

## ANNOUNCEMENT OF FEDERAL FUNDING OPPORTUNITY

### FULL TEXT OF ANNOUNCEMENT

**Federal Agency Name:** U.S. Department of Commerce, Minority Business Development Agency  
**Funding Opportunity Title:** MBDA - Exporting Project  
**Announcement Type:** Initial Announcement  
**FFO Number:** MBDA-OB- 2016-2004601  
**CFDA Number:** 11.802 Minority Business Resource Development  
**Funding Instrument:** Cooperative Agreement<sup>1</sup>  
**Funding Amount:** Funding has been appropriated, and we expect a total of \$1,000,000 in FY 2016 funds to be available. We also expect \$1,000,000 per year for continued funding of this program through FY 2021.

**Closing Date for Submissions:** A completed application must be transmitted and time-stamped at [www.grants.gov](http://www.grants.gov) no later than **11:59 p.m. Eastern Time (ET) on July 5, 2016**. Applications received after the closing date will not be considered.

**Funding Opportunity Description:** This Federal Funding Opportunity Announcement (FFO or Announcement) notifies the anticipated availability of funding for the MBDA Exporting Project (“Project”), and solicits competitive applications for operators of four (4) Project awards. The Project is a subset of the MBDA Business Center program and is established to identify, screen, promote, refer minority business enterprises (MBEs) to exporting resources, and to engage in and/or expand exporting. The Project also provides technical assistance and business development services. The technical assistance and business development services are provided through federal financial assistance awards to generate increased financing, contract opportunities, and greater access to new and global markets for minority business enterprises (MBEs). In addition, the services provided will assist MBEs in creating and retaining jobs.

**Pre-Application Teleconference:** MBDA will conduct a pre-application teleconference on **June 6, 2016**. The time of the pre-application teleconference has yet to be determined. Participants must register at least 24 hours in advance of the teleconference. Please visit the MBDA Internet Portal at [www.mbda.gov](http://www.mbda.gov) for more information.

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<sup>1</sup> A cooperative agreement is the funding instrument used when there will be substantial Federal Government programmatic involvement. Substantial involvement means that, after award, MBDA program staff will assist, guide, coordinate, or participate in project activities. This FFO is not to start or to expand an individual business. Applications must be submitted for the operation of the MBDA Exporting Project that will provide business development services to eligible minority-owned firms as set forth in this Announcement. Applications that do not meet these requirements will not be considered.

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## SECTION I: PROGRAM DESCRIPTION

### A. Introduction

The Minority Business Development Agency (MBDA), a bureau of the U.S. Department of Commerce, leads Federal Government efforts to promote the growth and global competitiveness of America's growing minority business enterprise (MBE) community. Through MBDA's services, MBEs are better equipped to create jobs, contribute to local economies, and sustain America's position as a world economic leader. Today, MBEs number more than 8 million and generate over \$1.44 trillion in revenues. Minority-owned firms are consistently cited by economists as an engine of employment growth and economic expansion in America.

The Project is a key component of the Agency's overall portfolio of minority business development programs and focuses on securing foreign public and/or private contracts and international trade financing transactions, exports, job creation, and advocacy for eligible minority-owned businesses. The MBDA Exporting Project is a subset of the MBDA Business Center program.

Organizations that are owned or controlled by the following persons or groups of persons are eligible to receive business assistance services under the Project: African American, Hispanic American, American Asian and Pacific Islander, Native American (including Alaska Natives, Alaska Native Corporations and Tribal entities), Asian Indian American, and Hasidic Jewish Americans. See 15 CFR§1400.1, 1400.2 and Executive Order 11625.

The Project services are designed to assist MBE clients with achieving higher levels of growth and competitiveness. While the Project serves all MBEs, target clients are (1) firms with annual revenues of over \$1,000,000; (2) firms involved in high-growth industries (e.g., green technology, clean energy, health care, infrastructure and broadband technology, among others); and, (3) firms with rapid growth potential (see Appendix D: Definitions of Key Terms). Promoting the success of MBEs is anticipated to have a significant impact on employment, increase the tax base in their communities, and positive economic impact throughout the nation.

### B. Program Overview

The MBDA Exporting Project provides technical assistance and business development services to minority business enterprises (MBEs). The technical assistance and business development services are provided through federal financial awards to generate increased financing, contract opportunities, and greater access to new and global markets for minority business enterprises (MBEs). The project also identifies screens, promotes, and refers MBEs to exporting resources. In addition, the services provided will assist MBEs in creating and retaining jobs.

In accordance with Executive Order 11625 and 15 U.S.C. § 1512, MBDA is soliciting competitive applications from eligible organizations for the operation of MBDA Exporting Project. MBDA will award four (4) individual cooperative agreements pursuant to this Announcement. There is no limitation to the number of Project awards that can be issued to one eligible organization. The Project must be located within any of the U.S. 50 states or Puerto Rico.

COMPETITION ID:2555006 Location: May Be Proposed by Applicant	COMPETITION ID: 2555006 Location: May Be Proposed by Applicant
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**C. Program Priorities**

The primary drivers of this Project are: (i) capacity building, and (ii) job creation/retention resulting from facilitating global contracts and trade financing for medium-sized minority-owned businesses. Project services include (but are not limited to) the development of a pool of global contract and trade finance opportunities; direct matching of opportunities with qualified/vetted MBEs; relationship management and deal sourcing initiatives (such as but not limited to industry clusters); facilitating MBE growth through exports (identifying global markets and financing); identifying, matching and securing alternative sources of capital and trade financing ; educating MBEs on the benefits of strategic growth alternatives (e.g., joint ventures, teaming arrangements, and others vehicles to enhance business capacity); developing business to-business matching forums; creating trade promotion opportunities for MBEs in the target markets; MBE advocacy; and, providing service referrals to MBEs of all sizes.

The Project is required to work collaboratively with MBDA Business Centers and other MBDA sponsored projects (“Network”). The Project will engage the Network and offer its services to assisting MBE clients and customers through Network collaboration.

**D. Program Authority**

MBDA is authorized in accordance with Executive Order 11625 and 15 U.S.C. § 1512, to solicit competitive applications from eligible organizations for the Exporting Project.

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<sup>1</sup> Start-up and/or micro firms will be served by the MBDA Exporting Project via strategic partnership referrals or electronic service delivery mechanisms (e.g., MBDA Business Portal) [www.mbda.gov](http://www.mbda.gov).

## SECTION II: FEDERAL AWARD INFORMATION

### A. Funding Availability

The total funding period for the awards made under this solicitation is three (3) base years and two (2) optional years. Funding for the initial year of this Project has been appropriated, but MBDA expects a total of **\$1,000,000** per year to fund the financial assistance awards for the operation of four (4) MBDA Exporting Project awards identified in this FFO through FY 2021. The anticipated amount of the federal funding for each Project for each performance year is listed in the FFO (*see* Appendix A: Funding Availability). Each award is expected to be \$250,000 per year.

**Non-federal cost sharing requirements for the Exporting Project is not required but encouraged in this FFO (*see* Section III. B —Non-Federal Cost Share Requirement).**

The funding periods and funding amounts referenced in this FFO are subject to the availability of appropriated funds, as well as to Department of Commerce's MBDA priorities at the time of award. In no event will the Department of Commerce or MBDA be responsible for proposal preparation costs if this Project fails to receive funding or is cancelled because of other MBDA or Department of Commerce priorities. All funding periods under the award are subject to the availability of funds to support the continuation of the Project. Publication of this FFO does not obligate the Department of Commerce or MBDA to award any specific cooperative agreement or to obligate all or any part of available funds.

Federal funds must be fully expended by the Exporting Project operator during each funding period and are not permitted to be carried-over to subsequent funding periods. The Exporting Project operator's failure to fully expend annual federal award funds may result in programmatic enforcement or termination of federal funding allocated by MBDA to subsequent funding periods under the award.

### B. Period of Performance

Awards are anticipated to be made with a start date of September 1, 2016.

The period of performance under this solicitation is five years, consisting of one base period (three consecutive program years) and optional (two program years) periods. **Applicants must submit one budget (SF-424A) and corresponding budget narrative for each year, including the two optional performance years.** Project operators will receive funding in years two through three if the Project is operating at a "Commendable" or "Outstanding" performance level at the time during the current performance year that MBDA makes its recommendations to the Grants Officer for continuation funding for the next program year. The Exporting Project operator with performance rating of "Unsatisfactory" or lower **will not qualify** for automatic renewal, but will be eligible for negotiation of award terms and conditions for the next funding period at the discretion of MBDA, and subject to the approval of the Grants Officer.

Recommendations for continuation funding are generally evaluated by MBDA based on the mid-year performance rating and/or a combination of the mid-year and cumulative third quarter performance ratings for the current performance year. MBDA and the Department of Commerce will consider all the facts and circumstances of each case, such as, but not limited to, market conditions, most recent performance of the Exporting Project and other mitigating circumstances.

**C. Type of Funding Instrument**

Financial assistance awards in the form of *cooperative agreements* will be used to fund the MBDA Exporting Project. MBDA shall maintain substantial involvement with the Exporting Project operator and Exporting Project staff throughout the award period. The substantial involvement means, after award, MBDA staff will assist, guide, coordinate, or participate in project activities, including a post-award conference, training, and advisement (see below, Section VI: Federal Award Administration Information).

**D. Notification of Award**

Anticipated time for processing awards is approximately ninety (90) days from the closing date for receipt of applications. MBDA anticipates awards will be made with a start date of September 1, 2016.

## SECTION III: ELIGIBILITY INFORMATION

### A. Eligible Applicants

For-profit entities (including but not limited to sole-proprietorships, partnerships, limited liability companies and corporations), non-profit organizations, state and local government entities, Native American Tribes and educational institutions are eligible to apply to operate the MBDA Exporting Project.

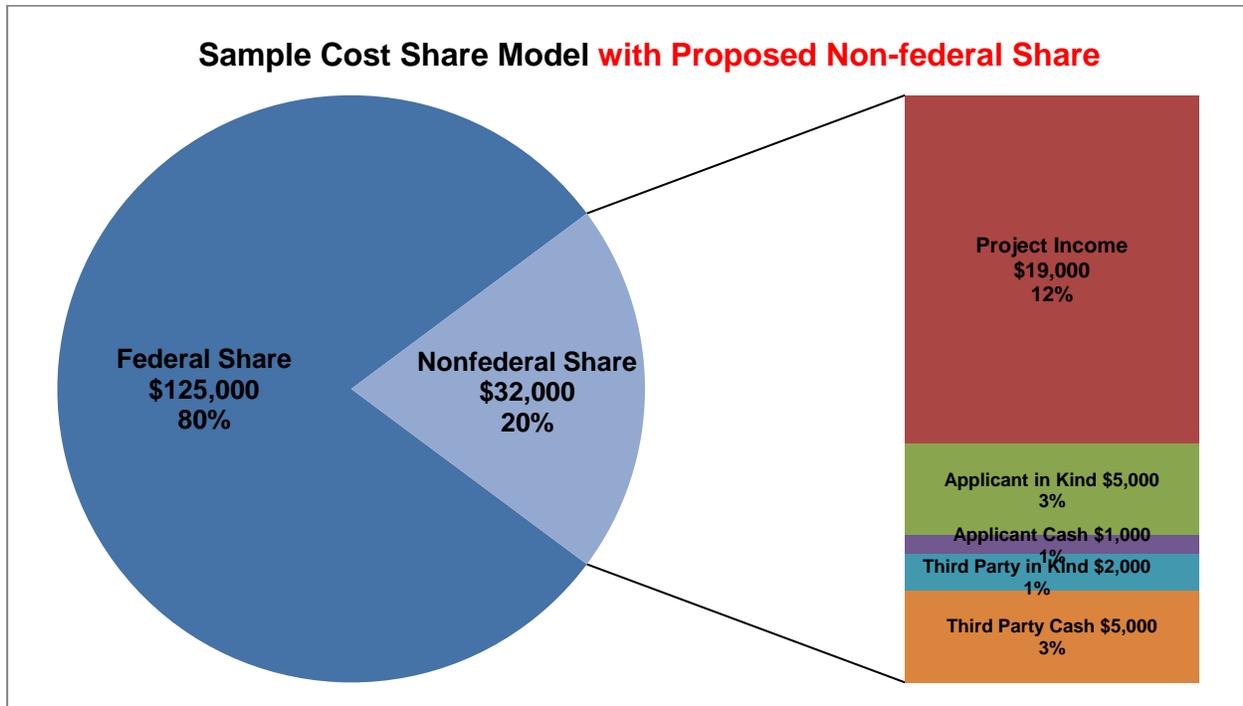
Successful applicants will possess experience in assisting minority firms in obtaining large scale contracts/procurements and financing awards; accessing established global supply chains; educating and assisting minority firms in joint ventures, teaming arrangements, mergers and acquisitions; minority business advocacy; and, facilitating entry and large scale transactions in global markets. It is also anticipated that the mission of successful applicant organizations will align with both the mission of MBDA and the MBDA Exporting Project objectives.

### B. Cost Share or Matching Requirements

“Non-federal cost share” is the portion of the total costs not borne by the Federal Government. Beyond the required generation of Program income (if proposed), applicants may contribute (but not required) additional non-federal cost share to the award by one or more of the following methods: (1) applicant cash contributions; (2) applicant in-kind (i.e., non-cash) contributions; or (3) third-party cash or in-kind contributions (including a state or local grant or other form of support for the project). Note: If an applicant plans to apply other grant funds to this award, then the applicant must verify that those funds can be used for such purpose. All cost sharing or matching must be consistent with the requirements of 2 CFR Part 200.306.

**Non-Federal cost share is not mandatory but is encouraged.** For example, the Exporting Project may set a predefined minimum, such as 20% of estimated total (total is comprised of Federal and Non-federal funds) non-federal cost sharing under the Project (*see* Appendix A: Funding Availability). Applicants who propose non-federal cost share will receive bonus points under the competitive evaluation process (*see* Section V- A. Evaluation Criteria item #2. Bonus Points for Non-Federal Cost Share). Note, non-federal cost sharing through the generation of “Program income” is encouraged but not mandatory.

If proposed, Program income can be generated through the collection of client fees, membership fees, success fees and/or other fee structures proposed by the applicant. All proposed fee structures must be acceptable to MBDA and approved by the Grants Officer. Project income identified by the applicant in the Project’s proposed budget and approved by the Grants Officer must be applied directly to the award’s non-federal cost share and must be used in furtherance of Project objectives. In addition, for each funding period under the award, the Project operator proposing non-federal cost share can contribute cash or another acceptable form of non-federal cost share to the award to compensate for uncollected Project income that was included in the approved Project budget.



If the Project generates more Project income during a funding period than what was allocated in the proposal to the award's non-federal cost share for such funding period, the excess Project income must be used by the Project operator in furtherance of eligible Project objectives. Subject to written approval by the Grants Officer, Program income generated by the Project that cannot be expended during the funding period in which it is earned (*e.g.*, when unanticipated program income is obtained towards the end of the funding period) may be carried forward by the Project operator for one year only to be expended in furtherance of Project objectives in the award's next subsequent funding period.

However, if excess Program income generated during one funding period it may not be carried back by the Project operator to fund non-federal cost share shortfalls in prior funding periods. In addition, Program income that is not (1) expended in furtherance of Project objectives, (2) carried forward for expenditure in the succeeding funding period with written approval of the Grants Officer, or (3) used for completion of the work by the end of the overall award period will be deducted from the Project's total allowable cost. Any of the aforementioned circumstances may result in the Project operator being required to reimburse MBDA for some, or all, of the federal share disbursed to the Project operator under the MBDA Exporting Project award (*see Section V. 2—Proposed Budget and Budget Narrative*).

## SECTION IV: APPLICATION AND SUBMISSION INFORMATION

### A. Address to Request Application Package

All application materials and forms are available at the Grants.gov website (<http://www.grants.gov>). Additional competition materials can be found on the MBDA Internet Portal ([www.mbda.gov](http://www.mbda.gov)). Applicants may also obtain a paper copy of the application forms by making a request to the agency contact, Joann Hill or Nakita Chambers (*see* VII. Federal Awarding Agency Contacts, for contact information).

