



Initial Market Check

Provides U.S. companies with an initial assessment of their products' or services' potential in a selected international market.



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About

The Initial Market Check provides U.S. firms with an initial assessment of the market potential of their product or service in a targeted market. The service gauges the potential of a specific product or service in a market by gathering feedback from up to five industry participants and provides written recommendations on whether to pursue the target market. The service does not guarantee interest by the contacted industry participants.

Eligibility and Pricing

- You must be an export-ready U.S. company seeking to export goods or services of U.S. origin or that have at least 51% U.S. content to utilize this service.
- The fee for an Initial Market Check is \$350 for small companies¹, \$900 for medium companies², and \$1,300 for large companies³.

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Footnote

¹ Must qualify as a “small business” under the [Small Business Administration’s size standards](#), which vary by North American Industry Classification System (NAICS) code. Fees listed also apply to U.S. Economic Development Organizations (EDO) and Non-profit Educational Institutions that purchase ITA services for their own use. For example, when an EDO requests a Gold Key Service (GKS) to promote itself as a tourist destination, it will be charged the small company fee. If, however, an EDO requests a (GKS) to promote a U.S. company’s goods/services, the size of the company will be used to determine the fee.

² Must have less than \$1B in annual revenue (including affiliates: parent, child, subsidiaries, divisions, etc.) to qualify.

³ All U.S. businesses that do not qualify as a small or medium enterprise.