

GRANT APPLICATION CHECKLIST

INTERNATIONAL MARKET ACCESS GRANT

To fill out the International Market Access Grant (IMAG) application in the Network Wisconsin portal, you will need the following information and documentation:

1. LEGAL ENTITY

- A W-9, signed and dated in the last 12 months

2. CHARTERING DOCUMENT

- Your business's Articles of Incorporation or Certificate of Registration

3. APPLICANT INFORMATION

- Your business's contact information
- NAICS Code
- Fiscal year end date,
Enter your fiscal year end in month format—6 for June, 12 for December, etc. Do not enter the day or year.
- Ownership demographics
- Name title, and contact information for the following roles:
 - Principal Director:** The individual with the authority to act for the organization in a legal capacity and make decisions on organization goals, finances, and performance. Directors will be assigned portal tasks that require signatures, attestations, or other official authority.
 - Project Contact:** The main person who will lead the project and communicate with WEDC. Must be a full-time employee of your business.
 - Legal Contact:** The person who will answer any legal questions from WEDC.
 - Financial Contact:** The person who will answer any financial questions from WEDC.
 - Performance Reporting Designee:** The person who will complete the Performance Report and submit reimbursement documents at the end of the project.
 - Contract Signor:** The person who will sign the contract.

The same person can be assigned to one or more of these roles. You do not need to identify 6 separate individuals.

APPLICATION INFORMATION

For more information about International Market Access Grants, please contact:

SHEILA POSTLER
Global Trade and
Investment Grant and Fund
Manager
Tel: 608.210.6763
Email:
sheila.postler@wedc.org

Or visit our website:
wedc.org/programs/international-market-access-grant/

4. OWNERSHIP INFORMATION

- Business ownership structure
- Full legal name, birthdate, ownership percentage, and contact information for any person who owns 20% or more of the company, either directly or indirectly

5. INITIAL ELIGIBILITY

- Information on any previous International Market Access Grants

6. PROJECT NARRATIVES

- A description of your business model and your product/service
- Date that you want to start the project
- Specific countries that this project will target and evidence supporting the choice of countries based on a cohesive export strategy
- A detailed description of the activities that this project will support and an explanation of how those activities will help your company grow its export sales.
The "Activities Supported" section is the most critical part of the application.
- A strategy for maintaining and growing international business after the grant ends
- Your company's growth potential and growth goals in Wisconsin
- Three goals specific to this project
- Names and titles of all full-time staff who will participate in the project
- Names of vendors you will pay with grant funds

7. EXPORT PROJECTIONS

- Projected gross export sales for the next three years for the target markets
- Projected gross export sales for the next three years for all foreign countries combined

8. EMPLOYMENT INFORMATION

- Number of full-time employees
- Number of full-time employees in Wisconsin

9. FINANCIAL INFORMATION

- Provide the following financial data points for 2021, 2022, and 2023:
 - Total sales
 - Export sales
 - Export sales as a percentage of total sales
 - Net income
 - Assets
 - Liabilities
 - Equity
- An explanation for any decline in sales or export sales during the last 3 years

10. BUDGET

- A budget for the project, using the template provided in the application

11. INFORMATION ON LEGAL PROCEEDINGS

- Information about any lawsuit involving your business over the last 5 years

12. STATE REQUESTS FOR BID OR PROPOSAL

- Information on any State of Wisconsin requests for bid or requests for proposal that you have recently responded to or are planning to respond to

You will not be able to submit your application unless all items above are provided.

TIPS FOR PREPARING GRANT APPLICATIONS

- **LEARN TO NAVIGATE NETWORK WISCONSIN.** Applicant resources can be found at wedc.org/networkwisconsin. For tech support, submit a Help Desk request.
- **START PREPARING EARLY.** Give yourself enough time to set up your account in Network Wisconsin, compile all required documents, and complete the application. Remember that applications are reviewed in the order they are received. Applications submitted earlier in the application period will have more time to complete their projects and may be more likely to receive funding.
- **FOLLOW THE INSTRUCTIONS AND APPLICATION GUIDANCE CAREFULLY.** Read the Information Packet carefully before beginning the application. Present information according to the required format. Upload attachments as PDFs whenever possible. Do not include information not specifically requested in the application.
- **BE DETAILED AND CLEAR.** Make each point understandable. Provide accurate information, including evidence to support your planned activities. Make sure the information provided in each section is consistent with the rest of the application.
- **KEEP THE AUDIENCE IN MIND.** Reviewers will evaluate only the information provided in the application. The application and responses to program requirements and expectations should be complete and clearly written. Do not assume that reviewers are familiar with your organization or product. Keep the overall program purpose in mind when writing the application.
- **BE ORGANIZED AND LOGICAL.** Many applications are not funded because the narrative in the grant is unclear and reviewers cannot follow the thought process.
- **BE CAREFUL IN THE USE OF ATTACHMENTS.** Do not use the attachments for information that is required in the body of the application. Be sure to cross-reference your budget with the Activities Supported narrative.
- **PROOFREAD THE APPLICATION.** Avoid misspellings and grammatical errors. Limit the use of abbreviations and acronyms, and define each one at its first use. Be sure that your application truly justifies the requested allocation of funding. Do not leave any section of the application blank.