### B. Content and Form of Application

In general, the applicant's proposal must define how it will implement the Project work requirements (*see* Appendix J: Work Requirements) and achieve the performance goals set forth in this FFO. A complete application includes the following:

- ✓ Detailed applicant narrative with defined sections;
- ✓ Detailed budget with narratives for each performance year;
- ✓ Required attachments and certain Standard Forms (SF); and,
- ✓ Department of Commerce (CD) forms.

An application must be submitted for each Project under this FFO. An applicant may apply for more than one award. However, a separate application must be submitted for each federal funding award. Applications should include the elements for each section as described below in order to be eligible for the maximum number of points. Applications that fail to include all the necessary elements (in the order outlined below) will not be reviewed or considered and will be disqualified. The applicant narrative should not exceed 50 pages (this does not include budget and budget narrative). A complete application should contain the following:

- 1) Cover Page and Table of Contents: At a minimum, the application cover page must provide the applicant's name, address, telephone number, email address, date of submission, and the Project Competition Number for which the applicant is applying. Table of Contents Applicants should outline the full contents of the application and provide corresponding page numbers. All pages of the application must be consecutively numbered.
- 2) Applicant Narrative:
  - A. Capability
    - a) **Organizational Background and Knowledge of Community and Exporting**: Applicant's organizational background, emphasizing knowledge of the minority business sector and strategies for enhancing MBE global growth and expansion through access to markets. Consideration will be given as to whether the applicant has past experience working with MBEs in international trade and facilitation of capital and contracts for MBEs in support of international trade.
    - b) **Mission Alignment**: The extent to which the mission of the applicant organization aligns with the mission of MBDA and the objectives of the MBDA Export Project.
    - c) **Access to Markets**: Applicant's knowledge of and experience in public and private sector contracting opportunities for MBEs, as well as demonstrated experience in assisting clients into global supply chains. The applicant's professional working relationships and networks with potential sources of international contracts for MBEs

will also be considered. Additionally, the applicant's experience with facilitating large global contract/procurement deals on behalf of minority firms, conducting business matchmaking forums, and assisting MBEs with the establishment of joint ventures and teaming arrangements will be considered.

- d) Access to Trade Finance: Applicant experience in successfully preparing and matching MBEs with traditional sources of capital for exports, alternative sources of financing (e.g., equity and venture capital), loan and bonding packages, and mergers and acquisitions. Applicant's professional working relationships and networks with trade finance institutions (e.g., corporate, banking and investment communities) that can be used for immediate implementation.
- e) Global Business Consulting to Clients: The applicant's experience with, and strategies for enhancing minority business growth and the delivery of global business consulting services and related successful client outcomes. Give three examples through client success stories (include description of challenge, action taken and results) and related customer satisfaction results/reports.
- f. Key Staff: Qualifications and experience required of proposed staff, including but not limited to, the Project Director and Project business consultants. The applicant may identify a proposed Project director within its application or after an award is issued. All Project staff shall possess the ability to successfully deliver and/or support the Project services and fulfill the work requirements of this FFO, and must be experienced in utilizing information systems. Position descriptions, qualification requirements, education requirements, and salary range must be provided for each proposed Project position (include under Applicant Narrative attachments). If a specific individual is identified for a position, a copy of the individual's resume must be submitted. Applicant's plan for recruiting staff should be addressed.
- g. MBE Advocacy: Demonstrated knowledge and action pertaining to the challenges faced by minority business owners and willing to participate in information and policy-related dialogue with MBDA leadership and strategic partners.

## B. Resources

- a) Partners: The applicant's plans for establishing and maintaining a network of strategic partners and the extent to which each partner will support the Project in implementing the services and meeting performance goals. Partnerships that assist clients with securing contracts, securing financing, job creation, penetrating global markets, achieving size and scale, or providing referrals for services will also be considered. Partnerships with other federal, state or private sector programs that support exporting and trade promotion. How the applicant will interact and coordinate with its strategic partners for successful client outcomes will also be considered.
- b) Resources: Resources that will be used to implement the program in each of the five performance years will be considered. Resources include, but are not limited to, existing prior and/or current data lists that will serve in fostering immediate success for the Project.
- c) Location / Equipment (mandatory): The applicant's strategic rationale for office location (if proposed; *see* Appendix I: Office Space Requirements). Include a

description of how the applicant plans to satisfy information technology and equipment including: computer hardware, software, creation and support of the Project's website, and network map will also be considered (*see* Appendix E: Information Technology and Computer Requirements). Appendix J and E are applicable to applicants that are already a MBDA Center and that have satisfied the location/equipment requirements. If applicant is not an MBDA Center, then, applicant would be required to submit a description of the operating methodology and information technology and computer requirements that are in alignment with the Exporting Project's performance measures.

### C. Techniques and Methodologies

- a) Performance Measures: For each of the five (5) funding periods, the applicant's techniques and methodology to be used in implementing the Exporting Project will be considered, including the quarterly breakdown of the performance goals. In addition, the applicant's recognition of and strategy for addressing existing market conditions in achieving performance goals will be considered. Additionally, how the applicant proposes to establish a system that corresponds to, or may complement, MBDA's tracking and validation of contracts and financings, and client referrals will be considered (*see* Appendix B: Performance Goals). Please note that deviations, either above or below, from the Performance Goals require justification.
- b) Start-up Phase: The applicant's work plan for commencement of the Exporting Project operations within the initial 60-day period will be considered. The Project shall have sixty (60) days to become fully operational after an award is made (*see* Appendix J: Work Requirements). The work plan must include significant implementation milestones, such as the hiring of Project staff, opening of facility (if proposed), and delivery/ initializing of the Project's service.
- c) Work Requirements Execution Plan: The applicant's description of how the Project staff (if proposed) time will be used effectively and efficiently to achieve the work requirements of the overall Project (including the start-up phase) will be considered. Please note that the applicant must include a specific five-year plan-of-action detailing how the Project work requirements will be met for each of the five (5) funding periods (*see* Appendix J: Work Requirements). A staff allocation chart for each of the five (5) years must also be included as part of the work requirements execution plan (example provided below).

If proposed, the Exporting Project staff allocation summary may include an Exporting Project director, (or person with skills to manage the Project's operations), and/or all other Project staff, volunteers, and interns. Each staff role must be identified as full or part-time, with the estimated hours to be worked on a yearly basis.

- d) Exporting Operating Hours: If office operations are proposed, a description of the Exporting operating hours and all scheduled holiday closures for each year of the anticipated five-year award period. Please note: Exporting is not required to have a physical location and office operating hours may include access to the responsible parties during regular business hours. MBDA expects that the operating hours will follow the traditional business hours of accessibility on or before 9:00 a.m. and remaining accessible until or after 5:00 p.m. each business day. In addition, the Exporting hours should follow the federal work schedule regarding the dates that it will be accessible for business. The federal holiday schedule (*i.e.*, those dates that the federal government is not opened) is

available at: <https://www.opm.gov/policy-data-oversight/snow-dismissal-procedures/federal-holidays/#url=2015> for each year of the anticipated five-year award period.

Deviations from the operating hours and business working days expected by MBDA (e.g., religious holidays) must be identified, with justification, in the application.

EXAMPLE ONLY: Personnel Allocation Summary – Funding Period 1

	Status	Project Allocation	Available Hours
Director	Full Time	25%	500
Admin. Asst.	Part Time	10%	200
On Call Contractor	Part Time	25%	500
<b>Total</b>			<b>1,200</b>

3. Required Applicant Narrative Attachments

- a) Applicant organization chart;
- b) Proposed organization chart (include lines of reporting for the Exporting personnel/contractor to the head of the applicant organization);
- c) Scanned Letter of Commitment from the proposed Exporting director (if applicable);
- d) Exporting director resume and three (minimum) professional references must be provided (if proposed);
- e) Resumes of other key Exporting personnel (if applicable);
- f) Position descriptions, qualification requirements, and salary ranges for all Exporting personnel;
- g) Proof of legal entity, for example, State-issued Certificate of Good Standing, copy of registered Articles of Incorporation, by-laws, IRS 501 (c)(3) tax-exempt letter, authorizing legislation, or other evidence of applicant entity legal status;
- h) Scanned Letter(s) of Commitment from strategic partners and other resources listed, indicating their willingness to work with the applicant (5 maximum);
- i) Quarterly breakdown of performance goals, one chart for each year (see Appendix B: Performance Goals); and
- j) Statement of work/deliverables for contracted efforts (if proposed).

4. Budget

- a) Proposed Budget and Budget Narrative

All of the Project’s expenditures should be broken down into their individual units and discussed. The budget narrative must match the proposed line item budget, time phased plan, and personnel allocation table. Fringe benefits and other percentage item calculations should match the proposed budget line-item and narrative. Line item amounts in the detailed budget and budget narrative must match the budget numbers reflected in Standard Form (SF) 424 (one for all five years) and 424A (one for all five years).

All costs included in the proposed budget must be allowable, allocable, and reasonable. Each item of cost must be accompanied by a sufficiently detailed description and cost breakdown to enable reviewers to determine if the cost is allowable, allocable, and reasonable. One word descriptions and lump sum amounts are not adequate for justifying costs. Each budget item should be broken out and described fully so that there is no ambiguity or question regarding its relevance or reasonableness to the Exporting objectives. The following Office of Management and Budget (OMB) Uniform Guidance will be used to determine allowable costs, and will apply to the entire amount of the Exporting award, including both the federal and non-federal costs. *See* Uniform Guidance: Administrative Requirements, Cost Principles, and Audit Requirements for Federal Awards (Uniform Guidance), 2 CFR Pt. 200 (2015); *adopted by* U.S. Department of Commerce, 80 *Fed. Reg.* 44829 (August 27, 2015).

b) Performance-Based Budgeting

MBDA will consider the extent to which the line-item budget and budget narrative relates to the work requirements and performance measures (*i.e.*, performance-based budgeting). The budget will be compared to the Applicant Narrative to determine if the budget is realistic from a MBDA's perspective and whether the proposed costs are necessary to complete the work requirements. Costs included in the budget that are determined to be unrealistic may be considered as an indication of an applicant's lack of understanding of the requirements of the Exporting Project and/or the methods that must be utilized to deliver services.

c) Program Income Budgeting

Applicants must submit a line item budget (SF-424A) and corresponding budget narrative for each of the five (5) funding periods under the award.

The **federal contribution to the budget is non-negotiable**. The amount of federal funds designated for the award in the FFO (*see* Appendix A: Funding Availability) must not be exceeded in the proposed project budget. Costs must be proposed, on a per-event, per-person, per-item basis for all travel (*e.g.*, airfare, per diem, ground transportation). Each of the training events are set forth in this announcement (*see* Appendix F: Training Requirements and Definitions). The applicant must budget accordingly for this requirement. If a venue for an event is not stated, applicants are to assume that the event will be held in Washington, D.C. Applicants may include training costs under federal and/or non-federal cost share (if proposed).

Non-federal cost share must be itemized on the SF-424A, the program line-item budget and in the budget narrative. All third-party, in-kind contributions must be supported by a scanned original and signed commitment letter from those resources. It is recommended that letters of commitment for years 1-3 be provided in the application and optional for years 4-5. Failure to provide this documentation may result in the disallowance of the amount proposed, reduction of available points or possible rejection of the application for an award.

d) ***Special Mention:*** The applicant must also describe how the executive of the Exporting will have access to necessary funds and/or decision making for the use of funds to ensure optimization of the Exporting service delivery. Failure to address this in the Budget Narrative section of the proposal will result in the applicant losing 2 points.

e) Program income

If non-federal cost share is proposed, and as discussed in Section III.B— Non Federal Cost Share or Matching Requirement of this FFO, the generation of program income is highly recommended

under the Exporting. If non-federal cost share is proposed, the Exporting operator is required to account for all program income generated in whole or in part under the financial assistance awards. Program income is defined as gross income earned by the recipient from federally supported activities and, for purposes of the MBDA Exporting, specifically includes client fees, membership fees, success fees and other income generated by the Exporting. *See* 2 CFR §§ 200.80 and 200.307.

- i. For each of the five anticipated funding periods under the Exporting award, applicants must identify: How program income will be generated by the Exporting (if proposed);
- ii. The anticipated amount of project income (if proposed, must be identified as non-federal cost share in the Project's proposed budget);
- iii. How the program income (if proposed) will be used to further the Exporting objectives; and
- iv. Proposed fee structures and other methods for the Exporting generation of program income must be acceptable to MBDA and approved by the Grants Officer.

If proposed, the applicant should take great care in projecting the total dollar amount in fees and other program income that will be generated each performance year. The applicant must state clearly the methodology for estimating the amount of fees to be billed and to be collected.

It is also important to note that in some cases the Exporting operator may apply a policy for fee waivers and/or accounts not collectable. The applicant must indicate, for each of the funding periods, at what point fees are charged to its clients (*e.g.*, upon completion of work assignment and/or successful completion of awarded transaction) and how it intends to collect and manage fees. These items should be taken into consideration and discussed in the budget narrative.

#### 5. Bonus Points – Non-Federal Cost Share in Excess of Minimum

The Agency has determined that additional resources allocated to the MBDA Exporting Project can improve the services provided through the Project. Applicants may propose non-federal cost share in excess of the Federal amount indicated in this FFO (*see* Appendix A: Funding Availability). An applicant will be issued additional “bonus” points to the final scoring as discussed in Section V.C Evaluation Criteria.

#### 6. Standard Forms

Applications must contain the following Standard Forms (SF):

1. SF-424 — Application for Federal Assistance (one form to cover all funding periods);
2. SF-424A — Budget Information-Non-Construction Programs;
3. SF-424B — Assurances-Non-Construction Programs;
4. SF-LLL — Disclosure of Lobbying Activities; and
5. CD-511 — Certification Regarding Lobbying.
6. Indirect Cost Rate, if applicable

### C. Unique Entity Identifier and System for Award Management (SAM)

Each applicant (unless the applicant is an individual or Federal awarding agency which has an exception from the requirements of 2 CFR § 25.110(b) or (c), or an exception approved by the MBDA under 2 CFR § 25.110(d)) is required to:

1. Register in SAM before submitting an application;
2. Provide a valid unique entity identifier in the application; and
3. Continue to maintain an active SAM registration with current information at all times during which it has an active Federal award or an application or plan under consideration by MBDA (or any other Federal agency).

MBDA may not make a Federal award to an applicant until the applicant has complied with all applicable unique entity identifier and SAM requirements. If an applicant has not fully complied with the requirements by the time MBDA is ready to make a Federal award, MBDA may determine that the applicant is not qualified to receive a Federal award and use that determination as a basis for making a Federal award to another applicant.

### D. Submission Dates and Times

Applications must be submitted electronically via [www.grants.gov](http://www.grants.gov) and **received by MBDA by 11:59 p.m. Eastern Time (ET) on July 5, 2016.** The electronic submission will receive a date and time stamp at [www.grants.gov](http://www.grants.gov) and will be processed after it is fully uploaded. Applicants can anticipate receiving confirmation of successful submission within 48 hours, it is imperative that applicants obtain this confirmation as proof of submission. The time it takes to completely upload an application will vary depending on a number of factors, including the size of the application, the speed of the applicant's Internet connection, and the time it takes [www.grants.gov](http://www.grants.gov) to process the application. If [www.grants.gov](http://www.grants.gov) rejects the application; the applicant must resubmit the entire application before the deadline date and receive a date and time stamp from [www.grants.gov](http://www.grants.gov). The [www.grants.gov](http://www.grants.gov) time stamp will be considered the date and time of submission receipt by MBDA. Before beginning to apply through [www.grants.gov](http://www.grants.gov), please review the application instructions posted at [www.grants.gov](http://www.grants.gov) and in this FFO Announcement.

#### 1. Grants.gov Registration

To submit an application through [www.grants.gov](http://www.grants.gov), you must register for a user ID and password. This process can take between three to five business days; and up four weeks if all steps are not completed correctly. To avoid delays, start early and do not wait until the deadline approaches to register or to review the application instructions. Information about the registration process can be found at <http://www.grants.gov/web/grants/register.html>.

