



# Market Development Cooperator Program Project Narrative

**OMB Control Number:** 0690-0038  
**Expiration Date:** 07/31/2026

## Section 1: Applicant Information

Please provide the following information about the Applicant Organization.

Organization Name \_\_\_\_\_ Headquarters City/State \_\_\_\_\_

Website \_\_\_\_\_

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## Section 2: ITA Staff and Partners

Please list staff from Industry & Analysis, Global Markets/Commercial Service, or other ITA units with whom you have discussed the project already. *(Leave blank if you have yet to discuss with ITA.)*

Please list any organization other than ITA that you plan to collaborate with on your project. *(Leave blank if you only plan to collaborate with ITA.)*

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## Section 3: Project Summary

Please summarize the key planned activities of the proposed project in a few bullet points.

Please provide the industry(ies) that will be the focus of this project. For each industry provided, please list one to three markets the project will target in descending order of export potential.

Industry 1: \_\_\_\_\_ Market 1 \_\_\_\_\_ Market 2 \_\_\_\_\_ Market 3 \_\_\_\_\_

Industry 2: \_\_\_\_\_ Market 1 \_\_\_\_\_ Market 2 \_\_\_\_\_ Market 3 \_\_\_\_\_

Industry 3: \_\_\_\_\_ Market 1 \_\_\_\_\_ Market 2 \_\_\_\_\_ Market 3 \_\_\_\_\_

**Please note:** It is highly recommended for all applicants to schedule a meeting with ITA's MDCP team to discuss Sections 1-3 of the application before completing the rest of the application. You can request a meeting on the MDCP webpage: <https://www.trade.gov/mdcp>

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#### **Section 4: Target Markets**

Please describe the target market(s) for your project. Why did you choose this/these market(s)? *(limit 500 words)*

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**Section 5: Export Estimates**

Each industry and market you enter in Section 3, will appear below. For each market, enter the estimated market size in billions USD and whole percent U.S. share, e.g.: \$0.7 B, 3%.

_____	_____	_____
_____	_____	_____
_____	_____	_____

All MDCP projects start on October 1 of the award year. Enter a Project End Date on the last day of the month at least three, but no longer than five years after the start date.

\_\_\_\_\_  
Project End Date

Please provide the Federal (the award amount requested) and Non-Federal (match) share of the project budget.

\_\_\_\_\_  
Federal Share (award)      Non-Federal Share      Total Project Budget

Please provide the anticipated U.S. exports resulting from this project.

\_\_\_\_\_  
Exports during project      Exports 4-years post-project

Please describe how you determined your export estimate (*limit 250 words*).

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**Section 6: Export Reporting**

Please describe how you plan to gather reliable data to report exports to ITA. *(limit 250 words)*

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**Section 7: Applicant Description**

Briefly describe your organization. List each person from your organization who will work on the project, their position, role, relevant experience, and percent of their time to be allocated to this project. *(limit 250 words)*

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**Section 8: Project Description**

Please describe your proposed project; why it is needed, what work you are proposing, and how it will help the U.S. industry expand or maintain exports. (*limit 1000 words*)

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**Section 9: Relevant Context and Background**

Please provide any additional context or relevant background related to this proposal or the industry(ies) (*limit 500 words*)

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**Section 10: Sources**

If you relied on any outside sources for your project narrative, please list them here. *(limit 250 words)*

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**Section 11: Appendices**

Please see the notes below to determine which appendices may be required with your application and mark which will be included with your submission.

ITA Emblem Use Mock-Up\*

Financial Statements\*

Support Letter\*\*

List of Interested Firms\*\*

Success Agreement\*\*

Project Comparison Table\*\*

Other\*\*

\* All applicants are required to provide

\*\* See endnotes for details on when this appendix may be required.

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## End Notes and Narrative Assistance

Please see the notes below to assist you in filling out the appropriate sections of this project narrative.

### Section 1

Only one eligible organization can be the designated award recipient. Two or more organizations may pool their resources as partners and submit one application, but only one will receive the award and be the cooperator. Foreign businesses and private groups may be partners in such arrangements. Only the cooperator may claim cash match.

### Section 2

List ITA staff that you have already discussed your MDCP project with. If you receive an award, ITA will assign a team to help you. Listing ITA staff indicates that you know who might be able to help you. Listing staff also flags them to read your MDCP application and review it after you submit it.

