Monte Ahuja College of Business

GLOBAL BUSINESS CENTER

GlobalTarget

The GlobalTarget™ mentorship program is designed for small to medium-sized businesses looking to proactively expand their export sales. Applicants should demonstrate commitment to growing their business and building jobs in Ohio.

To participate in the GlobalTarget program, we request **a 9-month commitment from October 2018 through June 2019**. The program represents an investment of two of your employees' time for each session, but can be extended to allow access for additional employees to attend specific sessions.*

APPLICANT REQUIREMENTS

To wholly benefit from the GlobalTarget mentorship program, applicants are required to:

- Commit the support of the company's president or an executive, who should attend at least one session
- Commit two designated representatives to attend sessions
- Commit to monthly, out-of-session activities to work on exporting activities for your business (including completing assignments and meetings with a mentor)
- Develop an export plan for growth prior to the graduation ceremony

VALUE OF GLOBALTARGET

- Privileged access to premier individuals behind Northeast Ohio's most successful export companies
- Professional export market selection study conducted by the Global Business Center/Ohio Small Business Development Center Export Assistance Network ($500 value)
- One Gold Key Service provided by the U.S. Commercial Service ($700 value)
- Networking opportunities with local and regional experts
- Education sessions on a wide variety of topics related to international trade
- Opportunity to engage with Cleveland State University faculty and students on your company's projects

APPLICANT CRITERIA

- Applicant must be a business registered and established in Ohio in good standing with state and federal agencies.
- Business should be in operation for at least two years.
- Business revenues should be in the $2 million - $50 million range for the most recent fiscal year.
- Business should employ a minimum of 10 and a maximum of 500 individuals.
- Business must demonstrate some experience in export sales or pass an assessment of export readiness by a recognized agent such as the Small Business Development Centers of Ohio, the U.S. Department of Commerce, or the Ohio Development Services Agency.

PROGRAM COST

$2,500 per business includes:

- One-year membership for two employees to receive all of the training, mentorship and program features

* *Two employees will be your organization's designated and committed representatives for all sessions. When a session focuses on duties not performed by either of these individuals, organizations can opt to send another employee to benefit from the session. For example, some organizations opt to send their accountant to the session on Trade Finance. Advance notice of changes in attendance is required. A maximum of three (3) representatives are allowed per session.*

FedEx® Ohio Small Business Development Centers Export Assistance Network U.S. Commercial Service SBA U.S. Small Business Administration

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2018-2019 Program Application

ABOUT YOUR BUSINESS

Business Name _____

Street Address _____

City, State, Zip _____

Headquarters Location *(leave blank if same as above)* _____

Street Address _____

City, State, Zip _____

Date of Establishment of Business _____

Number of Employees _____

Number of Facilities _____

Average Annual Sales in U.S. Dollars _____

Percent of International Annual Sales in U.S. Dollars _____

Company Website _____

Type of Business *(check boxes):*

☐ Manufacturer ☐ Service ☐ Wholesaler ☐ Retailer ☐ Distributor ☐ Other

Legal Structure *(check boxes):*

☐ Corporation ☐ Partnership ☐ Sole Proprietor ☐ Limited Liability Corporation ☐ Other

Primary Contact Name _____

Primary Contact Title _____

Primary Contact Email _____

Primary Contact Phone _____

Primary Contact Fax _____

FORM CONTINUED ON NEXT PAGE

Monte Ahuja College of Business

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GlobalTarget

2018-2019 Program Application (continued)

ADDITIONAL INFORMATION ABOUT YOUR BUSINESS

A non-disclosure agreement is signed by all GlobalTarget participants. The following information is necessary to select and provide balance to the GlobalTarget cohort and align your organization with a mentor that will best complement your business structure and goals.

Core Business _____

Primary Products/Services _____

Products or Services Currently Importing _____

Countries Currently Importing from _____

Products or Services Currently Exporting _____

Countries Seeking to Export to _____

Please provide a brief description of the status and stage of international business development that has been implemented at your organization.

What do you believe would be the greatest benefit to your business by joining the GlobalTarget program?

What do you believe would be the greatest benefit to you professionally by joining the GlobalTarget program?

What would you like to achieve by the end of the program?

What is your biggest challenge in terms of exporting your product or service?