Before applying, your organization<sup>2</sup> needs to register with Grants.gov, which requires appointment of one or more Authorized Organization Representatives (AOR). Below are instructions for registering as an organization.

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<sup>2</sup> An organization is an entity that submits grant applications on behalf of the group, such as a state government, nonprofit organization, or a private business.

**Please make sure to begin registration early**, as the process takes between three business days and three weeks. If you do not complete your registration by the submission deadline, then you will not be allowed to submit an application. Applicants should **register as organizations**, not individuals. You must register an AOR for your organization. The AORs registered at [www.grants.gov](http://www.grants.gov) are the only officials with the authority to submit applications for your organization. Your organization may authorize multiple AORs for [www.grants.gov](http://www.grants.gov) purposes.

The electronic submission date is the date that applications will be deemed to have been submitted electronically and shall be the date and time received by [www.grants.gov](http://www.grants.gov).

You must save and print the proof of submission from [www.grants.gov](http://www.grants.gov). *Applicants should plan to submit the application electronically several (3-5) days before the deadline to ensure that the application is complete and accepted by Grants.gov before the submission deadline.* If problems occur while using [www.grants.gov](http://www.grants.gov), the applicant is advised to (i) print any error message received, and (ii) call [www.grants.gov](http://www.grants.gov) at 1-800-518-4726 for immediate assistance.

If you experience a Grants.gov “systems issue” (technical problems or glitches with the Grants.gov website) that you believe threatens your ability to complete a submission before an applicable funding cycle deadline, you must (i) print any error message received; and (ii) call the Grants.gov Contact Center at 1-800-518-4726 for immediate assistance. Ensure that you obtain and document a case number regarding your communications with Grants.gov. **Please note:** problems with an applicant organization’s computer system or equipment are not considered “systems issues.” Similarly, an applicant’s failure to: (i) complete the required registration, (ii) ensure that a registered AOR submits the application, or (iii) receive an email message from Grants.gov are not considered systems issues. A Grants.gov “systems issue” is an issue occurring in connection with the operations of Grants.gov system, such as the temporary loss of service by Grants.gov due to unexpected volume of traffic or failure of information technology systems, both of which are highly unlikely. In the event of a confirmed “systems issue,” MBDA may allow more time for applicant submission due to system problems at Grants.gov at the time of application submission that are beyond the control of the applicant.

The preferred format for electronic attachments is .pdf. This is the most prevalent format for documents that are scanned from hard-copy. However, the Department will accept electronic files in Word or Excel formats.

**Note: Confirmation of successful submission requires two business days. Applicants are advised to review the Grants.gov tutorial to minimize risk of an unsuccessful submission. Please visit <http://www.grants.gov/web/grants/applicants/applicant-tools-and-tips.html>.**

## 2. Returning Grants.Gov Users

Organizations already registered with Grants.gov do not need to re-register, but the organization must maintain its System for Award Management (SAM) registration (formerly Central Contractor Registration (CCR)). If the applicant’s SAM registration is not up-to-date the application will not be accepted by Grants.gov. An applicant’s CCR username will not work in SAM. Applicants must create a new SAM user account to renew or update your registration. To obtain additional information and to verify that all required registrations are current, please visit [www.sam.gov/portal/public/SAM](http://www.sam.gov/portal/public/SAM). SAM is the official U.S. Government

system that consolidated the capabilities of CCR Federal Agency Registration (FedReg), Online Representations and Certifications Application (ORCA), and Excluded Parties List System (EPLS).

#### **E. Intergovernmental Review**

Applications under this competition are not subject to Executive Order 12372, *Intergovernmental Review of Federal Programs*.

#### **F. Funding Restrictions**

1. Profits or Fees: Profits, fees or other increments above cost may not be paid on MBDA financial assistance awards and must not be included as part of the proposal.

2. Indirect Costs: Indirect cost rates will generally be set in accordance with negotiated indirect cost rate agreements which are established for all Federal assistance awards by the cognizant federal agency. The MBDA Project Officer must consult with the Grants Officer and the Federal Assistance Law Division (FALD) before limiting indirect costs.

Indirect costs are those costs proposed for common or joint objectives and which cannot be readily identified with a particular cost objective. Therefore, if the MBDA award is to be the sole source of support for the applicant organization, all costs are direct costs and indirect costs should not be proposed. (The term “indirect costs” has been replaced with the term “facilities and administrative costs” for educational institutions and non-profit organizations). *See* 2 CFR § 200.414(a).

Under the Exporting Project, indirect costs charged to an award shall not exceed the indirect cost rate negotiated and approved by the applicant’s cognizant federal agency. In addition, in accordance with 2 CFR § 200.414(f), any non-Federal entity that has never received a negotiated indirect cost rate, except for those non-Federal entities described in Paragraph D.1.b of Appendix VII to 2 CFR Part 200 (specifically, a governmental department or agency that receives more than \$35 million in direct Federal funding), may elect to charge a *de minimis* rate of 10 percent of modified total direct costs.

This limitation applies separately and collectively to each of the three anticipated funding periods under the award. Indirect costs in excess of the above limitations must not be included as part of the proposal. Indirect costs proposed under the award must be clearly identified as a separate budget line-item.

If indirect costs are included in the budget, the applicant must include a copy of its current Facilities and Administrative Cost Rate Agreement or documentation establishing that it has a pending application. If an applicant that does not have a current Facilities and Administrative Cost Rate Agreement negotiated and approved by the Department of Commerce (or by the applicable cognizant Federal agency), the applicant may propose facilities and administrative costs in its budget. However, the applicant must prepare and submit a facilities and administrative cost allocation plan and rate proposal or a negotiated indirect cost rate as required by 2 CFR Part 200 “Uniform Administrative Requirements, Cost Principles, and Audit Requirements for Federal Awards.” *See* 2 CFR § 200.414. The allocation plan and the rate proposal must be submitted to MBDA (or applicable cognizant Federal agency) within ninety (90) days from the award start date. The applicant shall provide

the Grants Officer with a copy of the transmittal letter.

The maximum dollar amount of allocable indirect costs for which MBDA will reimburse a recipient shall be the lesser of the: (i) line-item amount for the Federal share of facilities and administrative costs contained in the MBDA approved budget for the award, or (ii) Federal share of the total allocable facilities and administrative costs of the award based on the cost rate approved by the Department of Commerce (or applicable cognizant Federal agency), provided that the cost rate is current at the time the costs were incurred and provided that the rate is approved on or before the award end date. The applicant should include a statement in its budget narrative if the applicant does not have, or has not applied for, a Facilities and Administrative Cost Rate Agreement.

The indirect cost policies contained in 2 CFR Part 200 (Appendix III, “Indirect (F&A) Costs Identification and Assignment, and Rate Determination for Educational Organizations”; Appendix IV, “Indirect (F&A) Costs Identification and Assignment, and Rate Determination for Nonprofit Organizations”; and Appendix VII, “States and Local Government and Indian Tribe Indirect Cost Proposals”) will apply to MBDA awards for its business development programs, including the Exporting Project. *See generally*, 2 CFR § 200.414(e).

The Exporting Project operator is expected to understand and adhere to regulations pertaining to use of Federal funds.

## **G. Other Submission Requirements**

### 1. Application Overview

Please make sure to begin registration early, as the process takes between three business days and three weeks. Before applying for a funding opportunity, your organization needs to register with Grants.gov, and assign one or more Authorized Organization Representatives (AOR). We recognize registration activities may take extra time, but this is part of the security process the U.S. Government must use to prevent fraud and abuse of funds. If you do not complete your registration by the submission deadline, you will not be allowed to submit an application. The Grants.gov application process is outlined below.

- 1 Obtain a DUNS Number.** Call 1-866-705-5711 or access the Dun & Bradstreet website <http://fedgov.dnb.com/webform> (1-2 business days).
- 2 Register with SAM.** Access <https://www.sam.gov>. You'll also need the authorizing official of your organization and an Employer Identification Number (EIN) (7-10 business days).
- 3 Create Grants.gov Username and Password.** Complete your Authorized Organization Representative (AOR) profile and [create your username and password](#). You'll need to use your organization's DUNS Number (same day).

- 4 **Authorize the AOR.** Request approval, then your organization's E-Biz POC must log in to Grants.gov to confirm you as an AOR (same day).
- 5 **Track AOR Status.** Log in to Grants.gov and look at the Applicant welcome box for your current status (same day).
- 6 **Download an application package.** Use Funding Opportunity Number MBDA-OB-2016-2004601 and [Download a Grant Application Package](#) (same day).
- 7 **Complete your application package.** Write your proposal and fill out ALL the required forms, fields, and certifications (allow 3 days).
- 8 **Submit your application package.** Access your completed application package, ensure all the necessary information is entered, check the package for errors, then click the "Save & Submit" button on the cover page (3 days).
- 9 **Track my application package.** Enter the tracking number you received after Step 8 and click the "Submit Tracking Number(s)" button.

2. General Program Requirements: Each Exporting Project is part of a broader MBDA network and must be able to collaborate with Agency personnel and other MBDA funded Business Centers and Projects. MBDA anticipates the MBDA Exporting Project would, to the best of its abilities, provide services to those firms beyond a reasonable distance through virtual communications. Detailed program requirements are described in the FFO (*see* Appendix J: Work Requirements).

### 3. Project Award Requirements

a) Establishment of Office: A physical office location of the Exporting Project is not required (*see* Appendix J: Work Requirements). Applicants may provide comparable solutions that best fit the applicants' proposals to accomplish the Exporting Project objectives and work requirements under this FFO. The Exporting Project must be fully operational within sixty (60) days of receipt of the award. "Fully operational" means that all personnel (if applicable) is hired, all required signs (where applicable) are used, all items of furniture and equipment (*e.g.*, computer hardware, software, Internet services, phones, faxes) are in place, and the Exporting Project's points of access to MBEs are fully operational and opened to the public for service. Within sixty (60) days of receipt of the award, the Exporting Project operator shall report to the MBDA Federal Program Officer (via Grants Online) that it has complied with this requirement. Failure to be fully operational within sixty (60) days may result in appropriate enforcement action under the award, up to and including termination. If the Exporting Project is co-located with the operator, it must have a "separate identity" that must include, but is not limited to, appropriate signage and working spaces for Exporting Project personnel that are visually independent (or are perceived as standing apart) from the operator's non- Exporting Project

operations and personnel.

The Exporting Project office/work space (if proposed) must be accessible to persons with disabilities and strategically situated in the applicable area to ensure that it is:

- (1) close to available business resources;
- (2) within a reasonable commuting distance to the minority business community;  
and
- (3) professional in appearance and conducive to supporting the Exporting Project brand.

The Exporting Project must provide services to eligible clients. Services can be delivered in person or virtually. MBDA calls and emails to the Exporting Project operator and/or the Exporting Project director must be returned by the next business day. In addition, the Exporting Project operator and Exporting Project director shall provide MBDA and other authorized federal government officials with access to the Exporting Project upon request. Within sixty (60) days after receipt of the award, the Exporting Project operator shall report via Grants Online to the MBDA Federal Program Officer, and to the MBDA Chief Information Officer (CIO) of the Office of Information Technology, Research and Innovation that it has complied with all information technology requirements as specified in the FFO (*see* Appendix E: Information Technology and Computer Requirements). Within sixty (60) days after receipt of the award, the Exporting Project operator shall also report the name, contact telephone number, and email address of the Exporting Project director, Exporting Project personnel member(s), and the network or system administrator. Failure to comply with these requirements may result in enforcement actions, including termination of the award.

b) Personnel: The Exporting Project operator is encouraged to have an Exporting Project director employed. If proposed, an exclusive Exporting Project director should be removed from any competing interests. The Exporting Project director is vital to the Exporting Project and is viewed as the key representative to ensure the Exporting Project achieves its performance goals. The Exporting Project director must possess suitable management and business qualifications, including a minimum of a bachelor's degree or equivalent experience in a business-related field. Failure to hire an Exporting Project director within sixty (60) days may result in enforcement action under the award, including the withholding of award payments.

The selection of an Exporting Project director requires the MBDA Federal Program Officer (FPO) to conduct a review of candidate qualifications. The Exporting Project operator may submit to the FPO at the onset of competition and/or after an award is issued, the Exporting Project director's resume and a minimum of three professional references. Successful candidates will be recommended to the Grants Officer via the FPO.

The Exporting Project operator shall employ personnel with the knowledge and skills to develop and manage strategic relationships that enhance the Exporting Project's ability to source contracts, counsel minority firms on securing large contract and financial transactions, assist MBE manufacturing clients in negotiations with purchasing organizations and financing institutions, coordinate and collaborate on client service efforts, actively promote the brand of the Exporting Project and advise MBEs on accessing global markets as outlined in the FFO (*see* Appendix J: Work Requirements). All

consulting personnel should have a minimum of a bachelor's degree or equivalent experience.

The Exporting Project personnel working with clients must possess the ability to: (1) promote and demonstrate the value of services offered to the client; (2) generate project income for the Exporting Project, where project income is proposed; (3) track service delivery on a consistent and regular basis; (4) collect quantitative and qualitative performance data; and (5) ensure optimal service delivery, client satisfaction, operational quality standards are met, and ensure service optimization.

The Exporting Project operator shall, to the best of its ability and available resources, provide competitive financial incentives and/or salaries to the Exporting Project personnel. The Exporting Project operator shall adhere to commonly accepted/best practices in human capital management. The Exporting Project may not engage in employee nepotism.

All personnel charged to the Exporting Project must directly contribute to the operation of the Exporting Project. There should be no "co-mingling" of personnel time that is being charged to the MBDA award. Co-mingling is prohibited and is subject to enforcement action under the award, including the withholding of award payments and possible termination of the Exporting Project award (*see* Appendix D: Definitions of Key Terms). Personnel vacancies shall be filled promptly. Vacancies beyond forty-five (45) days may result in appropriate enforcement action under the award, up to and including termination.

c) Training: MBDA will conduct training sessions for Exporting Project personnel (subject to the availability of funds and training resources). The training sessions are mandatory (except where otherwise indicated) and are designed to improve communication, client service delivery, performance, and reporting. The Exporting Project training requirements are set forth in the FFO (*see* Appendix F: Training Requirements and Definitions). Successful applicants are required to allocate appropriate personnel and funds to support all trainings.

d) Network, Tools and Information Exchange: MBDA will provide access to business development tools to help streamline and enhance client service delivery throughout the MBDA network and the Exporting Projects. MBDA requires regular and ongoing use of these tools. MBDA will provide an orientation to successful applicants on how this technology can be leveraged by the Exporting Project (s) to augment service delivery.

**SECTION V: APPLICATION REVIEW INFORMATION**

**A. Criteria**

Successful applicants will possess experience in assisting minority firms in obtaining large global contracts/procurements and trade finance awards; accessing established global supply chains; advocating for minority businesses; educating and assisting minority firms in joint ventures, teaming arrangements, mergers and acquisitions; and facilitating entry and large scale transactions in foreign markets. It is also anticipated that the mission of successful applicant organizations will align with both the mission of MBDA and the MBDA Exporting Project objectives.

Application evaluations will be based on the following criteria:

- 1) **Applicant Narrative:** The Applicant Narrative section of the proposal will be evaluated and applicants will be selected, based on the level at which the proposal addresses the below listed evaluation criteria. *Section IV. B—Content and Form of Application*, provides detailed requirements for each listed criterion.

<b>Applicant Narrative Evaluation Criteria</b>	<b>Points</b>
<b>Capability (5 points each)</b> - Organizational Background and Knowledge of Community and Exporting - Mission Alignment - Access to Markets - Access to Trade Finance - Global Business Consulting to Clients - Key Staff - MBE Advocacy	35
<b>Resources (5 points each)</b> - Partners - Resources - Location/Equipment	15
<b>Techniques and Methodologies (25 points-each)</b> - Performance Measures - Start-up Phase - Work Requirements Execution Plan	25
<b>Applicant Narrative Total</b>	<b>75</b>

1. Proposed Budget and Budget Narrative

The Proposed Budget and Budget Narrative sections will be evaluated on the criteria identified below. Section IV. G - Content and Form of Application provides detailed cost proposal requirements.

