

MARKET & EXPORT DEVELOPMENT GRANT PROGRAM ASSESSMENT CRITERIA

RELEVANCE

What are you marketing? /3

Provide a brief overview of what is being marketed and why it is commercially viable.

Who is your target audience? /5

Provide a description of the demographic and location of your intended audience.

Next steps /10

Describe why undertaking this project is the next logical step for your career or business.

IMPACT

Description of goals /5

Describe the anticipated outcomes. How will this project improve visibility and/or generate sales?

Project Financing /5

Describe how this project will be financed and how the expected benefits justify the requested investment amount.

EXPERIENCE & CAPACITY

Established market reach /3

What markets have you currently secured and what successes have you had there to date?

What is the plan? /16

Provide a detailed workplan describing the marketing tools you and your team are going to use to reach your target audience. Describe all tasks that make up the activity, the order the tasks will be undertaken, and the resources required to complete the project. The workplan should inform the timeline and the budget.

Who's the team? /10

Describe the project team (including yourself) and their responsibilities. Include information evidencing expertise, capacity, and ability to complete the project. Be specific to this project and describe why you've assembled this team.

Timeline /3

When and where will the activity take place? Provide a list of key dates with a brief description of the activity. The timeline should reflect the activities proposed in the project plan and budget.