

IDAHO TECHHELP



\$63.8 million in new and retained sales
\$7.7 million in new investments
338 jobs created or retained

TechHelp manufacturing specialists provide technical and professional assistance, training and information to Idaho manufacturers, processors and inventors to help them strengthen their global competitiveness. They offer advanced manufacturing services that help Idaho companies drive bottom line savings and top line growth.

TechHelp Vision

Accessible - TechHelp will be an accessible organization with effective communication flowing to and from its customers, partners and employees.

Customer Satisfaction - TechHelp builds business relationships based on long-term commitment, trust, tangible results and putting client interests first. TechHelp enhances customer satisfaction by helping businesses transform their operations while helping them become self-sufficient in managing the change.

Statewide Impact - TechHelp will be seen as a public investment that pays for itself through significant returns to businesses, stakeholders and the state economy. Idaho's leaders will be aware of TechHelp's specific contribution to the state economy, including higher productivity and wages, an increased tax base, quality jobs for Idaho graduates, growth in rural areas and improvements to the environment.

For more information, contact:

TECHHELP
SOLUTIONS FOR MANUFACTURERS

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* Impacts are based on clients receiving service in FY2010



CLIENT SUCCESS: PCS EDVENTURES, INC.

“Idaho TechHelp’s Export Excellence program gave me the opportunity to meet and develop working relationships with some of the top export professionals in Idaho and to fine-tune our process for evaluating and developing export opportunities that will guide future expansion activities of PCS.”

Rob Grover, CEO

PCS Edventures Enters New Markets with Export Excellence

With a goal to provide “new learning for a new world,” PCS Edventures! delivers products rich in technology, imagination, innovation, and creativity that make learning easier, more engaging, and more effective. PCS-designed programs serve pre-school to college-level students, emphasizing hands-on experiences in Science, Technology, Engineering and Math (STEM). Founded by an Idaho school teacher, PCS is based in Boise and employs 22 full-time people. PCS products are in use at more than 7,000 sites in the US and abroad.

Situation:

Already active in eight countries, PCS leaders were looking for ways to explore additional overseas markets. They found their opportunity in Export Excellence, a program delivered by Idaho TechHelp, the NIST MEP affiliate in Idaho. The program enlists Idaho’s top export professionals to help companies learn about and maximize new export opportunities. Based on its previous experience in exporting and its commitment to continue to expand exports, PCS was one of five companies selected for that year’s Export Excellence program.

Solution:

In five daylong sessions, TechHelp and its partners in Export Excellence delivered a full menu of export development knowledge and services, including an Export Coach from the Idaho District Export Council and a student intern from Boise State University’s International Business Program. After initially targeting South America, PCS was able to pivot and take advantage of immediate opportunities that arose in India and the Middle East. PCS was also able to build a relationship with TechHelp’s New Product Development Lab at Boise State University and is poised to move forward on the South American expansion plan once the other opportunities are realized.

Results:

- * Awarded for top Export Action Plan
- * Expansion opportunities in Mexico and China
- * EB-5 Visa Program to attract foreign investments
- * Received grant of \$75,000 from the Northwest Trade Adjustment Assistance Center

Expansion opportunities in Mexico and China

Feb 2012