<b>Budget Detail and Narrative Evaluation Criteria</b>	<b>Points</b>
Reasonableness, Allowability, and Allocability of Proposed Program Costs	10
Performance-Based Budgeting	5
Project Budgeting	10
<b>Budget Detail and Narrative Total</b>	<b>25</b>

2. Bonus Points for Non-Federal Cost Share (optional)

Applications are encouraged to propose non-federal cost share. A maximum of ten (10) bonus points are available under this criterion as follows:

<b>Cost Share Proposed</b>	<b>Bonus Points</b>	<b>Cost Share Proposed</b>	<b>Bonus Points</b>
\$10,000-\$19,999	1 bonus point	\$60,000-\$69,999	6 bonus points
\$20,000-\$29,999	2 bonus points	\$70,000-\$79,999	7 bonus points
\$30,000-\$39,999	3 bonus points	\$80,000-\$89,999	8 bonus points
\$40,000-\$49,999	4 bonus points	\$90,000-\$99,999	9 bonus points
\$50,000-\$59,999	5 bonus points	\$100,000 or more	10 bonus points

**B. Review and Selection Process**

1. Initial Screening

Prior to the formal review process, each application will receive an initial screening to ensure that all required forms, signatures, and documents are present. An application will not be evaluated by the review panel if:

- a) The application is received after the closing date;
- b) The applicant’s authorized organizational representative (AOR) fails to submit Standard Form 424 by the closing date; or
- c) The application does not provide a description for the operation of an Exporting Project.

2. MBDA Merit Review Panel

Each responsive application will receive an independent, merit review by a panel qualified to evaluate the applications submitted based on the published criterion. The review panel will consist of at least three (3) individuals, all of whom could be a combination of full-time federal employees and/or non-federal civilians at least one of whom will be an MBDA employee. Each reviewer shall evaluate and provide a score for each proposal. Each merit review panel (through the panel Chairperson) shall provide the MBDA Selecting Official with a ranking of the applications based on the average of the reviewers' scores.

A rank order of all applications will be established by averaging the individual review ratings for each application. The review panel may discuss the applications but are not required to reach a consensus on scores for each applicant. The reviewers will neither vote nor score applications as part of the review process. The reviewers will make their recommendations for funding based on rank order and the selection factors listed below to the Selecting Official, the MBDA National Director, who is responsible for making final recommendations to the NOAA Grants Officer.

Each application will be evaluated based on the criteria set out in the FFO for a maximum of 110 points (including 10 bonus points) (*see* Section V—Application Review Information). The Applicant Narrative section of the application will be eligible for a total of 75 points, the Proposed Budget and Budget Narrative section will be eligible for 25 points.

### 3. Selection Official

The MBDA National Director is the MBDA Selecting Official and makes the final recommendation to the Grants Officer regarding the funding of applications under this competitive solicitation. MBDA expects to recommend funding of the highest ranking applicants, as evaluated and recommended by the review panel and taking into account results of the respective merit panel review. However, the MBDA National Director may decide not to select any of the recommended applicants, or may select an applicant out of rank order, for the following reasons:

- a) Exporting Project Priorities one or more of the following:
  - 1. proposals aligned with or related to Secretarial priorities or initiatives;
  - 2. geographic or ethnic diversity of clients served;
  - 3. funding priorities; and
  - 4. program balance

- b) Lack of Availability of MBDA Funds

Prior to making a final recommendation for funding to the Grants Officer, MBDA may conduct negotiations with an applicant that the Selecting Official anticipates recommending and/or may request that the applicant provide written clarifications regarding its application.

### **C. Federal Awarding Agency Review of Risk Posed by Applicants**

After applications are proposed for funding by the Selecting Official, the NOAA Grants Management Division (GMD) performs pre-award risk assessments in accordance with 2 C.F.R. § 200.205, which may include a review of the financial stability of an applicant, the quality of the applicant's management systems, the history of performance, and/or the applicant's ability to effectively implement statutory, regulatory, or other requirements imposed on non-Federal entities. In addition, for any Federal award under this notice where Federal share will be greater than the simplified acquisition threshold (currently \$150,000; *see* 2 CFR § 200.88) over the period of performance, recipients must note that: (1) MBDA, prior to making a Federal award with a total amount of Federal share greater than the simplified acquisition threshold, is required to review and consider any information about the applicant that is in the designated integrity and performance system accessible through SAM (currently FAPIIS) (*see* 41 U.S.C. § 2313); (2) an applicant, at its option, may review information in the designated integrity and performance systems accessible through SAM and comment on any information about itself that a Federal awarding agency previously entered and is currently in the designated integrity and performance system accessible

through SAM; and (3) MBDA will consider any comments by the applicant, in addition to the other information in the designated integrity and performance system, in making a judgment about the applicant's integrity, business ethics, and record of performance under Federal awards when completing the review of risk posed by applicants as described in 2 CFR §200.205.

**D. Anticipated Announcement and Federal Award Dates**

Anticipated time for processing awards is ninety (90) days from the closing date for receipt of applications. MBDA anticipates that the MBDA Exporting Project awards will be made with a start date of September 1, 2016.

## SECTION VI: FEDERAL AWARD ADMINISTRATION INFORMATION

### A. Federal Award Notices

The notice of award (CD-450) is executed by the Department of Commerce Grants Officer and is the authorizing document. It is generally provided electronically via the Grants Online system to the Authorized Representative of the recipient organization. The Authorized Representative for a successful applicant will receive instructions from MBDA on how to access the Grants Online system to accept the award.

MBDA will notify unsuccessful applicants, in writing, after a final selection has been made and after an offer has been accepted. Those applications that are not ultimately selected for funding will be retained by MBDA for a period of three (3) years from the date of the awardee's final expenditure after which they will be destroyed.

On occasion, competitive solicitations or competitive panels may produce less than optimum results, such as a competition resulting in the receipt of no applications or a competition resulting in all unresponsive applications received. If the competition results in only one application, it may or may not require additional action from MBDA depending upon the competitive history of the area, the quality of applications received, and the time and cost limits involved. In the event that any or all of these conditions arise, MBDA shall take the most time and cost-effective approach available that is in the best interest of the Government. This includes but is not limited to: (1) a new competition; (2) re-paneling; or (3) negotiation.

### B. Administrative and National Policy Requirements

Administrative and national policy requirements for all Department of Commerce awards contained in the *Department of Commerce Pre-Award Notification Requirements for Grants and Cooperative Agreements*, published in the *Federal Register* on December 30, 2014, effective December 26, 2014 (79 FR 78390) are applicable to this solicitation. You may obtain a copy of this notice by contacting the MBDA contact under Section VII-Agency Contacts, or by entering the *Federal Register* volume and page numbers provided in the previous sentence at the following Internet website: <https://federalregister.gov/a/2014-30297>. Awards made under this announcement are subject to the Department of Commerce Financial Assistance Standard Terms and Conditions. Please note that on December 26, 2013, OMB published final guidance titled *Uniform Administrative Requirements, Cost Principles, and Audit Requirements for Federal Awards (OMB Uniform Guidance)* (<https://www.federalregister.gov/articles/2013/12/26/2013-30465/uniform-administrative-requirements-cost-principles-and-audit-requirements-for-federal-awards>), which streamlines the language from eight existing OMB circulars, including *Cost Principles (OMB Circulars A-21, A-87, A-122)* and administrative requirements (*OMB Circulars A-102 and A-110*), into one consolidated set of guidance applicable to federal assistance awards. The *OMB Uniform Guidance* supersedes the Department's uniform administrative requirements set out at 15 CFR Parts 14 and 24. See *Uniform Guidance: Administrative Requirements, Cost Principles, and Audit Requirements for Federal Awards (Uniform Guidance)*, 2 CFR Pt. 200 (2015); *adopted by U.S. Department of Commerce, 80 Fed. Reg. 44829 (August 27, 2015)*. In addition, the audit requirements of the *OMB Uniform Guidance* (reforming current *OMB Circulars A-133 and A-50*) will apply to audits of non-Federal entities beginning on or after December 26, 2014. Therefore, notwithstanding the above paragraph, applicants need to familiarize themselves with the *OMB Uniform Guidance*. Additional information on the substance of and transition to the *OMB Uniform Guidance* may be found at <https://cfo.gov/cofar/>.

### C. Reporting

1. Project Monitoring and Advisement: Each Exporting Project is funded at consecutive one-year program periods. Continued funding of the awards is subject to the terms and conditions as outlined in this FFO. As such, MBDA will systematically monitor the performance of the Exporting Project, as provided under the management assessment performance measure (*see* Appendix C: Performance Measures and Points). This monitoring includes regular review of the Exporting Project's data input to the MBDA CRM Performance system.

MBDA will conduct the following performance assessments for each program year:

<b>Performance Assessment</b>	<b>Operating Period</b>
Semi-annual	September 1 – February 28
Cumulative year-end	September 1 - August 31

These assessments are based on the Exporting Project's timely submission of its required performance narrative reports (*see* Appendix C: Performance Measures and Points).

Where an Exporting Project physical location exists, MBDA may conduct an initial and periodic on-site assessment of the Exporting Project to verify the Exporting Project's performance/claims, including but not limited to a review of client files, project income, and overall operations. MBDA may also conduct a review of reported assistance by surveying and/or interviewing the clients assisted by the Exporting Project. MBDA will assess the Exporting Project's effectiveness in providing business development services to their respective minority business communities, and will provide a report of findings and recommendations for improvement as a result of evaluations and monitoring visits. MBDA will approve qualifications of key Exporting Project personnel (if proposed) and respond to Exporting Project requests for MBDA action. MBDA may conduct a consultation with an Exporting Project that is operating at an unsatisfactory performance level. This consultation is designed to assist the Exporting Project through collaborative support. The Exporting Project may be required to develop a performance improvement plan based on MBDA's findings, suggestions and recommendations. In addition, an Exporting Project performing at an unsatisfactory level is subject to enforcement actions under the award, up to and including termination.

2. Financial Reports (i) Financial reports are to be submitted to the Department of Commerce Grants Office on a quarterly basis. A final financial report is due within ninety (90) days after expiration of the award. (ii) Performance narrative reports are to be submitted to the MBDA Federal Program Officer within forty-five (45) days after the end of the second program quarter of each funding period. (iii) An annual or final performance report is due forty-five (45) days after the end of each funding period. (iv) Expense Summary reports are to be submitted to MBDA Federal Program Officer within forty-five (45) days after the end of each quarter of each funding period. (v) Additional reporting requirements are set forth in the FFO (*see* Appendix C: Performance Measures and Points). Failure to submit reports on time may result in MBDA award enforcement action and/or delay access to federal funds.

3. Federal Funding Accountability and Transparency Act of 2006 Reporting: The Federal Funding Accountability and Transparency Act of 2006 included a requirement for awardees of applicable federal grants to report information about first-tier sub-awards and executive compensation under Federal assistance awards issued in FY 2011 or later. All awardees of applicable grants and cooperative agreements are required to report to the Federal Sub award Reporting System (FSRS) available at [www.FSRS.gov](http://www.FSRS.gov) on all sub-awards over \$25,000. Please see the OMB guidance published at 2 CFR Part 200, which can be accessed at \_

[http://www.ecfr.gov/cgi-bin/text-idx?tpl=/ecfrbrowse/Title02/2cfr200\\_main\\_02.tpl](http://www.ecfr.gov/cgi-bin/text-idx?tpl=/ecfrbrowse/Title02/2cfr200_main_02.tpl).

4. Restrictions Governing Making Grants to Corporations Convicted of Felony Criminal Violations and/or Unpaid Federal Tax Liabilities: In accordance with current Federal appropriations law, execution by an applicant of the Representation by Corporations Regarding an Unpaid Delinquent Tax Liability or a Felony Conviction Under Any Federal Law (*see* Appendix H) will be required and submitted to NOAA before any award will be made under this FFO.

**SECTION VII: FEDERAL AWARDING AGENCY CONTACTS**

Prospective applicants may contact:

Ms. Joann J. Hill, Chief  
MBDA Office of Business Development  
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## SECTION VIII: OTHER INFORMATION

### A. Post Award Conference

MBDA shall conduct mandatory post-award conferences to ensure that Exporting Project operators have a clear understanding of the Exporting Project and its components. During the post-award conference, MBDA will: (1) orient the Exporting Project operator and personnel; (2) explain Exporting Project reporting requirements and procedures; (3) identify available resources that can enhance the capabilities of the Exporting Project; and (4) provide detailed information about MBDA's Business Internet Portal and other online systems

### B. Past Performance and Non-Compliance with Award Provisions

A consistent pattern of unsatisfactory performance under prior federal awards may result in an application not being considered for funding. Failure to comply with any or all of the provisions of an award may have a negative impact on future funding by the Department of Commerce (or any of its operating units) and may be considered grounds for any or all of the following actions: establishment of an account receivable, withholding payments under any Department of Commerce awards to the recipient, changing the method of payment from advance to reimbursement only, imposition of other special award conditions, suspension of any active Department of Commerce awards, and termination of any active Department of Commerce awards.

### C. Limitation of Liability

In no event will MBDA or the Department of Commerce be responsible for proposal preparation costs if the MBDA Exporting Project fails to receive funding or is cancelled because of Department of Commerce or MBDA priorities. All funding periods under the award are subject to the availability of funds to support the continuation of the Exporting Project. Publication of this FFO does not obligate MBDA or the Department of Commerce to award any specific project or to obligate any available funds.

### D. Audit Costs

Audits shall be performed in accordance with audit requirements contained in the Uniform Administrative Requirements, Cost Principles and Audit Requirements found in 2 CFR Part 200, Subsection F. Recipients expending \$750,000 or more in federal funds during the recipient's fiscal period must conduct a single audit in accordance with guidelines outlined in 2 CFR §§ 200.500-.520. For-profit organizations not covered by the audit requirements in 2 CFR §§ 200.500-.520 are subject to the audit requirements set forth in the terms and conditions of the award. Recipients that expend less than \$750,000 during the recipient's fiscal year in Federal awards are exempt from Federal audit requirements for that year, except as noted in 2 CFR § 200.503, but records must be available for review or audit by appropriate officials of the Federal agency, pass-through entity, and Government Accountability Office (GAO). Applicants are also reminded that other audits may be conducted by the Department of Commerce Office of Inspector General and by other authorized federal agencies.

### E. Freedom of Information Act Disclosure

The Freedom of Information Act (5 U.S.C. § 552) (FOIA) and the Department of Commerce's implementing regulations at 15 CFR Part 4 set forth the rules and procedures to make requested material, information and records publicly available. Information submitted in response to this announcement is subject to the FOIA.

**F. Appendices to the FFO and Program Requirements Documents**

The appendices and the Exporting Project documents listed below are incorporated by reference into this announcement. It is incumbent on all applicants to access and familiarize themselves with the information contained therein.

- Appendix A: Anticipating Funding Availability
- Appendix B: Performance Goals
- Appendix C: Performance Measures and Points
- Appendix D: Definitions of Key Terms
- Appendix E: Information Technology and Computer Requirements
- Appendix F: Training Requirements and Definitions
- Appendix G: Application Checklist
- Appendix H: Representation by Corporations Regarding an Unpaid Delinquent Tax Liability or a Felony Conviction Under Any Federal Law
- Appendix I: Office Space Requirements (Optional)
- Appendix J: Work Requirements
- Appendix K: MBDA Business Project Trademark and Licensing Requirements

**ANNOUNCEMENT OF FEDERAL FUNDING OPPORTUNITY  
APPENDICES**

**Federal Agency Name:** Minority Business Development Agency  
(MBDA/Agency)  
**Funding Opportunity Title:** MBDA – Exporting Project  
**Announcement Type:** Initial Announcement  
**FFO Number:** MBDA-OBD- 2016-2004601  
**CFDA Number:** 11.802 – Minority Business Resource Development

A. Appendices to the FFO and Program Requirement Documents p.33

**APPENDICES**

The appendices and relevant documents listed below are incorporated by reference into the Announcement. It is incumbent on all applicants to access and familiarize themselves with the information contained therein.