ITA is the International Trade Administration, a bureau within the U.S. Department of Commerce. ITA is subdivided into three primary business units, two of which are involved in every MDCP project: **Industry & Analysis (I&A)**, and **Global Markets (GM)**.

**Industry & Analysis:** List the I&A staff who are specialists covering the industry(s) you are targeting.

I&A's *Office of Industry Engagement (OIE)* administers MDCP for ITA. Do not list OIE staff, e.g. Brad Hess and Jessica Dulkadir. List only staff who have industry or geographic or policy portfolios who would likely be able to help you achieve your project goals.

**Global Markets** staff that are likely to have an interest in your application are divided into three groups:

*GM/Commercial Service/Domestic Field:* This should be your local Commercial Service office.

*GM/Commercial Service/International Field:* These are Commercial Service staff who work from diplomatic and other official U.S. government posts abroad.

*GM/Regional Office/Desk Officers:* Unlike their GM/Commercial Service colleagues, these staff are generally based in Washington, D.C. They are organized by region of the world and specialize in policy and other issues specific to individual countries and regions.

**Other:** If you have discussed your project with staff from federal bureaus list them here along with their bureau.

Not sure who's who? Ask [mdcp@trade.gov](mailto:mdcp@trade.gov) to help.

### Section 3

**Project Summary:** Enter a phrase or short sentence for each of the most significant planned activities and/or methods. Enter no more than five. If you have more than five, you can cover them in the body of your project narrative.

**Industry:** List only one industry in blank 1, the one that is likely to generate the highest dollar value of exports from your MDCP project activity.

**Market 1:** List the sovereign state (or economic zone, e.g. Hong Kong special administrative region) that (a) has the highest likely export value to be generated by the project, or (b) is otherwise the market where you are most likely to achieve your project's most significant aims is the primary or initial focus of your project activity. If you have no target-market focus, so indicate. Do not list a region like "Latin America" or an organization of sovereign states such as the "European Union".

**Market 2:** List the country that is the secondary or second focus of your project activity as measured by the standard listed for Market 1 above.

**Market 3:** List the country that is the third focus of your project activity as measured by the standard listed for Market 1 above.

*You need not list a market to claim exports that result. For example, if you list Germany and Poland as target markets instead of the EU but the project generates exports to Slovakia and Lithuania, you can claim these exports even though the markets were not listed. You can also identify other markets of interest in your project narrative.*

**Industry, second row:** For most cooperators, helping U.S. firms in one industry is challenge enough. If you plan to help firms in more than one industry, list on row 2, the industry where your project is likely to generate the second highest dollar value of exports. Just make your best estimate.

**Industry, third row:** If you plan to help firms in more than two industries, list on the third row, the industry that is likely to generate the third highest export value from your MDCP project activity.

*Listing an industry here is not a prerequisite for claiming exports during the project period. Any firm in any industry that participates in or benefits from MDCP project activity can attribute resulting exports to MDCP.*

### Section 4

**Target Market(s):** Address economic conditions and the likelihood that potential buyers will purchase U.S. goods or services. As relevant, considerations may include factors such as economic conditions, political climate, market access barriers, and local and third-country competitors.

### Section 5

**Target Market Export Estimates:** Annual sales in U.S. dollars by all vendors, U.S. and foreign, to all buyers in this market for this industry. A rough estimate based on preliminary research is fine. If information is not available, just enter "n.a."

**Target Market U.S. Share:** Annual sales by U.S. firms to buyers in this target market and industry expressed as a percentage of Target Market Total. A rough estimate based on preliminary research is fine. If information is not available, just enter "n.a."

**Project End Date:** All project periods begin October 1, the year of the MDCP competition. Enter a end-of-month date, (e.g.: September 30, March 31, etc.) that is a minimum of three (3) years and a maximum of five (5) years after the project start date.

**Federal Share (award):** Enter the amount of federal funds you are requesting. This is the federal share. Cross-check this to your Budget Summary worksheet, the SF- 424, and the SF-424A. All amounts are understood to be in U.S. dollars. No need to try to enter the "\$" sign.

**Non-Federal Share (match):** Your cash and in-kind match is the non-federal share that you pledge to support the project. Enter this amount. Cross-check this to your Budget Summary worksheet, the SF-424, and the SF-424A.



