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GROUP *presents*

GROW YOUR BUSINESS WITH MBE & WBE CERTIFICATION



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Agenda

- * What are Minority Business Enterprises (MBE) & Woman Business Enterprises (WBE)?
- * What are the benefits of MBE & WBE certification?
- * Who certifies MBEs & WBEs?
- * 5 Steps to MBE & WBE certification
- * And after certification, then what?

What is an MBE?

- * A for-profit business
 - Can be a corporation, LLC, partnership, sole owner
 - Can be located at an office or home-based
 - No limitation on years in existence
 - No financial threshold limitations – minimum or maximum
- * 51% owned by U.S. citizens who are Asian, Black, Hispanic or Native American.
- * Management & day-to-day operations are controlled by the minority owner(s).
- * Application fee - \$350, \$450, \$650, \$800 depending on annual revenue, renewed annually.

What is a WBE?

- * **A for-profit business:**
 - Can be a corporation, LLC, partnership, sole owner
 - Can be located at an office or home-based
 - No limitation on years in existence
 - No financial threshold limitations – minimum or maximum
- * **51% owned by U.S. citizens or legal resident woman.**
- * **Management & day-to-day operations are controlled by the woman owner.**
- * **Application fee \$350, \$500, \$750, \$1,000 depending on annual revenue, renewed annually.**

Benefits of MBE & WBE certification

- * Marketing tool for expanding a company's visibility among decision makers in the corporate supply chain.
- * Gain access to new market segments and government procurement.
- * Demonstrate good corporate social responsibility and favorable public image on the part of buyers.

Benefits of MBE & WBE certification

- * The Federal government has both prime contracting and subcontracting goals for small businesses – 23% of Federal prime contract dollars shall be awarded to small businesses.
- * The Federal government must award 5% of its prime and subcontract dollars to women-owned small businesses.
- * Small MBEs and WBEs help large corporations secure large government contracts.

Who certifies MBEs?

* **National Minority Supplier Development Council** is the organization that certifies and promotes Minority Business Enterprises <http://www.nmsdc.org/>

* **Florida State Minority Supplier Development Council** is the Florida chapter of the NMSDC <http://www.sfmsdc.org/>

5 Steps to MBE Certification

1. Obtain a DUNS number.
2. Visit the SFMSDC website <http://www.sfmsdc.org> and register.
3. Review the list of required documentation for MBE certification, then gather all the required documentation.
4. Complete the MBE Certification application.
5. Register your business with the System for Award Management www.SAM.gov
6. Once granted, add the NMSDC logo to your website, business card, social media profile and other marketing materials, and begin searching for companies and government agencies who need your products or services.

Who certifies WBEs?

* **WBENC** – The SBA has authorized organizations to certify WBEs, and WBENC is one of them

<http://www.wbenc.org/>

* The WBENC Florida affiliate is the **Women's Business Development Council of Florida** based in Miami, Florida <http://www.womensbusiness.info/>

Who certifies WBEs?

* The SBA also allows self-identification as a Woman Owned Small Business for small women-owned businesses in industries where these businesses are under-represented.

* **Small Business Administration (SBA) –**

<http://www.sba.gov/content/women-owned-small-business-program>

5 Steps to WBE Certification

1. Obtain a DUNS number.
2. Visit the WBDC of Florida website www.womensbusiness.info and register.
3. Review the list of required documentation for WBE certification, then gather all the required documentation.
4. Register your business with System for Award Management www.SAM.gov
5. Complete the WBENC Certification application and WOSB self-certification.
6. Once granted, upload your certification to www.sba.gov/content/women-owned-small-business-program, add the WBENC logo to your website, business card, social media profile and other marketing materials, and begin searching for companies and government agencies who need your products or services

And After Certification, Then What?

Planning is no use at all, unless
it degenerates into work.

- Peter Drucker

And After Certification, Then What?

- * Who is your target market?
- * What is the demand for your product or service?
- * Who is your competition?
- * What added value does your product or service have over that of your competition?
- * How will your product or service help position the buyer?
- * Are you willing to do ongoing, detailed research to find diversity supplier bidding opportunities?

And After Certification, Then What?

- * Can you spend the time required to prepare and present bids, and comply with reporting if you win?
- * Are you prepared to be a subcontractor to the big companies that are prime contractors?
- * Can your business financially support the execution of a contract that might involve delayed payment?
- * Have you prepared a business plan or marketing plan that specifically addresses procurement opportunities?

After Certification, Then What?

- * **Attend ‘Go For The Greens’ annual Business Development Conference**

Every year in the Fall in Orlando

<http://www.goforthegreens.org>

- * **Attend the annual NMSDC, FSMSDC & WBENC Business Expos & Conferences**

<http://www.nmsdc.org> <http://www.fsmsdc.org>

<http://www.wbenc.org>

Next Steps

- * Go solo
- * DIY MBE & WBE Certification www.bit.ly/2zPk0yr
- * Expert Guided Certification
- * Compile required documentation
- * Complete certification applications
- * Work it!!!

Thank You!

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