Appendix A: Funding Availability	p.34
Appendix B: Performance Goals	p.35
Appendix C: Performance Measures and Points	p.37
Appendix D: Definitions of Key Terms	p.39
Appendix E: Information Technology and Computer Requirements	p.45
Appendix F: Training Requirements and Definitions	p.50
Appendix G: Application Checklist	p.54
Appendix H: Representation by Corporations Regarding an Unpaid Delinquent Tax Liability or a Felony Conviction Under Any Federal Law	p.56
Appendix I: Office Space Requirements (optional)	p.57
Appendix J: Work Requirements	p.58
Appendix K: MBDA Business Project Trademark and Licensing Requirements	p.68

**APPENDIX A**  
**Funding Availability**

Base of Operations	Federal Funding Per Year (Years 1-5)	Competition ID#
Any of the 50 U.S. states or Puerto Rico	\$250,000	2555006
Any of the 50 U.S. states or Puerto Rico	\$250,000	2555006
Any of the 50 U.S. states or Puerto Rico	\$250,000	2555006
Any of the 50 U.S. states or Puerto Rico	\$250,000	2555006

There is no limit to the number of Project awards that can be issued to one eligible organization. The base of operations of the Project must be within any of the U.S. 50 states or Puerto Rico.

Non-Federal Cost Sharing is not mandatory under this award. However, an applicant may propose non-federal cost share in its proposal. Applicants proposing non-federal cost share may be eligible for bonus points (*see FFO- Section V. section D. Evaluation Criteria, item 3*).

## **APPENDIX B** **Performance Goals**

The following tables provide the estimated performance requirements for the Project. Applicants should propose performance goals, for each year and in each category, based on those listed below. Proposed goals that differ, either higher or lower, from those listed below require justification.

### **Instructions**

In preparing applications in response to this Announcement, please note the following:

1. The **“Total Value of Awarded Transactions”** is the sum of the “Dollar Value of Awarded Contracts and Procurements” and the “Dollar Value of Awarded Financial Transactions.” Applicants must propose specific performance goals for each of these two sub-categories within the following parameters:
  - (a) The “Dollar Value of Awarded Contracts and Procurements” must be no more than 70% and no less than 30% of the “Total Value of Awarded Transactions;” and
  - (b) The “Dollar Value of Awarded Financial Transactions” must be no less than 30% and no more than 70% of the “Total Value of Awarded Transactions.” The combined total of these two sub-categories must equal 100% of the “Total Value of Awarded Transactions.”
2. The **“Total Number of Awarded Transactions”** is the sum of the “Number of Awarded Contracts and Procurements” and the “Number of Awarded Financial Transactions.” Applicants must propose specific performance goals for each of these two sub-categories within the following parameters:
  - (a) The “Number of Awarded Contracts and Procurements” must be no more than 65% and no less than 35% of the “Total Number of Awarded Transactions;” and
  - (b) The “Number of Awarded Financial Transactions” must be no less than 35% and no more than 65% of the “Total Number of Awarded Transactions.” The combined total of these two sub-categories must equal 100% of the “Total Number of Awarded Transactions.”
3. The **“Total Number of Clients Served”** is the sum of the “New Clients” and “Existing Clients” Applicants must propose specific breakout of goals for each of these two sub-categories within the following parameters:
  - (a) The “Number of New Clients Served” must be no more than 80% and no less than 20% of the “Total Number of Clients Served;” and
  - (b) The “Number of Existing Clients Served” must be no less than 20% and no more than 80% of the “Total Number of Clients Served.” The combined total of these two sub-categories must equal 100% of the “Total Number of Clients Served.”

*Note, applicant may round to nearest whole number when determining goal.*

**Performance Measures and Goals**

*The tables below set minimum performance measures and goals.*

*Note: Applicants are encouraged to propose beyond minimal values listed in the table below.*

<b>Performance Measures and Goals</b>	<b>Year 1</b>	<b>Year 2</b>	<b>Year 3</b>	<b>Year 4</b>	<b>Year 5</b>
Number of Jobs Created	45	50	55	60	65
Number of Jobs Retained	33	35	37	39	41
Total Value of Awarded Transactions	50,000,000	60,000,000	70,000,000	80,000,000	90,000,000
Total Number of Awarded Transactions					
Dollar value of Awarded Contracts and Procurements	To be proposed				
Number of Awarded Contracts and Procurements	5	10	15	20	25
Dollar value of Awarded Financial Transactions	To be proposed				
Number of Awarded Transactions	35	40	45	50	55
Number MBEs referred to ITA	100	100	100	100	100
Number of Strategic Transactions Facilitated	5	6	7	8	9
Total Number of Clients Served	200	200	200	200	200
Number of Existing Clients Served*	N/A	N/A	N/A	N/A	N/A
Number of New Clients Served	N/A	N/A	N/A	N/A	N/A
Number of Advocacy Initiatives Facilitated	10	12	14	16	18

*\*See Performance Goals – Instructions - Total Dollar Value of Awarded Transactions Goal*

*\*\*See Performance Goals - Instructions*

*\*\*\*The Project will only serve new clients in year 1.*

**APPENDIX C**  
**Performance Measures and Points**

This section defines the evaluation criteria and weighted value that MBDA will use to measure Project performance based on the minimum Project goals set by MBDA and the proposed goals set by the applicant.

In accordance with 15 CFR Parts 14 and 24, the award recipient (Project operator) will be responsible for the effective management of all functions and activities supported by the financial assistance award. Additionally, the Project operator is required to report to MBDA on the attainment of Project performance goals twice during each performance year. The Project operator shall comply with reporting requirements as outlined in the FFO (*see Section VI- section C. Administrative and National Policy Requirements, item 6. Reporting*). All performance reporting is conducted electronically via MBDA’s Internet portal. The evaluation criteria and weighted-value for measuring Project performance on an ongoing basis are as follows:

<b>Performance Measure</b>	<b>Performance Points (at 100% Goal Achievement Level)</b>	<b>Performance Points (Maximum 150% Goal Achievement)</b>
Number of Jobs Created	10	15.0
Number of Jobs Retained	5	7.5
Dollar Value of Awarded Contracts and Procurements Transactions	15	22.5
Number of Awarded Contracts and Procurements Transactions	5	7.5
Dollar Value of Awarded Financial Transactions	15	22.5
Number of Awarded Financial Transactions	5	7.5
Number of Existing Clients Served	5	7.5
Number of New Clients Served	5	7.5
Number of Customers Served	5	7.5
Number of Customers Referred to Specialized Export Training	10	15.0
Number of Strategic Transactions Facilitated	5	7.5
Number of Advocacy Initiatives Facilitated	5	7.5
Service Optimization Assessment	10	15.0
<b>Sub-Total</b>	<b>100</b>	<b>150</b>
<b>Bonus</b>		<b>Bonus Points (Maximum)</b>

Eligible Bonus Items: - MBDA Special Initiatives - Collaboration with MBDA - B2B Events Completed	N/A	10 total available  1 point per approved bonus item, 10 points total maximum
<b>Total Points</b>	<b>100 points</b>	<b>160 maximum</b>

**The performance goals required for the above performance measures are set forth in the FFO (see Appendix B: Performance Goals). The performance goals are listed on an annual basis by MBDA and should be broken out into quarterly goals by the applicant in its proposal.**

MBDA encourages and rewards high achievement levels. Up to 150% of the maximum allowable points for most performance measures will be awarded, based on the extent to which the Project exceeds the minimum performance goal for the identified category. For example, if the minimum performance goal for the Dollar Value of Awarded Contracts is \$70 million and the Project achieves \$105 million in this category, the Project operator will receive 22.5 points. Alternatively, if the Project were to achieve \$110 million in this category, the operator would be limited by the 150% threshold and receive 22.5 points.

Under “Bonus Points,” a Project operator may earn up to 10 additional points in each performance year for (a) participating in special initiatives undertaken by MBDA; (b) collaborating with MBDA staff for the benefit of MBE clients; and, (c) organizing and completing business-to-business events.

The Project is required to utilize, in a good faith effort, all of its resources to achieve the stated goals. **Should the Project exceed its performance requirements prior to the end of a funding period, the Project is expected to maintain operations at full strength and continue to provide services and reach greater performance outcomes.**

MBDA views the Project operator as a cooperative partner and collaborator jointly working with MBDA/MBDA Network to serve the minority community. The staff of the Project will work in partnership with MBDA, communicating the mission and values of the MBDA to the minority business community. Thus, high achievement in any one performance measure cannot excuse failure to reach other goals as stated in this Appendix to the FFO. Failure to satisfy minimal goals in other performance elements may result in termination of the award, notwithstanding high achievement in any particular performance measure.

In order for a reported outcome to be considered and counted towards the Project’s goal, the outcome must have a link to the Project services. A “link” is defined as specific actions provided by the Project to the client for a specific objective (e.g., loan packaging services resulting in an approved loan, bid matching services resulting in the client securing a contract, managerial consulting focused on increasing productivity resulting in jobs retained). The Project may also receive credit towards a goal generated through the assistance of a strategic partner or in collaboration with other MBDA funded Projects, projects and staff. Strategic partner or collaborative-related outcomes must have a link to the Project services.

**APPENDIX D**  
**Definitions of Key Terms**

1. **Number of Jobs Created** – The number of new full time and/or part time employment opportunities reported on the client’s payroll during the funding year. Persons on paid sick leave, paid holiday and paid vacations are included as employees, as are salaried officers and executives of corporations. However, proprietors and partners of unincorporated businesses are not considered employees under this definition.
2. **Number of Jobs Retained** – The number of existing full time and/or part time employee positions retained and reported on the client’s payroll during the funding year. Job retention pertains to maintaining the status quo of persons employed by the client in lieu of subjective and objective decisions made by the client to reduce its work force due to economic conditions, lack of capital, failure to secure necessary contracts and/or sales. Persons on paid sick leave, paid holiday and paid vacations are included as employees, as are salaried officers and executives of corporations. However, proprietors and partners of unincorporated businesses are not considered employees under this definition.
3. **Dollar Value of Awarded Contracts and Procurements** – This represents the total dollar value of successfully awarded contracts and/or the total principal value of executed sales/delivery contracts of services/products/intellectual rights and/or other binding financial considerations secured by clients of the Project, with the assistance of the Project staff.

For purposes of this performance element, Dollar Value of Awarded Contracts and Procurements are those transactions which have a specific dollar value, and which produce a commercial benefit for the client.

MBDA recognizes that the financial obligations evidenced by these transactions may be long-term, and require the delivery of goods and services over an extended period. In some cases, the agreements may have been awarded as indefinite demand indefinite quantity. Consequently, it is not necessary that the funds or other financial value specified under the agreements have actually changed hands for the Project operator to receive credit. In the case of multi-year and multiple-year awards (base and option years), the full contract value, including option years, can be claimed in the year the contract was signed. Non-single year contracts shall require the Project to communicate with the client, obtain proof of awards that were let on or prior to the end of the Project award period and to conduct an update the MBDA performance system.

4. **Number of Contracts** – The number of awarded contracts and other binding procurement awards secured by clients.
5. **Dollar Value of Awarded Financial Transactions** – The total principal value of approved loans, equity financings, bonds, leases (property and equipment), assets under management or other binding financial agreements secured by clients of the Project, with the assistance of the Project staff. For purposes of this performance element, eligible financial transactions are those that have a specific dollar value, and which expand the client’s capital base/operations, or produce some other direct commercial benefit to the clients.

6. Number of Financial Transactions – The number of successful financial transactions secured by clients.
7. Number of New Clients Served – The actual number of new clients served in a funding period. Clients are defined as those MBEs that have not previously registered with the Project within the period of performance (years 1-5). The clients must complete a written engagement with the Project for specific services. Clients may be counted only once during the performance year. Clients from a prior performance year may not be counted under this definition. Note: all clients are considered new clients in the first performance year.
8. Number of Existing Clients Served – The actual number of existing clients served in a funding period. Clients are defined as those MBEs that have registered previously with the Project from a prior performance year, completed a written engagement for specific services in the current performance year period, and are within the current performance period (year 1-5). Clients may be counted only once during the performance year. Clients from a prior performance year may be counted in a subsequent performance year if continued service provision to said clients is documented.
9. Number of Export Transactions Facilitated – The number of global contract opportunities and export financing transactions secured by clients as a result of direct Project activity related to international trade assistance.
10. Number of Strategic Transactions Facilitated – The number of awarded transactions secured by clients that included successful Project facilitation of joint ventures, teaming arrangements, and/or the number of mergers and acquisitions facilitated on behalf of clients by the Project. MBDA is seeking to build MBE capacity/capability through (1) the establishment of competitive teams for federal/state/local government and private sector contracting opportunities, and (2) the promotion of mergers and acquisitions.
11. Service Optimization – MBDA’s evaluation of the overall management of the Project based on the Agency’s internal review of the Project’s operations and adherence the Manual (see Appendix J: Project Standardized Service Optimization). The management assessment focuses on such areas as the development of written service engagements and work plans; proper staffing; adherence to scheduled work hours; recordkeeping; successful completion of Agency training; customer relationship management, maintenance of strategic partnerships; bonding compliance; mandatory match; market promotion and any other areas which MBDA may deem to be relevant in determining the overall quality of the Project’s operations. A Project operator may also lose up to two points from the assessment if the Project staff fails to participate in the required training credit hours.
12. Collaboration in Shared Outcomes – MBDA expects collaboration of activity throughout the MBDA nationwide network of funded programs and projects. Shared outcomes occurs when two or more Projects and/or Projects collaborate to: facilitate and/or assist a client with an awarded transaction to include jobs created/retained, B2B event sponsorships, special initiatives/requests from MBDA/Department of Commerce. An approved MBDA form will be used to document the shared percentage of an outcome resulting in an awarded transaction. The Projects/Projects engaged in Collaboration in Shared Outcomes will negotiate amongst

themselves and determine the percentage of shared outcomes prior to recording in the CRM Performance System. **Special Mention:** It should be noted that collaboration amongst the MBDA network is expected and includes the following MBDA Business Project Partners: MBDA Advanced Manufacturing Project, Capital Project, Federal Procurement Center Project, American Indian and Alaska Native Projects, or any other program(s) or initiative(s) offered by MBDA. Collaboration can involve but is not limited to assistance with deal facilitation of contracts, capital and market opportunities, teaming arrangements, joint ventures or strategic partners.

**13. Performance Bonus** - The Project may earn up to a maximum of 10 points in any funding period as follows:

- a. Participation in and Successful Execution of MBDA Special Initiatives (such as but not limited to Youth Entrepreneurship) – On occasion, MBDA may issue a request for Project participation on special Agency and/or Department of Commerce initiatives. The Project may be asked and/or instructed to support MBDA in these special efforts. MBDA shall reward the Project by allocating up to one (1) bonus point per event, for a maximum of (5) five points. MBDA Special Initiatives shall be formally announced to the program as a whole, in further detail.
- b. Collaboration with MBDA – The Project is a subset of the MBDA Business Project Program and a component of MBDA’s overall portfolio of minority business assistance services. To further encourage Project collaboration with the Agency in generating outcomes for clients, MBDA will award up to one (1) bonus point per client successfully assisted in partnership with MBDA staff, for a maximum of five (5) points. The Project also agrees to accept client referrals from MBDA Headquarters. Bonus points will also be considered for the Project when it demonstrates collaboration with the National Capital Specialty Project, National Federal Procurement Project, American Indian and Alaska Native Projects, Export Project or any other program(s), project(s), or initiative(s) offered by MBDA.
- c. Business to Business (B2B) Events Completed – B2B events are a cost-effective and convenient mechanism for matching vetted MBEs with interested purchasing officials from the private and public sectors. This activity involves identifying the business needs of all parties and ensuring that all matchmaking appointments are qualified and mutually beneficial. MBDA will award up to one (1) bonus point per B2B event successfully executed, for a maximum of five (5) points.

