



Market Access Program (MAP) EVALUATION FORM

Name: _____ Company: _____																																									
1. Did the availability of the STEP Market Access Program encourage you to enter the market? <input type="checkbox"/> Yes <input type="checkbox"/> No																																									
2. Would you have participated or visited without the financial support of the program? <input type="checkbox"/> Yes <input type="checkbox"/> No																																									
3. The business development objectives achieved as part of this initiative were: (please check all that apply) <ul style="list-style-type: none"> <input type="checkbox"/> Found new customers to purchase, distribute or import our products or services <input type="checkbox"/> Found new customers to represent (agents or brokers) our products or services <input type="checkbox"/> Pursued new joint venture opportunities, alliances or partnerships <input type="checkbox"/> Identified partners/subcontractors for an international development project <input type="checkbox"/> Other (please elaborate): _____ 																																									
4. Results: # of sales leads acquired: _____ # of new customers/contracts: _____ Approximate dollar value of new and anticipated sales over the next 12 months (CDN \$) _____																																									
5. Please rank each of the following elements of the program: <table style="width: 100%; border-collapse: collapse; margin-top: 10px;"> <thead> <tr> <th style="width: 35%;"></th> <th style="width: 10%; text-align: center;">Did not Use N/A</th> <th style="width: 10%; text-align: center;">Not Helpful 1</th> <th style="width: 10%; text-align: center;">2</th> <th style="width: 10%; text-align: center;">3</th> <th style="width: 10%; text-align: center;">4</th> <th style="width: 10%; text-align: center;">Extremely Helpful 5</th> </tr> </thead> <tbody> <tr> <td>Funding for airfare or mileage</td> <td style="text-align: center;"><input type="radio"/></td> <td style="text-align: center;"><input type="radio"/></td> <td style="text-align: center;"><input type="radio"/></td> <td style="text-align: center;"><input type="radio"/></td> <td style="text-align: center;"><input type="radio"/></td> <td style="text-align: center;"><input type="radio"/></td> </tr> <tr> <td>Funding for accommodations</td> <td style="text-align: center;"><input type="radio"/></td> <td style="text-align: center;"><input type="radio"/></td> <td style="text-align: center;"><input type="radio"/></td> <td style="text-align: center;"><input type="radio"/></td> <td style="text-align: center;"><input type="radio"/></td> <td style="text-align: center;"><input type="radio"/></td> </tr> <tr> <td>Funding for trade show costs</td> <td style="text-align: center;"><input type="radio"/></td> <td style="text-align: center;"><input type="radio"/></td> <td style="text-align: center;"><input type="radio"/></td> <td style="text-align: center;"><input type="radio"/></td> <td style="text-align: center;"><input type="radio"/></td> <td style="text-align: center;"><input type="radio"/></td> </tr> <tr> <td>Funding for translation</td> <td style="text-align: center;"><input type="radio"/></td> <td style="text-align: center;"><input type="radio"/></td> <td style="text-align: center;"><input type="radio"/></td> <td style="text-align: center;"><input type="radio"/></td> <td style="text-align: center;"><input type="radio"/></td> <td style="text-align: center;"><input type="radio"/></td> </tr> </tbody> </table>								Did not Use N/A	Not Helpful 1	2	3	4	Extremely Helpful 5	Funding for airfare or mileage	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Funding for accommodations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Funding for trade show costs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Funding for translation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
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6. Please comment on the value of the STEP Market Access Program to your business strategy: 																																									
7. Do you have any suggestions for improvements to the program? 																																									