

Category	What it is (for)		What it is NOT (for)	
	Yes	Example	No	Example
Purpose	Foreign Market Development	Some more common activities include: <ul style="list-style-type: none"> o Trade missions o E-business development o Open a foreign office o Promote standards 	Domestic Competition	Increasing a company's share of the US market.
	Goods Services	Non-agricultural industries are eligible. Industries that have used the award include: <ul style="list-style-type: none"> o Printing equipment o Machine tools o Fashion o Construction equipment o Franchising o Engineering services 	Agricultural Goods	USDA's Foreign Agricultural Service has 50 to 100 times as much money to make available for foreign market development. (MDCP gets \$2,000,000 per year and each award is limited to \$400,000.)
Beneficiary	Non-Profit Industry Organizations & Trade Associations That Help Small Firms	<ul style="list-style-type: none"> o Trade associations o World Trade Centers o Small Business Development Centers o State departments of economic development o Chambers of commerce 	Any Private Company, Large or Small	Acme Widget Co. is not eligible to receive an award.
		Small and medium-sized enterprises (SMEs are private companies with less than 500 employees) cannot receive an <i>award</i> , but they are supposed to benefit from award <i>activity</i> . For example, Acme Widgets, Widgetco, and all other widget industry SMEs are supposed to benefit from an American Widget Association MDCP award.	Big Business	MDCP projects are designed to help SMEs. Big companies may derive some benefit from the project. However, they are not to be the focus of the project.
Method	Competitive	About 7 awardees each year from 40-60 applicants.	Political	"Pork barrel."
	Cooperative Agreement	Each awardee works with a DoC team leader from ITA's Manufacturing and Services (MAS). Other team members usually come from foreign and domestic offices of ITA's Commercial Service. The team acts as a kind of "board of directors" for the project. Team leaders, and other ITA professionals, often help directly with project activities and have their own budget to pay for their own travel and other expenses.	Grant	Like a grant, a cooperative agreement includes federal funds. However, cooperative agreements include ongoing DoC involvement in the project.
	Seed Money	Awards allow groups to initiate market development activity that they would otherwise lack the expertise and funds to undertake.	Venture Capital	Awards only go to non-profits, trade associations, and state governments. For-profit companies benefit indirectly, from the market development <i>activity</i> of the non-profit. They may not receive an award.
			Substitute Funding	Awards are <i>not</i> given to organizations seeking to find an alternate funding source for an existing program.