**14. Facilitation** – This represents one of the business consulting services provided by the MBDA Project to its clients. It involves the act of identifying and coordinating meetings between clients and contracting officers, lending/financial institutions and domestic/international market opportunity providers that will yield awarded transaction outcomes. Examples of Facilitation include, but are not limited to: matching a client with a public or private sector contracting officer that results in a contract; matching a client to a traditional and/or alternative source of financing that result in a loan/investment and matching a client to a domestic or international market opportunity. It can also involve the Project providing consulting expertise that leads to a teaming arrangement, joint venture or strategic partnership that strengthens the clients’ competitive advantage for future deals.

15. Dealmaking – This represents one of the services provided by the Project to its clients. It involves crafting complex deals anticipated to have a significant impact on the size, scale, capacity and capability of a client. This activity includes sourcing, negotiating and assisting in completing high value, sustainable deals for MBEs.
16. Harvesting – Harvesting is prohibited under the MBDA Business Project program. “Harvesting” is defined as any action by which a Project/Project takes credit for a contract or financial transaction without having performed some work that linked the Project/Project to the client and that helped the client obtain the contract or complete the financial transaction. A Project/Project found to employ the practice of harvesting are subject to having its award with MBDA terminated for cause.
17. Pipeline - A “Pipeline” is defined as a tool designed to capture forecasted and discovered opportunities through stages until the contract or financial transaction has been awarded. The Pipeline tracks the Project’s progress and provides transparency to the Project’s client projected outcome activities. The Pipeline should be “robust” and updated monthly to reflect the status of deal flow. Pertinent fields/data that will be collected include: client name, deal name, close date, probability, and the deal amount. Failure to update the pipeline could potentially result in the loss of points from the Service Optimization Assessment score.
18. Co-mingling: The act of blending MBDA financial assistance award funds and other related and/or non-related program funds and accounts. For example, if a grant recipient operates more than one grant program or other economic and/or business development related program, it is expected that there will be separate accounting systems for each program. Please be advised that this is prohibited under the MBDA Cooperative Agreement and if commingling is cited during an onsite visit, audit or through the required submission of Quarterly Expense Reports, the recipient may be required to reimburse the federal government and/or up to termination of the award and other legal penalties for such an offense.
19. Rapid Growth Potential - Rapid growth-potential is determined on an individual, case-by-case basis by the Project staff (“Consultant”). The Consultant upon conducting a client assessment and comprehensive review of a prospective MBE client, business concept, business plan and/or feasibility analysis may determine if the MBE has a high propensity for sales/revenue growth that would result in making an economic impact in its local community and/or creating U.S. jobs. A determination of Rapid Growth Potential may vary based on emerging domestic and international high growth industry trends, current market conditions, and viability of product lines and services offered by the MBE.
20. Client Success Stories – A qualitative measure of the Project performance, client success stories provide a detailed narrative of the services rendered the impact on MBE operations and/or revenue, and the actual outcome (i.e., contract or capital award). MBDA’s Office of Public Affairs collects information on client success via a standard form that the Project completes in consultation with their client. A final submission also includes a signed legal waiver for permission to publish.
21. Capture Management (CM) – CM is the process of identifying contract opportunities, matching the opportunity to a MBE client, and tracking the probability of a favorable outcome

that results in a transaction awarded to the MBE client. Through the CM process, the Project will track the progress and transition of an opportunity from discovery to award/close. The Pipeline is a tool used in support of CM.

22. Client Feedback Loop – This process will allow MBDA to gather customer, client and stakeholder insight about the quality and value of our programs and services delivered. The feedback will help MBDA continue to deliver the highest standard of service to MBEs and other key stakeholders. The feedback may initiate from the point of customer/stakeholder contact to the completion of a desired outcome.
23. Performance Improvement Plan (PIP) – A Performance Improvement Plan (PIP) is an enforcement action. The PIP defines the current areas of concern regarding the Project operator’s work performance. The PIP reiterates MBDA’s expectations and allows the Project operator the opportunity to demonstrate improvement and compliance with the award terms and conditions. The PIP also outlines actions to be taken in steps when the Project operator has received an “Unsatisfactory” performance rating during two consecutive performance periods.
24. Metropolitan Statistical Area (MSA) – The general concept of a metropolitan area is that of a large population nucleus, together with adjacent communities having a high degree of social and economic integration with that core. The Office of Management and Budget (OMB) defines metropolitan areas for purposes of collecting, tabulating, and publishing federal data. Metropolitan area definitions result from applying published standards to Census Bureau data.
25. Advocacy means - Promoting the mobilization of activities and resources of federal, state and local governments, businesses and trade associations, universities, foundations, professional organizations, and volunteer and other groups towards the growth of minority business enterprises, and facilitating the coordination of the efforts of these groups with those of Federal departments and agencies. Examples include:
  - (a) Convening business leaders, educators, and other representatives of the private sector who are engaged in assisting the development of minority business enterprise or who could contribute to its development, for the purpose of proposing, evaluating and coordinating governmental and private activities in furtherance of MBEs and MBE community.
  - (b) Conferring with and informing officials of State and local governments.
  - (c) Providing managerial and/or organizational framework through which joint or collaborative undertakings with Federal departments or agencies or private organizations can be planned and implemented for the benefit of MBEs.
26. Customers - Minority or non-minority entrepreneurs and/or persons interested in entrepreneurship who do not have a written client service engagement agreement with a MBDA Business Project.
27. Clients – Minority businesses and/or persons who meet the eligibility criteria set out in Executive Order 11625 or 15 CFR § 1400.1, and who have signed a client service engagement agreement with a MBDA Business Project.

28. Minorities - Persons who are of the following ethnic and/or race: African American, Hispanic American, American Asian and Pacific Islander, Native American (including Alaska Natives, Alaska Native Corporations and Tribal entities), Asian Indian American, and Hasidic Jewish Americans.

**Please note that program performance related definitions may be subject to change based on Department of Commerce imperatives, quality assessment reviews, and/or federal audit findings.**

## **APPENDIX E**

### **Information Technology and Computer Requirements**

MBDA requires that the Project operator meet certain requirements related to the acquisition, installation, configuration, maintenance and security of information technology (IT) assets *within thirty (30) calendar days after receipt of the award*, in order to ensure seamless and productive interface between and among all grant recipients, minority-owned businesses, the MBDA Federal IT system and the public. These required assets and their configuration are hereinafter referred to as the “enterprise.” The basic components of the enterprise are the mobile workstation, the server (where applicable), local area network (LAN) (where applicable), and a source for web enablement.

At a minimum, the Project operator shall provide one (1) business- grade mobile workstation (“workstation”) (e.g., business grade laptop), for the exclusive use of each Project employee delivering minority business assistance to the public under an award from MBDA. All mobile workstations shall be web enabled and can take form in one or more service platforms including: (i) connected to a client/server network using an Ethernet protocol enabling communication with all workstations on the operator’s network; or (ii) using wireless protocol devices allowing direct access to the internet. The server shall have a constant, high-speed broadband Internet connection. The Project operator may also ensure that each Project employee performing business development activities (e.g., business development consultants/specialist) have access to business grade tablets capable logging into MBDA’s CRM system and other tools support by MBDA.

The Project operator shall ensure that each of the Project employees (including management, administrative personnel, contractors, full-time, part-time, and non-paid (volunteer) staff) have a unique electronic mail (email) address that is available to the public. The designated email address(s) shall utilize a Microsoft 2010 platform (or better) and be able to interface with Salesforce or any other technology platforms implemented by MBDA. The Project operator shall design, develop and maintain, in accordance with the computer requirements, a presence on the Internet’s World Wide Web that conforms to MBDA’s current branding policy. The Project operator shall also maintain appropriate computer and network security precautions during all periods of funding by MBDA. All IT requirements, as described herein, shall be met by the Project operator within thirty (30) calendar days after the award.

*A Project operator’s failure to adhere to the program computer requirements as set forth herein may result in enforcement action under the award, including but not limited to the withholding of award payments until full compliance is reached.*

- A. **Cloud Based Solution:** A cloud based solution is any resource that is provided over the Internet. The most common cloud solution resources are Software-as-a-Service (SaaS), Platform-as-a-Service (PaaS) and Infrastructure-as-a-Service (IaaS).
- B. **Network Design:** All locations where services are delivered to the eligible public as defined by Executive Order 11625, the Project operator can operate a Client Server Network that provides shared disk drives and the setup of print queues for a network printer(s) (if individual printers are not provided) for each staff person delivering services to the eligible public. MBDA shall, from time to time, specify certain configurations of the enterprise hardware and software to meet interface requirements.

MBDA requires servers using an operating system that is fully compatible with Microsoft Windows 2010. Any server providing principal service to the desktops shall contain one (1) or more terabytes (TB) of hard drive space using two or more disks configured appropriately to ensure data retention should one disk fail. At least one (1) Quad-Core Intel central processing unit (CPU) or any other server providing principal service to the workstations shall be used. Web servers, mail servers and/or servers maintained by a third party such as an Internet Service Provider (ISP) shall meet the minimum server specifications as stated herein.

- C. **Mobile Workstations:** All workstation systems shall not be more than four (4) calendar years old at time of award and shall contain an Intel Cores Quad Processor class central processing unit (CPU), operating at speeds not less than 2.4 Gigahertz (GHz). Each workstation system shall contain a hard drive with a storage capacity of at least five hundred (500) GB and 1 Gigabyte (GB) of RAM and a CD or DVD reader/writer. All workstations systems shall have installed an operating system fully compatible with Microsoft Windows 10 64 bit Professional or higher Operating System, MS Office 2010 Professional or higher, Microsoft Internet Explorer 9.x, Anti-Virus software, software or hardware-based Firewall and Adobe Reader 9.1 or higher. Additionally, it is suggested that a full-page scanner, along with software fully compatible with Adobe Acrobat (Standard or Professional, 10.2 or higher) be installed on a minimum of one workstation for the production of electronic document submissions.

The Project operator shall refresh (i.e. replace) all related computing devices (mobile workstations, tablets, etc.) designated to support the Project every four years or sooner if it is determined that the technology is no longer compatible with updated security standards or computing requirements. The Project operator shall provide evidence of their system refresh to their assigned Program Analyst and the MBDA Program Management Supervisor.

- D. **Maintenance and Security:** An enterprise map (“as-built”) reflecting adherence to the computer and networking requirements set forth herein shall be maintained by the Project operator for review by MBDA at any time. The Project operator shall designate and train one administrative person competent in the operation of an Operations System fully compatible with Windows 2010 network (or higher) and local area network (LAN) technology as described herein. From time to time, MBDA may require that certain software be loaded on servers and desktops. In any given year, the cost of this additional software may be \$600.00 or higher per mobile workstation and \$1000.00 or higher per server.

Every employee of the Project shall be assigned a unique username and password to access the computing device and enterprise. Every Project employee shall be required to sign a written computer security agreement (a suggested format for the computer security agreement will be provided at the time of award and/or on the MBDA Portal (website)). The Project director, employee, and contractor and any other person given access to the enterprise shall sign the security agreement and an original copy of the signed agreement shall be kept in the Project files. A photocopy of the signed agreement shall be submitted to MBDA, no later than thirty (30) calendar days after receipt of the award. The original agreement shall be maintained on file by the Project operator. All subsequent new hires and associations requiring access to the Project or MBDA systems shall read, understand, and sign the security agreement prior to issuance of a password no more than fourteen (14) calendar days after the start of their employment. No Project employee shall have access to any MBDA system(s) without a signed security agreement on file at MBDA.

**E. Web Site:** The Project operator shall create and maintain a public web site using a unique domain/address (e.g., [www.Project-name.com](http://www.Project-name.com)), that will conform to MBDA web standards (a comprehensive listing of MBDA web standards can be found on the MBDA Portal). MBDA Web standards may include, *but are not limited to the following:*

- 1) The first page (Index page) of the web site shall *clearly* identify the Project as a “MBDA Business Consulting Project funded operation by the U.S. Department of Commerce’s Minority Business Development Agency.” The index page of the web site shall load on software fully compatible with Microsoft Internet Explorer 9.x browser software using a normal home computer with 56 Kb/s analog phone- line connections in less than five (5) seconds.
- 2) The web site shall contain a “Contact” page with the names of all Project employees, the mailing address of the Project, business phone and fax numbers and email addresses of the Project and Project employees, a statement referencing the services available at the Project, the hours under which the Project operates and a link to the MBDA homepage at [www.mbda.gov](http://www.mbda.gov).
- 3) For purposes of electronically directing clients to the appropriate Project staff, the Project web site shall also contain a short biographical statement for each Project employee including management, contractors, part-time, full time, and non-paid (volunteer) personnel, providing services directly to the eligible public under an award from MBDA. This biographical statement shall contain: the full name of the Project employee, and a brief description of the expertise of the Project employee to include academic degrees, certifications and any other pertinent information with respect to that employee’s qualifications to deliver minority business assistance services to eligible members of the public.
- 4) No third party advertising of commercial goods and services shall be permitted on the site. All links to websites other than federal, state or local government agencies and non-profit educational institutions must be requested, in advance and in writing, through the MBDA Office of Public Affairs and the website must provide an external link policy or notice stating that they will be redirected to an external website. Specifically, a notice similar to the following must be provided:

*The appearance of hyperlinks to other sites does not constitute endorsement by the [Project operator’s company name] or by the Minority Business Development Agency of these web sites or the information, products or services contained therein. Regarding such external web sites, we do not exercise any editorial control over the information you may find at these locations. These links are provided consistent with [Project operator’s company name] stated purpose as shown on our web site. We recommend that you review the website’s information collection policy or terms and conditions to fully understand what information is collected and/or provided.*

- 5) Furthermore, the approval for the placement of such links shall not be unreasonably withheld but is subject to withdrawal if MBDA determines the linked site is unsuitable. No employee of the Project operator, nor any other person, shall use the Project web site for any purpose other than that approved under the terms of the agreement between the Project operator and MBDA.
- 6) Every page of the web site shall comply with Federal standards of the American With Disabilities Act, Section 508, and be reviewed by the Project operator for accuracy, currency,

and appropriateness every three (3) months. In addition, MBDA's Section 508 Officer may occasionally review the project web site to ensure that it is Section 508 Compliant. For additional information and guidelines, please visit [www.section508.gov](http://www.section508.gov). Appropriate privacy notices and handicapped accessibility will be predominately featured. In general, MBDA may audit the Project web site and recommend changes in accordance with the guidelines set forth herein.

- 7) The Project operator will also be responsible for informing their assigned MBDA Program Analyst and the MBDA Program Management Supervisor of any changes in operations such as location, contact information or otherwise.

**F. Time for Compliance Regarding IT Requirements:** *Within thirty (30) calendar days after receipt of the award*, the Project operator shall report via email to the Federal Program Officer to the MBDA Business Project Program Management Supervisor that he/she has complied with all technical requirements as specified herein (a checklist will be provided at the Post Award Conference). Within thirty (30) calendar days after receipt of the award, the operator shall report the name, contact telephone number and email address of the Project director, Network or System Administrator.

**G. Performance System:** All required performance reporting to MBDA shall be conducted via the Internet using the Performance system to be found at a secure web site ([www.mbda.gov](http://www.mbda.gov)).

**H. Data Integrity:** The Project operator shall take the necessary steps to ensure that all data entered into MBDA systems, and systems operated by the Project operator in support of the award, or by any employee of the Project operator is verified, accurate and timely.

