

MDCP Evaluation Criteria Published in the Notice of Federal Funding Opportunity June 17, 2008

1. Potential to Strengthen Competitiveness (20%)	2. Performance Measures (20%)	3. Partnership and Priorities (20%)	4. Creativity and Capacity (20%)	5. Budget and Sustainability (20%)
<p>A project’s potential to strengthen competitiveness is evaluated primarily on the likelihood that it will result in export initiatives by U.S. firms, particularly small- and medium-sized enterprises. Such initiatives are normally characterized by a significant expenditure of resources by the chief executive officer of a company in the active pursuit of export sales. As noted above in I.B. Project Activity, many different kinds of activity can strengthen the competitiveness of U.S. industry; however, an applicant can earn the maximum number of points under this criterion only by demonstrating how its proposed project is expected to result in increased export initiatives by individual U.S. firms.</p>	<p>Applicants must provide quantifiable estimates of projected export and market share increases and explain how they are derived. See IV.B.3.b. Performance Measures above. Applicants must detail the methods they will use to gather and report performance information.</p>	<p>The degree to which the project initiates or enhances partnership with ITA and the degree to which the proposal furthers or is compatible with ITA's priorities:</p> <p>(1) Improve the competitiveness of U.S. manufacturing and service industries by addressing impediments to innovation and reducing the cost of doing business in foreign countries;</p> <p>(2) Increase competitiveness of U.S. industries in large markets like China, India, and Brazil by addressing non-tariff barriers, especially those related to standards and intellectual property rights;</p> <p>(3) Help U.S. industry to capitalize on effective global supply chain management strategies;</p> <p>(4) Advance market-based approaches to energy, clean development, and commercialization of nuclear and alternative energy technologies;</p>	<p>Creativity, innovation, and realism displayed by the work plan as well as the institutional capacity of the applicant to carry out the work plan.</p> <p>a. Creativity and innovation can be displayed in a variety of ways. Applicants might propose projects that include ideas not previously tried to promote a particular industry's goods or services in a particular market. Creativity can be demonstrated by the manner in which techniques are customized to meet the specific needs of certain client groups.</p> <p>b. Current or past cooperators must submit a table comparing their current or past project(s) and their proposed project. The need for this table and the requested format are described below.</p> <p>As noted above in I. Funding Opportunity Description, MDCP awards are designed to help underwrite the start-up</p>	<p>Reasonableness of the itemized budget for project activities, the amount of the cash match that is readily available at the beginning of the project, and the probability that the project can be continued on a self-sustained basis after the completion of the award. Current or past cooperators must show how the proposed project will achieve self-sustainability independent of any current or past MDCP projects. ITA does not assume that prior MDCP projects are self-sustaining. As noted in V.A.4.c. Creativity and Capacity above, ITA assesses each application based on what each applicant chooses to include in its application. If an applicant wants ITA to consider the self-sustainability of a prior project when evaluating a new project proposal, it should include relevant information in its application.</p>

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		<p>(5) Facilitate ease of travel to the United States and promote U.S. higher education and training opportunities to non-U.S. entities;</p> <p>(6) Capitalize on trade opportunities resulting from trade agreements;</p> <p>(7) Increase overall export awareness and awareness of ITA programs and services among U.S. companies, by making SMEs export-ready or by facilitating deal-making; and</p> <p>(8) Support the Administration's broader foreign policy objectives through competitiveness-related initiatives.</p>	<p>costs of new projects. Accordingly, current or past cooperators can be in a position to earn the maximum number of points under this criterion only if they propose projects that are entirely new.</p> <p>In order to determine whether a project is entirely new, the current or past cooperator must provide, as a separate appendix, a comparison between the elements of the proposed project and the elements of its current or past MDCP-funded projects. Current or past cooperators that propose projects that are not entirely new will receive fewer points under this criterion than they would receive otherwise.</p> <p>In determining the number of points under this criterion, the selection panel will consider the level to which a particular applicant has incorporated elements of its previously funded MDCP projects. To do this, current or past cooperators should submit a table wherein they approximate the amount of resources devoted to each project element as a percentage of the total. For</p>	

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			<p>example, if an applicant received an MDCP award in 1995 and spent approximately \$400,000 of a total \$1,000,000 project budget on opening an office in Beijing, it could report that 40 percent of the resources of its 1995 project went toward the project element of opening its Beijing office. The applicant would do the same for the other elements of any previously funded MDCP projects.</p> <table border="1" data-bbox="1228 755 1549 933"> <thead> <tr> <th colspan="2">Previous Project(s)</th> <th colspan="2">Proposed Project</th> </tr> <tr> <th>Element</th> <th>%</th> <th>Element</th> <th>%</th> </tr> </thead> <tbody> <tr> <td>1</td> <td></td> <td>1</td> <td></td> </tr> <tr> <td>2</td> <td></td> <td>2</td> <td></td> </tr> <tr> <td>Etc.</td> <td></td> <td>etc</td> <td></td> </tr> <tr> <td>Total</td> <td>100</td> <td></td> <td>100</td> </tr> </tbody> </table> <p>c. Institutional capacity will be measured by what each applicant submits. A current or past cooperator should not assume that success with a prior MDCP project will automatically be taken into account by the Department when reviewing its application. Each applicant must document its institutional capacity in its application.</p>	Previous Project(s)		Proposed Project		Element	%	Element	%	1		1		2		2		Etc.		etc		Total	100		100	
Previous Project(s)		Proposed Project																										
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