

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 (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/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 _____**

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 _____



Funded in part through a Grant with the U.S. Small Business Administration.

