



Monte Ahuja  
College of Business

GLOBAL BUSINESS CENTER

# GLOBAL TARGET™

*program*

## 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 attends three sessions throughout the year
- Commit to out-of-session activities to work on exporting activities for your business (including completing assignments and meetings with a mentor)
- Build an international strategy for growth

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 7-month commitment from October 2021 through April 2022. The program represents an investment of your employees' time for each session, but can be extended to allow access for additional employees to attend specific sessions.

## 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 (\$750 value)
- Discounted One Gold Key Service provided by the U.S. Commercial Service (\$950 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 at least \$2 million for the most recent fiscal year.
- Business should employ a minimum of 10 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

**\$3,000 per business includes:**

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



Small Business  
Development Centers  
Export Assistance Network





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## 2021-2022 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 \_\_\_\_\_



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## 2021-2022 PROGRAM APPLICATION (CONT'D)

### 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.

### ADDITIONAL INFORMATION ABOUT YOUR BUSINESS

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 receive one World-wide Market Prioritization Research study (value \$750) 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 conducted by the end of the calendar year in which your program concludes (December 31, 2022) 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 \$950) 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, 2022) in order to be eligible for complementary status. Company must hold active FedEx account to be eligible.

Through the IMAGE grant, Ohio you may be able to receive \$1,500 in reimbursement toward the registration fee for the GlobalTarget program. For details regarding eligibility and claiming reimbursement, inquire at [gbc@csuohio.edu](mailto:gbc@csuohio.edu).



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## DATES, TOPICS AND TIME COMMITMENTS

DATE	TOPIC	EXPECTED ATTENDEES (MAX 3)	OUTCOME
<b>OCT. 1 2021*</b>	<b>Orientation</b> <b>Mentor Pairings</b> <b>International Marketing</b> <b>Global Mkt Entry &amp; Sales</b>	EXAMPLE Joan Silver, CEO; Charles Green, Sales Manager; Joaquin Red, VP of Marketing	<ul style="list-style-type: none"> <li>• Meet your support network that will help you grow your export business; get paired with an experienced mentor;</li> <li>• Learn best practices in selecting foreign markets and marketing your products to customers in foreign markets</li> </ul>
<b>NOV. 5 2021</b>	<b>Export Compliance</b> <b>Global Supply Chain</b> <b>Regulatory Issues</b>	EXAMPLE Kate Blue, Shipping Manager; Bob Red, CS Manager; Jon Black, Quality Manager	<ul style="list-style-type: none"> <li>• Learn how to navigate the compulsory rules for your product to enter foreign markets;</li> <li>• Assure that your products arrive to market when your customers need it and how they expect it.</li> </ul>
<b>DEC. 17 2021*</b>	<b>External Report Briefing &amp; Discussion</b> <b>International Management</b> <b>Global Strategy Development</b>	EXAMPLE Joan Silver, CEO; Charles Green, Sales Manager; Joaquin Red, VP of Marketing	<ul style="list-style-type: none"> <li>• Receive the results of your international market selection study and analyze them with your mentor, begin building your international strategy, learn risk, finance, and organizational management techniques best for exporting.</li> </ul>
<b>FEB. 4 2022</b>	<b>Trade Finance &amp; Taxes</b> <b>Payment Mechanisms</b> <b>Currency Management</b>	EXAMPLE Lisa Green, Accounting ; Tom Brown, Controller; Chris Gray, Finance	<ul style="list-style-type: none"> <li>• Get to know common payment transactions with foreign buyers and regulations associated with those transactions.</li> </ul>
<b>APRIL 1 2022*</b>	<b>Presentation and Feedback on International Strategy</b>	EXAMPLE Joan Silver, CEO; Charles Green, Sales Manager; Joaquin Red, VP of Marketing	<ul style="list-style-type: none"> <li>• Present the global strategy that you have been working on with your team and mentor to a panel of experts for feedback.</li> </ul>

\* Denotes required attendance by C-Suite Management



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## 2021-2022 GLOBALTARGET EXECUTIVE TEAM PLEDGE

In order for companies to get the full benefit of GlobalTarget, the program requires executive buy in. For this reason, we require the CEO, President, Vice President, or a primary decision maker to attend the three strategy-building sessions of the program (initial, mid-year and concluding workshops).

✓ **NAME** \_\_\_\_\_

**TITLE** \_\_\_\_\_

**E-MAIL ADDRESS** \_\_\_\_\_

**DIRECT PHONE** \_\_\_\_\_

**SIGNATURE** \_\_\_\_\_



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## 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.

✓ **NAME** \_\_\_\_\_

**SIGNATURE** \_\_\_\_\_

**COMPANY NAME** \_\_\_\_\_

**DATE** \_\_\_\_\_

✉ **PLEASE RETURN FORM VIA EMAIL TO:**

Thien Bui at [t.m.bui@csuohio.edu](mailto:t.m.bui@csuohio.edu)