



Market Access Program (MAP) EVALUATION FORM

Name: _____
 Company: _____

1. Did the availability of the STEP Market Access Program encourage you to enter the market?
 Yes No

2. Would you have participated or visited without the financial support of the program?
 Yes No

3. The business development objectives achieved as part of this initiative were:
 (please check all that apply)

- Found new customers to purchase, distribute or import our products or services
- Found new customers to represent (agents or brokers) our products or services
- Pursued new joint venture opportunities, alliances or partnerships
- Identified partners/subcontractors for an international development project
- Other (please elaborate): _____

4. Results:
 # of sales leads acquired: _____
(STEP defines a sales lead as any contact initiated during the activity that holds the potential to evolve into a business opportunity.)
 # of new potential customers/opportunities over the next 12 months: _____
(The count of new customers/opportunities indicates the expected deals arising from the activity within the following 12 months.)
 Approximate dollar value of new and anticipated sales over the next 12 months (CDN \$) _____
(The approximate dollar value represents the total estimated Canadian Dollars anticipated from these deals over the subsequent 12 months.)

5. Please rank each of the following elements of the program:

	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 (booth, furnishings, electrical, shipping)	<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"/>
Funding for on the ground transportation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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?