APPLICATION CONTINUED ON NEXT PAGE

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GLOBAL BUSINESS CENTER

GlobalTarget

2018-2019 Program Application (continued)

ADDITIONAL INFORMATION ABOUT YOUR BUSINESS

Are there specific countries that you would like to learn about?

1) _____

2) _____

3) _____

☐ Not sure/would like direction on which countries would be best for my organization's products/ services

Other *(write in)* _____

Do you know of other companies that might be interested in GlobalTarget? _____

Name of other company _____

Contact at company _____

Contact Email _____

Contact Phone _____

STATEMENT ON THE OHIO SBDC EXPORT ASSISTANCE NETWORK FOREIGN MARKET SELECTION STUDY

By participating in the GlobalTarget Program, you are eligible to use one World-wide Market Prioritization Research study (value $500) provided by the Global Business Center/Ohio SBDC Export Assistance Network at Cleveland State University. This study is offered to GlobalTarget participants and must be completed by the end of the calendar year in which your program concludes (December 31, 2018) in order to be eligible for complementary status.

STATEMENT ON THE U.S. DEPARTMENT OF COMMERCE GOLD KEY SERVICE

By participating in the GlobalTarget Program, you are eligible to use one Gold Key Service or International Partner Search (value $700) provided by the U.S. Department of Commerce. Either service offered to GlobalTarget participants must be completed by the end of the year in which your program concludes (December 31, 2018) in order to be eligible for complementary status.

Please return this form via EMAIL to: Meghan Salkin at m.a.salkin@csuohio.edu

Or via MAIL to: Attn: Global Business Center
Monte Ahuja College of Business
Cleveland State University
1860 East 18th Street, BU 308
Cleveland, OH 44115

FedEx® Ohio Small Business Development Centers Export Assistance Network U.S. Commercial Service SBA U.S. Small Business Administration

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2018-2019 GlobalTarget Company Pledge

Please complete this form and return as part of your GlobalTarget application.

Company Name _____

Company Billing Address _____

Street _____

City, State, Zip _____

PARTICIPANT 1 Name _____

Title _____

Email Address _____ Direct Phone _____

Primary Responsibilities _____

Signature _____

PARTICIPANT 2 Name _____

Title _____

Email Address _____ Direct Phone _____

Primary Responsibilities _____

Signature _____

Chief Executive Officer, President, Vice President, Director or Primary Decision Maker
(if different from above listed participants):

Name _____

Title _____

Email Address _____ Direct Phone _____

Primary Responsibilities _____

Signature _____

I, the above signed, agree to fully support the participation and process of the GlobalTarget program for 1)_____ and 2)_____ and understand that the Global Target program requires a minimum of 75% meeting attendance to fulfill program benefits.

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Export Assistance Network

U.S. Commercial Service

SBA U.S. Small Business Administration

Monte Ahuja College of Business

GLOBAL BUSINESS CENTER

GlobalTarget

Confidentiality Statement and Agreement

Please complete this form and return as part of your GlobalTarget application.
All representatives attending GlobalTarget sessions must also complete this form.

This statement summarizes the responsibilities and obligations of each member of the GlobalTarget program sponsored by the Monte Ahuja College of Business at Cleveland State University (the "School"). Participants in the GlobalTarget program include representatives of various businesses, faculty, staff and administrators from the School (collectively, the "Parties"), each of whom will receive and have access to confidential business information belonging to the other Parties. It is the responsibility of every participant of GlobalTarget to protect the confidentiality of the Parties' business information and to make use of it only to the extent necessary for participation in the GlobalTarget program.

I, the undersigned, in consideration of my participation in the GlobalTarget program, hereby understand and agree as follows:

1) While participating in GlobalTarget, I have been and will be exposed to data, documents and other confidential business information of or about the Parties and their businesses, (hereinafter collectively "Confidential Business Information").

2) Subject to the provisions of the Ohio Public Records Act and validly issued subpoenas and court order, I agree that I will not, at any time during or after my participation in GlobalTarget, disclose to a third party any confidential business information or permit any person to examine or make copies of any confidential business information that comes into my possession.

PARTICIPANT 1 Name _____

Signature _____

Company Name _____

Date _____

PARTICIPANT 2 Name _____

Signature _____

Company Name _____

Date _____

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U.S. Commercial Service

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Printed Name_____

Signature _____

Company Name_____

Date_____

FedEx

Ohio Small Business Development Centers
Export Assistance Network

U.S. Commercial Service

SBA U.S. Small Business Administration