**I. Personally Identifiable Information (PII) and Business Identifiable Information (BII):** The Project shall configure systems to protect the PII/BII contained in the system from unauthorized access. The Project should employ best-practice techniques to protect confidentiality of sensitive PII and BII information. The Project, when it designs, develops, or operates a system of records on individuals or entities, or otherwise collects or has access to PII or BII in the performance of this grant shall, prior to taking such action, comply with the following requirements:

1. The Project shall have established policies and procedures in place to safeguard MBDA client PII/BII. The policies and procedures shall describe the Project's processes for identifying, assessing and mitigating privacy risks associated with PII. The policies and procedures shall also describe training that will be provided to Project staff and consultants on their roles and responsibilities for safeguarding MBDA client PII/BII and incident management of suspected or confirmed loss of MBDA client PII/BII in accordance with OMB's Recommendations for Identity Theft Related Data Breach Notification, September 20, 2006, and OMB Memorandum M-07-16, Safeguarding Against and Responding to the Breach of Personally Identifiable Information, May 22, 2007.
2. The Project shall also ensure that all processes, procedures and equipment associated with PII/BII comply with all laws, regulations, and MBDA security mandates as defined by National Institute of Standards and Technology (NIST) Special Publication (SP) 800-61 Revision 1 and are aligned with the incident categories and timelines referenced in Table J-1 of NIST SP 800-61, as well as U.S. government policies developed to safeguard the confidentiality, integrity and availability of MBDA data that may contain PII/BII. In support of these requirements, the Project shall have:

- a. Policies, procedures, and mechanisms designed to restrict access to MBDA data exclusively to authorized personnel;
- b. Policies, procedures, and mechanisms that prevent transmission or disclosure of MBDA data to an unauthorized party;
- c. Policies, procedures, and mechanisms that ensure MBDA data on portable devices are encrypted using methods compliant with Federal Information Processing Standard 140-2;
- d. Policies, procedures, and mechanisms that ensure any sensitive MBDA data transmitted across public networks (*i.e.*, the Internet) by Project staff and Project consultants are protected using encryption compliant with Federal Information Processing Standard 140-2;
- e. Annual assessments to the MBDA demonstrating that the policies, procedures, and mechanisms required by continuing to be functional, that the Project is compliant with these requirements, and that these requirements are effective.
- f. Copies of its privacy policies to MBDA Headquarters at the time of award. The Project shall also provide a copy of the policies and procedures (or otherwise make such policies and procedures available) to all of its staff and consultants.
- g. Ensure that those individuals adhere to the Project's policies and procedures relating to PII/BII and to MBDA-prescribed policies and procedures for the safe handling of MBDA PII/BII, including privacy and MBDA security training requirements and privacy incident management.
- h. Immediate alerts to MBDA of any event, including the suspected or confirmed loss of MBDA PII/BII, that could potentially affect the privacy rights of individuals or which violates any federal law, regulation, mandate or requirement as defined in NIST 800-122 by contacting the MBDA designated point of contact. The Project shall act in accordance with its policies and procedures in the event of any suspected loss of MBDA PII/BII and shall support the MBDA's investigation and resolution of reported incidents as requested by the MBDA. For purposes of this clause, a "suspected loss of PII/BII" shall be interpreted liberally to mean any situation in which the loss of PII/BII or unapproved access to PII/BII is deemed a reasonable possibility.

**J. Time for Compliance Regarding IT Requirements:** *Within sixty (60) days after receipt of the award*, the Project operator shall report via email to the Federal Program Officer and the MBDA CIO of the Office of Information Technology, Research and Innovation and to the MBDA Program Manager that he/she has complied with all technical requirements as specified herein (a checklist will be provided at the Post Award Conference). **Within thirty (30) days after receipt of the award, the Project operator shall report the name, contact telephone number and email address of the Project director, Network or System Administrator.**

**APPENDIX F**  
**Training Requirements and Definitions**

**A. Training Requirements**

MBDA has designed a comprehensive training program for the MBDA Business Project Program and the AMP Project. The identified Project staff shall be required to participate in the following training sessions (subject to the availability of the training as determined by MBDA):

<b>Training Event</b>	<b>Delivery Mode</b>	<b>Operator</b>	<b>Director</b>	<b>Consultant(s)</b>
Post- Award Conference	In Person	Mandatory	Mandatory	N/A
Program Review and Orientation	Teleconference	Mandatory	Mandatory	Mandatory
Grants Online System	Webinar	Mandatory	Mandatory	N/A
Customer Relationship Management Performance System	Webinar	Mandatory	Mandatory	Mandatory
MBDA Working Group Collaboration	Teleconference or In-Person Attendance	Mandatory	Mandatory	N/A
Monthly Business Project / Project Teleconference	Teleconference	Mandatory	Mandatory	N/A
MBDA National Training Conference	In-Person Attendance	Mandatory	Mandatory	Mandatory
MBDA National MED-Week	In-Person Attendance	Mandatory	Mandatory	Optional
Professional Development Training	Teleconference or Webinar	Optional	Optional	Mandatory
E-Tools	In-Person Attendance or Webinar	Optional	Mandatory	Mandatory
NOAA Grants Recipient Workshop 1 <sup>st</sup> year and 3 <sup>rd</sup> year	In-Person or Webinar	Mandatory	Mandatory	N/A
Ethics Training for Recipients	In-Person or Webinar	Mandatory	Mandatory	Mandatory
Informational Security Training PII/BII	In-Person or Webinar	Mandatory	Mandatory	Mandatory

If the Project staff fails to participate in the required training indicated above the Project shall lose a maximum of two (2) points from the performance assessment score during each evaluation period. The Project personnel professional and educational experience shall not be accepted as substitutions for attending the trainings.

## **B. Training Definitions**

1. **Post-Award Conference:** This session, held once in the first year, is designed to review the award and key issues pertaining to the successful management of the award. Failure to attend shall designate the Project operator as non-compliant with the award and may result in award termination. A change in Project director will require the Project director to attend a post-award conference as soon as practicable following the commencement of his/her duties. The anticipated location of training is Washington, D.C.
2. **Program Review and Orientation:** This session, held once in the first year, will focus on understanding key aspects of the Project operations and procedures. This training will not require travel and may be conducted over a series of days by teleconference or by MBDA staff attending the Project in person.
3. **Grants Online System Orientation:** This session, held once in the first year, is designed to review basic access, navigation and understanding of the Grants Online (GOL) system. The GOL system is utilized by MBDA and the Grants Office to manage all financial assistance awards administered by the Agency. This training will be conducted via webinar and will not require travel.
4. **MBDA CRM Performance System Orientation:** This training is designed to review basic access, navigation and understanding of the MBDA CRM Performance system. This system is a tool developed to enhance the client intake and relationship management processes across MBDA. The system is also used to capture and track Project performance. This training will be conducted via webinar and will not require travel.
5. **MBDA Working Groups Collaboration:** This session, held once in the first program year, is designed to foster the flow of communication and leveraging of resources and talent within the MBDA network. The cultivation of this collaborative environment is anticipated to expand the Agency's ability to deliver seamless and relevant services to benefit Native American, Alaska Native and MBE firms across the nation. This training will be conducted via webinar and will not require travel.
6. **Monthly Business Project/Project Teleconferences:** MBDA will conduct monthly teleconferences with all Projects/Projects to provide updates on upcoming events, trainings, system enhancements, policy developments, and to offer a forum for Project questions and feedback. Travel will not be required.
7. **MBDA National Training Conference (NTC):** This training is designed to review key MBDA initiatives among all the Projects/Projects and MBDA staff. Specialized programmatic training as well as formal meetings and/or trainings with the MBDA Office of Business Development are also offered at this event. The NTC is held once a year, depending on the availability of funds. The location of this event varies. However, the Project should anticipate travel related

costs to this activity. This session is normally a 3-day event, not including travel days.

8. MBDA National MED Week: This is an annual program typically conducted in Washington, D.C. and is a culmination of all MED Week celebrations. The event features workshops, seminars, and business matchmaking activities that inform attendees of new opportunities and information related to contracts, capital and markets. MED Week also hosts a celebratory awards program in recognition of MBE clients that have made significant economic impact and minority business advocates that have supported supplier diversity. The Project will nominate MBE clients in the pre-planning stages of the conference and support the promotion of the conference through outreach efforts to its respective clients. The Project will be required to attend the full conference unless otherwise noted by MBDA. This event is held once a year, depending on the availability of funds for approximately 1-4 days. The Project attendees should anticipate travel related costs.
9. Professional Development Training: This platform is designed to provide an opportunity for educational and professional development to advance the Project's service offerings. Training could include strategic planning consulting, financing, and procurement opportunities. MBDA anticipates these training opportunities will be conducted in multiple sessions throughout the funding period. Training will be conducted by the MBDA Office of Business Development and external partners at various locations across the United States and can be in-person or webinar accessible. MBDA will leverage strategic partners including Federal partners, academic institutions and public/private sector to tailor training to meet the needs of the Project.
10. E-Tools: This refers to any online application in which all or some parts of the application is downloaded from the web each time it is run. It may refer to browser-based apps that run within the user's web browser, or to "rich client" desktop apps that do not use a browser or to mobile apps that access the web for additional information. Training will be conducted at the NTC or via webinar.
11. NOAA Grants Recipient Workshop: The Grants Workshop is an intensive and detailed in session, that will provide guidance on how to ensure that grant application packages are clear, concise and contain all of the pertinent information and documentation required to receive approval. Federal forms, budget justifications and narratives and project descriptions are all topics for discussion. The applicant should anticipate travel related costs.
12. Ethics Training for Recipients: The Ethics Law and Programs Division staff provides guidance on issues including financial and non-financial conflicts of interest, outside activities, political activities, gifts, and post-employment restrictions. To ensure that advisory services are readily available, an attorney is assigned each day to answer telephone questions and e-mail inquiries. Training will be conducted at the NTC or via webinar.
13. IT Security Training PII/BII: The Project shall have established policies and procedures in place to safeguard MBDA client PII/BII. The policies and procedures shall describe the Project's processes for identifying, assessing and mitigating privacy risks associated with PII. The policies and procedures shall also describe training that will be provided to Project staff and consultants on their roles and responsibilities for safeguarding MBDA client PII/BII and incident management of suspected or confirmed loss of MBDA client PII/BII in accordance with OMB's Recommendations for Identity Theft Related Data Breach Notification, September 20, 2006, and

OMB Memorandum M-07-16, Safeguarding Against and Responding to the Breach of Personally Identifiable Information, May 22, 2007. Training will be conducted at the NTC or via webinar.

**APPENDIX G**  
**Application Checklist**

- \_\_\_ Cover Page
- \_\_\_ Table of Contents
- \_\_\_ Program Narrative
  
- \_\_\_ Applicant Capability
  - \_\_\_ Organizational background and knowledge of community in Exporting
  - \_\_\_ Mission alignment
  - \_\_\_ Access to Markets
  - \_\_\_ Access to Trade Finance
  - \_\_\_ Global Business consulting to clients
  - \_\_\_ Key Staff
  - \_\_\_ MBE Advocacy
  
- \_\_\_ Resources
  - \_\_\_ Partners
  - \_\_\_ Resources
  - \_\_\_ Location/Equipment
  
- \_\_\_ Techniques and Methodologies\*
  - \_\_\_ Performance measures
  - \_\_\_ Start-up phase
  - \_\_\_ Work requirement execution plan
  
- \_\_\_ Required Attachments
  - \_\_\_ Applicant organizational chart
  - \_\_\_ Proposed Project organizational chart
  - \_\_\_ Project director resume, professional references (three) and letter of commitment (if applicable)
  - \_\_\_ Resumes of other key Project staff (if applicable)
  - \_\_\_ Position descriptions, qualification requirements and salary ranges
  - \_\_\_ Copy of State-issued Certificate of Good Standing, registered Articles of Incorporation, by-laws, IRS 501 (c)(3) tax-exempt letter, authorizing legislation or other evidence of applicant legal entity
  - \_\_\_ Scanned Letter(s) of Commitment from strategic partners and other resources
  - \_\_\_ Quarterly breakdown of performance goals (one chart for each year)
  - \_\_\_ Project staff allocation chart (one for each year, see example)
  - \_\_\_ Listing of Project operating hours and all anticipated holiday closures (one for each year)
  
- \_\_\_ Budget Narrative
  - \_\_\_ Proposed Detailed Budget (one for each funding period, total of 5)
  - \_\_\_ Proposed Budget Narrative (one for each funding period, total of 5)
  - \_\_\_ Scanned Letters of Commitment from Third Party In-Kind

Contributors (if applicable)

\_\_\_ Standard Forms

\_\_\_ SF – 424 (one set to cover all funding periods)

\_\_\_ SF – 424 A (one for each funding period, total of 5 sets)

\_\_\_ SF – 424 B

\_\_\_ SF – LLL

\_\_\_ Commerce Department Forms

\_\_\_ CD 511

\*Multi-year awards require the applicant to acknowledge what services will be provided for each performance year. The Project applicant may provide a summary statement indicating the proposed techniques and methodologies will remain consistent for the entire funding period.

**APPENDIX H**

**Representation by Corporations Regarding an Unpaid Delinquent Tax Liability or a Felony Conviction Under Any Federal Law**

Sections 543 and 544 of Public Law 112-55 Commerce, Justice, Science, and Related Agencies Appropriations Act 2012, Title V (General Provisions) (the Act) prohibit funds made available by the Act from being used to enter into a cooperative agreement with or make a grant to any corporation that:

1. Was convicted of a felony criminal violation under any Federal law within the preceding 24 months, unless any agency has considered suspension or debarment of the corporation and made a determination that this further action is not necessary to protect the interest of the Government; and/or,
2. has any unpaid Federal tax liability that has been assessed, for which all judicial and administrative remedies have been exhausted or have lapsed, and that is not being paid in a timely manner pursuant to an agreement with the authority responsible for collecting the tax liability, unless an agency has considered suspension or debarment of the corporation and made a determination that this further action is not necessary to protect the interest of the Government.

The Applicant represents that:

It is or it is not a corporation that was convicted of a felony criminal violation under a Federal law within the preceding 24 months.

It is \_\_\_ or it is not \_\_\_ a corporation that has any unpaid Federal tax liability that has been assessed, for which all judicial and administrative remedies have been exhausted or have lapsed, and that not being paid in a timely manner pursuant to an agreements with the authority responsible for collecting the tax liability.

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**[Signature of person who has authority to certify on behalf of the corporation] [Typed name of the signing individual]**

**[Typed title of the signing individual] [Typed name of corporation]**

**[Typed phone number of the signing individual] [Typed email address of the signing individual]**

**APPENDIX I**  
**Office and Space Requirements (Optional)**

The Project operator is required to provide professional office space that is suitable for meeting with Project clients, MBDA headquarters staff and other MBDA stakeholders. The space should be located in a modern, quality building of sound and substantial construction. The space should be located in a commercial office district with attractive and professional surroundings. The office should have signage to indicate that it is an MBDA Business Project and shall adhere to MBDA signage and branding policies. The space should be located in facilities that have infrastructure to accommodate high-speed Internet access.

MBDA encourages applicants to propose a location for the Business Project that is in a building which is separate and apart from any of the applicant’s existing offices in the geographical service area. The Project must be accessible to disabled persons and strategically located in the applicable geographic area to ensure that it is: (1) close to the available public and private sector resources, and (2) within a reasonable commuting distance to the minority business community.

It is recommended that the Project operator follow office space benchmarks outlined in the 2011 GSA Workspace Utilization and Allocation Benchmark study. Recommended allocations are contained in work space utilization and benchmark #9, which is specific for business services/consulting. Based on this benchmark, the Project director would be allocated an office space with a minimum of 140 Usable Square Feet (USF) and Business Consultants would be allocated office space with a minimum of 70 USF per every two consultants on staff.

Applicants are encouraged to describe the facilities proposed to house the Project and include: site location, approximate square footage, site/meeting facilities description, building sustainability attributes (ENERGY STAR, LEED, etc.), proximity to public transportation, availability of parking, and accessibility. If available, please include floor plans and photos of the office space.

<b>Office Facility Information Checklist</b>	
Is the office located in a central business district?	
Is the office easily accessible by public transportation?	
Is the office space freeway accessible?	
Is there parking available on-site?	
Is a meeting room available on-site?	
Is a reception or greeting area available on-site?	
Is the office cleaned on a regular basis?	
Is there a restroom on-site, which clients may access?	
Is the building ENERGY STAR certified?	
Is the building LEED certified?	
Is the facility accessible by persons with disabilities?	
Will it be possible to place MBDA signage in the building lobby/building directory?	
Will there be MBDA signage on the entrance to the office suite?	
Does the building have infrastructure to accommodate high-speed Internet access?	

