

# Export Accelerator Application

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## **PROGRAM OVERVIEW**

The Heartland Export Accelerator, powered by World Trade Center Kansas City, prepares businesses to compete and grow successfully in the global marketplace. Companies will have the opportunity to learn from and engage international trade experts while building a customized, strategic export plan.

## **Participation Commitment & Requirements**

Companies will participate in six, half-days of educational programming and personalized mentoring delivered over eight weeks.

While subject to change, we anticipate the program schedule to be:

Week 1, Day 1: Introductions & Resources

Week 1, Day 2: Strategic Planning

Week 2, Day 3: International Sales & Marketing

Week 3, Day 4: International Finance

Week 4, Day 5: International Legal & Tax Considerations

Week 5, Day 6: International Supply Chain

Week 6: Scheduled 1-on-1 Mentoring

Week 7: Scheduled 1-on-1 Mentoring

Week 8: Export Plan Review Period

Companies are required to send two employees to attend assigned educational programming. We recommend these be key personnel, decision makers, and/or those employees who will be leading the company's export initiatives.

Prior to program completion, participants will submit an export plan for review.

All educational sessions will be delivered virtually. To ensure the best possible experience, participants will need access to the internet and Zoom ([Download & Install Instructions](#)).

Reporting and other program work will be completed using Microsoft Office products. ([Download & Install Instructions](#))

Following program completion, participants will be required to answer surveys, annually for five years, to gauge export success progress.

**Key Program Dates**

Applications Due – June 30

Program Starts – Week of July 11

Program Concludes – Week of September 6

**Program Cost**

The Heartland Export Accelerator is valued at \$5,000 USD, however, through generous program sponsorship we are able to offer a discounted rate of \$495 USD per company.

Additional reimbursable grant funds may be available to help offset program cost. To see if your business is eligible, please contact Melissa Miller at [mmiller@kcchamber.com](mailto:mmiller@kcchamber.com).

**Note:** Participants not completing the program and/or found in non-compliance of stated commitment requirements will forfeit any grants or scholarships earned through the program and will be charged the full program fee of \$5,000 USD (less any payments made).

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Business Information

Business Name (1) \_\_\_\_\_

Address Line 1 (2) \_\_\_\_\_

Address Line 2 (3) \_\_\_\_\_

City (4) \_\_\_\_\_

State (5) \_\_\_\_\_

Zip Code (6) \_\_\_\_\_

Website (7) \_\_\_\_\_

EIN (8) \_\_\_\_\_

Year Established (9) \_\_\_\_\_

Number of Full Time Employees (10)  
\_\_\_\_\_

Number of Part Time Employees (11)  
\_\_\_\_\_



Does your business identify as (select all that apply):

- Minority Owned (1)
- Women Owned (2)
- Disability-Owned (3)
- Veteran Owned (4)
- LGBTQ+ Owned (5)



Please describe your business model, including brief descriptions of the key products and services you provide, your customers, and how you differentiate your offerings.

\_\_\_\_\_

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How much gross revenue did your business generate in each of the following years?

- 2019 (1) \_\_\_\_\_
- 2020 (2) \_\_\_\_\_
- 2021 (3) \_\_\_\_\_

What percentage of your annual gross revenue can be attributed to business outside the US (approximations are fine)?

2019 (1) \_\_\_\_\_

2020 (2) \_\_\_\_\_

2021 (3) \_\_\_\_\_

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What is your current export activity?

Domestic sales only, but have received interest from foreign buyers (1)

Domestic sales only, with no received interest from foreign buyers (2)

Both domestic and international sales (3)

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PRIMARY PARTICIPANT (Ensure this person will be able to attend all sessions)

First Name (1) \_\_\_\_\_

Last Name (2) \_\_\_\_\_

Job Title (3) \_\_\_\_\_

Email (4) \_\_\_\_\_

Phone (5) \_\_\_\_\_

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SECONDARY PARTICIPANT (Ensure this person will be able to attend all sessions)

First Name (1) \_\_\_\_\_

Last Name (2) \_\_\_\_\_

Job Title (3) \_\_\_\_\_

Email (4) \_\_\_\_\_

Phone (5) \_\_\_\_\_

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COMMITMENT STATEMENT

Check if you agree to the following:

Business commits to send two employees to attend all assigned educational programming (Check Box) (1)

Business commits to complete an export plan by assigned due date (Check Box) (2)

Business commits to provide information to gauge export success progress via survey annually for five years upon program completion (Check Box) (3)

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On behalf of our organization, I fully understand the attendance, tuition, and reporting requirements for participation in the Heartland Export Accelerator program. We agree to fulfill those requirements if selected to participate in the program.

Name (1) \_\_\_\_\_

Date (2) \_\_\_\_\_

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For a more intimate learning experience and to foster robust dialogue the program will be limited to five companies (allowing for two representatives from each selected company). If your company is not selected for this cohort, would you like to be considered for subsequent cohorts?

Yes (1)

No (2)

End of Block: Default Question Block

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