## Section 5 (continued)

**Exports During Project:** Estimate the dollar value of exports (sales to foreign buyers) that your project will generate during the project period.

**Exports 4-years Post Project:** Estimate the dollar value of exports (sales to foreign buyers) that your project will generate during the four (4) years after the project period. We ask this, in part, to gauge if you have any plan or expectation to continue any portion of your MDCP project after the MDCP award period ends.

**Export Estimate:** Explain how you calculated the dollar value of exports you estimate your project will generate.

## Section 6

**Export Reporting:** Describe the process you will use, e.g. post-event interviews with participating firms, continued post-event follow-up with firms, surveys of participating firms, etc.

## Section 7

**Applicant Description:** Indicate briefly what your organization does, the industry(s)/companies it represents/serves, and other information relevant to helping U.S. firms enhance their global competitiveness. Describe the role, if any, that foreign membership plays in your organization's affairs.

List who from your organization and from any partner organization will develop, supervise, and execute project activities. Include (a) a short summary of experience for the project director and professional personnel who plan and execute project activities, and (b) the percent or amount of time each professional will devote to the project.

## Section 8

**Project Description:** Provide a work plan outlining different phases of the project. Identify relevant milestones and activity in chronological order; and the location where activities will take place.

## Section 9

**Other Relevant Context & Background:** As needed, include other relevant information, such as your industry's market potential, after-sale service capability, capacity to meet export demand – whatever is relevant to your industry and the likelihood that your product will help U.S. firms compete in the target market(s).

## Section 11

**\*ITA Emblem Use Mock-Up:** Choose one of your project activities and create a simple email message or flyer that announces the event. Include your logo and the ITA emblem. Attach or insert an image file of this mock-up in your application. Request ITA emblem files from [mdcp@trade.gov](mailto:mdcp@trade.gov).

**\*Financial Statements:** To fulfill this requirement use whichever of the following you have, in descending order of preference: (a) Audited financial statements (an audited financial statement up to two years old is better than the other options below). (b) IRS Form 990, (c ) Pro forma financial statements.

-*Audited Financial Statements:* If your complete financial statements comprise more than 10 pages, provide just the following elements in descending order of priority: (a) Income statement, (b) Balance sheet, (c ) Statement of auditor, (d) Auditor notes. Example.

-*IRS Form 990:* Your organization's tax return includes the basic elements of an income statement and a balance sheet.

-*Pro Forma Financial Statements:* If you lack recently audited financial statements or Form 990, generate an income statement and balance sheet from your accounting system.

**\*\*Support Letter:** This is only required if a partner entity pledges significant cash or in-kind support to your project. The partner entity should address its letter affirming its material support, addressed to "MDCP Merit Review Panel". ITA does not respond to letters included as MDCP application attachments. Please avoid sending support letters to ITA separately. Include them as attachments.

**\*\*List of Interested Firms:** Provide this if your project relies on individual firms participating in project activities and reporting the exports that result.

**\*\*Success Agreement:** Provide this if your project relies on individual firms participating in project activities and reporting the exports that result. See the detailed guidelines: <https://www.trade.gov/mdcp-cooperator-tools>

**\*\*Project Comparison Table:** Required only if your organization has received an MDCP award in the past. Use a separate column for each previously MDCP-funded project and the proposed project. List each major program element so it can be easily compared side-by-side, project-to-project including a very approximate project budget cost. For example, "Open an office in Beijing-\$250,000" or "Create and recruit firms for U.S. pavilion at foreign trade shows \$150,000".

**\*\*Other:** Though not required, you may include here graphs, photos, or data visualization that support your application. Concise applications generally receive higher scores from ITA reviewers. Limit the number of appendices you include.

**Budget and Standard Forms:** You will submit your project budget and the required standard forms separately in grants.gov. Do not include them as appendices to the Project Narrative.

Your Budget is specific to the MDCP project you are proposing in your application. Most applicants find it easier to use this document as a template for their MDCP budget. When you submit your application on Grants.gov, you will submit your budget as a separate document.

Find the following Standard Forms on grants.gov, complete them, and submit them on grants.gov:

SF-424

SF-424A

SF-424B

CD-511

With regard to SF-424 and SF-424A, the Budget document recommended above will help you identify which fields on the Standard Forms are required. I will also help you to populate the correct information in each required field.