submit their application.

A panel of independent judges consisting of MPEXA's Board members (the "Committee") will select ten companies to pitch their export plans at the Export Challenge based on how clearly the participant can articulate the following in the material provided:

1. Viability of export opportunity (product or service and export market);
2. Competitive advantage in exporting a product or service;
3. Market potential;
4. What resources will be necessary to execute their export plan; and
5. How the funds will be used to help the company achieve their export goal.

The decisions of the Committee with respect to the winners are final and binding in all respects and Applicants agree to be bound by its decisions.

The Export Challenge Award grant funds must be used for services and activities that support grantees to engage in increased exports and expand their international reach through marketing and business

development.

Eligible services and activities include, but are not limited to, education, services and travel. The grant funds must be utilized within 6 months of award. These are examples of eligible expenses.

- Education: Tuition and material costs associated with enrolling in international business programs such as the Arizona Commerce Authority ExporTech Program or other similar educational and training programs.
- Services: Legal, financial, translation, international product certifications, website translation, packaging and labeling, and transportation/logistics consulting.
- Travel: Costs associated with trade missions, trade shows, market intelligence trips, U.S. Commercial Services Gold Key Program, and booth space at a trade show/ expo.

For additional information or questions, please contact Ruth Soberanes at [info@mpexa.com](mailto:info@mpexa.com).

# EXPORT PLAN

## QUESTIONNAIRE



Please submit your questionnaire, media consent and release form and confidential business financial statement affidavit as one PDF titled: **Export Challenge App\_Your Company Name** to [info@mpexa.com](mailto:info@mpexa.com) by November 8th, 2017 at 5:00pm.

First Name

Last Name

Title

Company Name

Address

City

State

Zip

Website

Email

Phone

### Alternate Contact:

First Name

Last Name

Title

Email

Phone

Briefly describe your company, industry, product/service, and past accomplishments: (225 word max.)

Company's NAICS Code and/or HS Code:

What year was your company established?

Company Activity: (select all that apply)

- Manufacturer
- Distributor/Representative
- Export Management Company
- Service Company
- Franchisor
- Other (please specify): \_\_\_\_\_

How many employees does your company have?

Product/ service for export:

Primary target countries for your export product/ service:

What percentage of your product/service content is U.S. made?

What is the size of your target foreign market?

List the most important end-users or end-user industries for this product/service:

What U.S. dollar amount of export success does your company expect to achieve if it were to be awarded a grant under this program?

How is your product typically distributed and marketed in the United States (and in other countries if applicable)?

What competitors does your company have in your target foreign market?

What is your competitive advantage for exporting this product/ service?

What export programs has your company participated in, including the Arizona Commerce Authority ExporTech and AZSTEP programs, U.S. Commercial Service Gold Key Service, and the Metro Phoenix Export Alliance Export Explore program?

What is your company's annual revenue? (Select one)

- Pre-Revenue
- Less than \$500,000
- \$500,001 to \$1 million
- \$1,000,001 to \$2 million
- \$2 million +

What is your revenue forecast?

What percentage of annual revenues are derived from international sales or exports?

What additional resources will be necessary for your company to achieve your export goal?

If awarded any of the grand prize awards, what would your company use the grant for that would help achieve your export success goals?

Do you have a finished product or service which you provide or export from your location in Greater Phoenix?

- Yes
- No

If selected to receive an award in grant funds, are you willing to share progress with program administrators on a quarterly basis and to tailor success stories as needed for public release?

- Yes
- No

Are you able to participate in a pitch practice on November 28th from 4:00pm to 6:00pm and a pitch competition on December 5th, 2017 from 5:00pm to 7:30pm?

- Yes
- No

Is there anything else you would like to tell us about your company? (100 word max.)

Please submit your questionnaire, media consent and release form and confidential business financial statement affidavit as one PDF titled: **Export Challenge App\_Your Company Name** to [info@mpexa.com](mailto:info@mpexa.com) by November 8th, 2017 at 5:00pm.

# MEDIA CONSENT & RELEASE FORM



I hereby consent and authorize an employee or agent of Metro Phoenix Export Alliance (“MPEXA”) to take photographs or motion pictures of me; or to produce videotapes, audiotapes, or other types of media productions that capture my name, voice, and/or image (any of the foregoing types of media are called the “Materials” in this Consent and Release form).

I authorize MPEXA to copyright the Materials, and I authorize MPEXA to use, reuse, copy, publish, display, exhibit, reproduce, license to third party, and distribute the Materials in any educational or promotional materials or other forms of media, which may include, but are not limited to MPEXA publications, articles, magazines, recruiting brochures, websites or publications, electronic or otherwise, without notifying me.

If selected as an Export Challenge award recipient, I agree to share non-confidential information on the export plan of the company I represent and authorize MPEXA to utilize its promotional materials and logos. Should called upon, I agree to provide a statement on the Export Challenge and additional information for the purpose of promoting the program. Additionally, I agree to report success stories to the Export Challenge facilitators 6 months after the receipt of the award for sponsor reporting purposes.

I agree that I am participating on a voluntary basis and I will not receive any payment from MPEXA for signing this release or as a result of any publication of the Materials.

\_\_\_\_\_  
Print Name & Company Name

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

*\*If applicable, please share Name & Contact information of your company's media contact:*

\_\_\_\_\_  
Print Name

\_\_\_\_\_  
Email Address

\_\_\_\_\_  
Phone Number

## DISCLAIMERS

1. MPEXA does not provide legal advice and is not a law firm. MPEXA is also not a lawyer referral service, and no attorney-client or confidential relationship is or will be created between MPEXA and any of the participants in the programs and competitions described above, or between MPEXA and Service Provider. Any advice, guidance, counsel or representations made by Service Provider to the participants of the programs and competitions described above are the sole responsibility of Service Provider, and in no way constitute advice, guidance, counsel or representations by or from MPEXA, or any affiliate or representative thereof. Moreover, MPEXA does not warrant, guarantee, bond, or otherwise assume responsibility for any legal or other services agreed to be performed by Service Provider, or for any other act or omission to act by Service Provider.
2. Nothing in this document is intended to make MPEXA, the Partners for Economic Innovation, or any service providers recommended hereunder, parties to a joint venture, legal partners, agents or affiliates.
3. By submitting an Application, each Applicant agrees to release and hold harmless MPEXA, the Partnership for Economic Innovation and each of their respective parent companies, subsidiaries, affiliates, sales representatives, distributors, licensees, vendors, agents, advertising and Contest agencies, and all managers, directors, officers, trustees, employees, agents, volunteers, members, or owners of each (the “Released Parties”) from and against any claim or cause of action, for any claims, costs, injuries, losses and damages of any kind arising out of or in connection with the Export Challenge Contest, or acceptance, possession, or use of any prize (including, without limitation, attorneys’ fees, claims, costs, personal injuries, losses and damages related to personal injuries, death, damage to or destruction of property, rights of publicity or privacy, defamation or portrayal in a false light, whether intentional or unintentional), whether under a theory of contract, tort (including negligence), warranty or other theory.
4. The Contest and the Official Rules will be governed, construed and interpreted under the laws of the State of Arizona, without regard to choice of law principles. If any controversy or claim arising out of or relating to the Official Rules, or the Contest cannot be otherwise resolved, it shall be resolved in the courts of Maricopa County, Arizona.