



COMMERCIAL
SERVICE

Export Success

www.export.gov

U.S. Department of Commerce | International Trade Administration | U.S. Commercial Service

Rural app developer: Game on in Europe

Bowling Green, KY Company breaks into European market with \$150,000 contract

Hitcents is a web content, mobile application and enterprise software developer based in the rural Western Kentucky town of Bowling Green. The company was growing rapidly in the U.S. market but had never exported prior to 2012. Hitcents recognized the value of diversifying their client base internationally but they needed some help, so they turned to the U.S. Commercial Service (CS) in Louisville for help.



To start with, Hitcents requested industry-specific information on several markets of interest, and in reviewing the information they developed a strategy to target Europe. Once they had identified their region of focus, they requested help from the CS to evaluate the top prospects and existing competition; and to map out a market entry plan.

As a result of U.S. Commercial Service counseling and analysis the United Kingdom and Ireland were identified as ideal launch pads for Hitcent's services in Europe. The company used CS's matchmaking and business facilitation services in these markets. The support included customized business appointments with media and advertising agencies, technology services providers and software companies. Hitcents was also informed of the STEP grant program which supported their export efforts.

As a direct result of the combined efforts of CS posts in Louisville, London, and Dublin, Hitcents has signed contracts with new international customers in Europe. This small, family-owned business has already achieved sales valued at more than \$150,000 to customers identified through matchmaking in the United Kingdom and Ireland. Future sales growth is expected as the company continues to develop the markets.

For more information on Hitcents, visit their website at <http://hitcents.com> and for more information on the U.S. Commercial Service's Rural Team, call (701) 239-5080, or visit www.export.gov/rural.

###