## APPENDIX J Work Requirements

The primary drivers of the MBDA Exporting Project are job creation and retention, the award of contracts/procurements and financial transactions to MBEs, and vetted referrals of MBE exporters to international trade, and global exporting programs. The Project provides services including, but not limited to, the development of a pool of contract and finance opportunities; direct matching of opportunities with qualified/vetted MBEs; execution of relationship management and deal sourcing initiatives (such as but not limited to industry clusters); assisting MBEs in accessing global market opportunities and financing; identification and securing of alternative sources of capital for MBEs; promotion of the advantages of achieving size and scale; educating MBEs on the benefits of strategic growth alternatives (*e.g.*, mergers, acquisitions and/or joint ventures); and provision of service referrals to MBEs of all sizes.

Through the cooperative agreements expected to be awarded under this FFO, MBDA seeks to establish a national network of public-private partnerships that will provide services aimed at increasing the probability of significant growth for minority-owned firms. The Project and MBDA staff will work collaboratively to improve access to market and financial opportunities (domestic and global), foster key industry relationships, and leverage business expertise. The Project operator will work with MBDA and its network of funded Projects to support and enhance MBDA's initiatives, performance, brand, reach, customer service, and strategic partners.

Successful applicants will possess experience in assisting minority firms in obtaining large scale contracts/procurements and financing awards; accessing established supply chains; educating and assisting minority firms in joint ventures, teaming arrangements, mergers and acquisitions; and, facilitating entry and large scale transactions in global markets. It is also anticipated that the mission of successful applicant organizations will align with both the mission of MBDA and the MBDA Business Project Program objectives.

The Project's services are targeted towards assisting MBE clients to achieve higher levels of growth and competitiveness. Start-up and/or micro firms will be served by the MBDA Business Project Program via strategic partnership referrals or electronic service delivery mechanisms (*e.g.*, MBDA Business Portal) [www.mbda.gov](http://www.mbda.gov). While the Project serves all MBEs, target clients include eligible MBEs with one or more of the following characteristics: (1) annual revenues of over \$1,000,000 or (2) participant in a high-growth industry (*e.g.*, green technology, clean energy, health care, infrastructure and broadband technology, among others) or (3) rapid growth potential (*see* Appendix D: Definitions of Key Terms). Promoting the success of MBEs is anticipated to have a significant impact on employment and the tax base in their communities.

The Project is part of a broader MBDA network and must be able to collaborate with both Agency staff and other MBDA Programs. MBDA anticipates the Project would, to the best of its abilities, provide services to those firms beyond a reasonable distance through virtual communications.

Although the Project is not designated a primary service area, the Project may serve MBEs nationwide.

## General Requirements

The Project requires staff to: (1) directly provide high-level business development and expert consulting services to eligible MBEs by facilitating access to capital, contracts and market opportunities; (2) develop, cultivate and maintain a network of high quality strategic partnerships; (3) collaborate with other MBDA Business Projects nationwide and strategic partners; (4) advocate for minority businesses; and, (5) provide referral services to clients. The Project will assist eligible MBEs in accessing federal and non-federal contracting opportunities in the public and private sector; traditional and alternative financing opportunities; as well as emerging domestic and international (export) market opportunities. These services will result in qualitative and quantitative outcomes yielding growth and expansion of MBE firms, building scale and capacity, and contributing to job creation/retention in the U.S.

MBDA has developed a variety of information technology tools to augment the Agency's ability to assist the minority business community. The Agency uses a high-speed network strategy that links all MBDA field Projects and Projects into a single virtual organization. The Project will have access to this technology through the MBDA Business Portal ([www.mbda.gov](http://www.mbda.gov)). Project operators and staff are required to attend MBDA training programs, as outlined (see Appendix F: Training Requirements and Definitions), designed to increase operational efficiency and provide value-added client services.

## Work Details and Requirements

The Project is required to perform work in basic areas—**client services; program promotion; advocacy; performance management; and, service optimization**. These elements are designed to:

- Conduct a comprehensive assessment of immediate, interim and long-term client needs and expectations;
- Establish projected growth tracks;
- Implement targeted plans of action for increasing size, scale and capacity;
- Provide strategic referrals;
- Increase the exposure and visibility of the MBDA Business Project program and MBEs;
- Maintain optimal service delivery, standard of operational quality of operations, and service optimization; and,
- Promote achievement of client outcomes by sharing and submitting success stories.

## Client Services

MBDA plans to initiate a three tier service model. The service model transitions contacts to customers (i.e., prospective client) and subsequently customers to MBE clients. The Project shall assist in promoting and referring minority customers to other readily available resources, information and readily accessible online tools to further support their growth and development. The Project will record the contact and referral information of the Customer into MBDA's Customer Relationship Management (CRM) Performance system.

*“Customers” are defined as those minority entrepreneurs and/or minority persons interested in entrepreneurship who do not meet the service eligibility criteria as defined in the FFO (Section I-B. Introduction) or do not have a client service engagement.*

The Project shall assist eligible MBEs (which have agreed in writing to become Project clients) in growing their businesses and compete in domestic and global markets. The Project shall provide direct

client assistance to MBEs through business consulting, Business-to-Business (B2B) Linkage Forums, relationship brokering, strategic referrals, and deal-making.

All new and existing client services shall be entered into MBDA's CRM Performance system. The Project is required to enter client information, detailed consulting services provided and description, awarded transactions and job creation/ retention into the CRM Performance System within three (3) business days from the time of service. A client feedback loop will be utilized to help MBDA ensure optimal service delivery. This feedback loop will include a Customer Satisfaction Survey and other elements as outlined in the Manual.

The client feedback loop is process for the evaluating the MBDA Business Project Program and Project; MBDA may conduct surveys and/or evaluations during or after the program using outside parties hired by MBDA or by MBDA staff. The Project operator is required to respond to the evaluation questions and furnish information. Evaluators will treat information provided in response to the survey as business confidential and in accordance with federal privacy and disclosure laws. As a part of acceptance of funding, the Project operator agrees to provide client information via MBDA's CRM Performance system to facilitate evaluations upon request. If MBDA chooses to conduct a survey to identify program impact across the program's beneficiaries using client information, MBDA may require the client email addresses to permit such a survey. Surveys conducted by MBDA will comply with the requirements of the Paperwork Reduction Act. *See*, 44 U.S.C. §§ 3501–3520.

MBDA may also share client information, client service information and performance results with other Federal agencies in order to conduct research, performance and impact studies consistent with the MBDA mission and programs. As such, all clients of the Project must agree to the use of their information for statistical and program evaluation purposes during the client intake process. Additional information about client intake procedures will be provided in the Manual.

Client services include, but are not limited to, the following types of assistance:

1. Client Assessment and Engagement - This is defined as a fundamental Project business practice. This activity should be conducted prior to the onset of service delivery. A client assessment requires an interview to be completed between the prospective MBE client and the Project employee or representative. The Project will ensure that a written agreement (i.e., signed Client Engagement Form) is executed with each client that specifies services to be provided. This engagement form must outline services individually tailored to the specific needs of each client and include a course of action for assisting the client in reaching its strategic goals. A completed form should contain the following elements:
  2. Intake - Background and contact information on the client, such as:
    - Client capability;
    - Determination of client service needs;
    - Development of a tailored Service Plan; and,
    - Identification of strategic resources and referrals, used in conjunction with the Project direct assistance.

The Project must ensure that MBE intake information is accurately recorded in the MBDA CRM Performance System.

3. Access to Markets - These activities, aimed at increasing MBE revenue growth, include, but are

not limited to:

- Identifying procurement opportunities based on client needs, and sourcing deals;
- Developing and maintaining strategic alliances with purchasing executives and government procurement officials;
- Engaging in deal-making between purchasing organizations and minority firms, and assisting in bringing transactions to closure;
- Conducting B2B forums, procurement/contract matchmaking events, opportunity fairs and networking events between MBEs and potential contract sources;
- Educating and assisting in the development of joint ventures, teaming arrangements, strategic alliances, and mergers and acquisitions;
- Solicitation analysis and bid/proposal preparation assistance;
- Identifying potential export markets, facilitating global transactions and providing referrals to international trade programs and services; and,
- Conducting market analysis and market promotion assistance.

4. Access to Capital - The goal of the access to capital activities is to help MBEs obtain appropriate financing for business growth. Activities in this area include, but are not limited to:

- Identifying financing opportunities based on client needs, and sourcing deals;
- Developing and maintaining strategic alliances with banking officials and alternative financial resources;
- Brokering of financial transactions by establishing and facilitating relationships between pre-qualified clients and sources of financing;
- Financial Assistance, for example, identification, preparation and packaging of standard commercial and alternative debt, bonding, leases (property and equipment), equity, mezzanine financing, accounts receivable, venture capital, angel investors, factoring and trade credits;
- Identification and closure of opportunities for mergers and acquisitions;
- Conducting financing forums and networking events between MBEs and potential financing sources; and,
- Conducting cost analysis.

5. Strategic Business Development - This activity involves providing tailored business development services directed towards assisting the Project clients to achieve higher levels of growth, competitiveness and capacity building. Strategic Business Development services include, but are not limited to the following:

- Provides technical assistance and business development services to MBEs in the exports sector by assisting to identify, screen, promote, direct and refer to specialized global programs (such as but not limited to the NIST MEP);
- Provide technical and business development services in order to secure financing and contract opportunities for MBEs;
- Assesses regulatory changes pertaining to global competitiveness;
- Conduct research to determine economic impacts and need for minority manufacturers and;
- Advocate to federal, state, local governments and private sector entities to expand its resources and use of minority manufacturers.

6. Capture Management is the process of identifying contract opportunities, matching the opportunity to a MBE client, and tracking the probability of a favorable outcome that results in a transaction awarded to the MBE client. The Project will actively participate in the capture management process. The Project will update the MBDA online tool (commonly referred to as the “Pipeline”) on a regular basis. This tool will assist the entire MBDA Network to evaluate specific opportunities with clients.
7. General Consulting Management includes, but not limited to organization and structure, formulating corporate policy, feasibility studies, business planning, and organizational development.

The Project shall not perform or engage in the day-to-day operations of, or make decisions for, its clients. The primary goal of the Project is to facilitate access to contracts, capital and market opportunities that lead to the growth and expansion of MBEs. The level of strategic referral, consulting services and/or brokering provided to MBEs will vary based on the stage of the MBE in its business life cycle.

### **Program Promotion and Advocacy**

Program promotion and advocacy consist of promoting MBDA program activities and brand within the business community, facilitating the identification of high quality clients, and identifying and developing public and private sector resources and business opportunities for clients.

1. Market Research and Development - Systematically investigate markets (locally, statewide, nationwide, and globally) to determine what business and capital opportunities exist for MBE development, contract opportunities, and business acquisitions. The Project will make optimum use of and collaborate with MBDA network to ensure that the information is made available to MBEs throughout the country. The Project will leverage resources available at the MBDA Office of Business Development.
2. Program Promotion - The Project will increase minority business development by obtaining support for the program and promoting the utilization of MBEs. The Project will submit client success stories for publishing on [www.MBDA.gov](http://www.MBDA.gov).

MBDA will develop a promotional brochure for distribution and develop a directory of staff and services offered for inclusion on the MBDA Portal. The Project shall provide the necessary information to support marketing and promotion and adhere to the Manual.

3. The Project shall produce client success stories in coordination with MBDA’s Office of Public Affairs. These success stories will be submitted to MBDA via email. Additional information will be provided in the Manual.
4. The Project staff shall promote and participate in the National Minority Enterprise Development (MED) Week activities and other events (*see* Appendix F: Training Requirements and Definitions).
5. Develop and Maintain a Network of Strategic Partners - Strategic partnerships are established to

assist the Project with: (1) generating successful contract and financial transactions; (2) creating new jobs and/or retain existing jobs; (3) helping MBEs to achieve size, scale and capacity; (4) assisting MBEs to expand in global markets. Strategic partnership must be documented in writing through Memorandum of Understanding (MOU) or similar agreement that records the terms and conditions of the partnership. The agreements must be shared with MBDA for coordination and tracking purposes.

A minimum of ten (10) strategic partnerships must be maintained by the Project. MBDA must be notified in writing if the Project is replacing a partner. Terminated partnerships must be replaced within forty-five (45) days after termination. Before the Project can claim a strategic partnership, it must be reviewed by the Federal Program Officer to determine whether the proposed relationship is likely to assist the Project in serving its client base and is consistent with the overall goals and objectives of the Project. MBDA has no responsibility or obligations to the Project's strategic partners unless otherwise negotiated between parties.

Examples of Project strategic partners include, but are not limited to:

- a) Large purchasing organizations – public and private sector;
- b) Banks and alternative financial institutions;
- c) State, county or city governments;
- d) Chambers of commerce or trade associations;
- e) U.S. Export Assistance Projects and Procurement Technical Assistance Projects;
- f) Small Business Development Projects;
- g) Community development corporations;
- h) Technology-based economic development organizations;
- i) Global Supply Chain or international manufacturing organizations and firms; and
- j) Other organizations interested in furthering the growth and global competitiveness of MBEs.

6. The Project and/or the Project operator may engage in Advocacy efforts to promote MBEs and/or the MBE community with Federal, state and local governments, as well as private sector entities for the purpose of expanding business opportunities, financings and teaming.

## **Operational, Performance Management and Service Optimization**

1. Operational management requires the Project to identify and electronically record on the MBDA CRM Performance System and/or Portal sources of the following:
  - Market Opportunities - public (federal, state and local government) and private (domestic and foreign) sector contracting opportunities;
  - Capital Resources - standard commercial and alternative debt (loans, lines of credit, etc.), equity, and mezzanine financing, bonds (performance and surety), and trade credit opportunities;
  - Business Ownership Opportunities - franchises, licensing arrangements, mergers and buy-outs;
  - Registration of MBEs - register eligible local MBEs in MBDA's CRM system.
2. Establishment of Service – The Project must be fully operational within sixty (60) days after receipt of the award. “Fully operational” means that all staff is hired, signage (if necessary) is up, all items of equipment (e.g., computer hardware, software, Internet services, phones, faxes) are in

place, and the Project's services are readily promoted to notify the public it is open for business. Within sixty (60) days after receipt of the award, the Project operator shall report via Grants Online to the Federal Program Officer that it has complied with this requirement. Failure to be fully operational within sixty (60) days may result in appropriate enforcement action under the award, up to and including termination.

The Project must provide services to eligible clients. Services can be delivered in person or virtually. MBDA calls and emails to the Project operator and/or the Project director must be returned by the next business day. In addition, the Project operator and Project director shall provide MBDA and other authorized federal government officials with accessibility to the Project team upon request. Within sixty (60) days after receipt of the award, the Project operator shall report via Grants Online to the Federal Program Officer, and to the MBDA Chief Information Officer (CIO) of the Office of Information Technology, Research and Innovation that it has complied with all information technology requirements (see Appendix E: Information Technology and Computer Requirements). Within sixty (60) days after receipt of the award, the Project operator shall also report the name, contact telephone number, and email address of the Project director, MBDA Business Project staff member(s), and the network or system administrator.

3. Personnel – The Project operator is required to have a Project director employed and exclusively dedicated on a full-time basis to the Project, and is removed from any competing interests. The Project director is vital to the MBDA Business Project Program – and is viewed as the Project operator's key representative to ensure the Project achieves its performance goals. The Project director must possess suitable management and business qualifications, including a minimum of a bachelor's degree or equivalent experience in a business-related field. Failure to hire a Project director within sixty (60) days may result in enforcement action under the award, including the withholding of award payments.

The selection of a Project director requires the MBDA Federal Program Officer (FPO) to conduct a review of candidate qualifications. The Project operator shall submit to the FPO at the onset of competition and/or after an award is issued, the Project director's resume and a minimum of three professional references. The FPO may also conduct an interview of the proposed candidate. Successful candidates will be recommended to the Grants Officer via the FPO for final approval.

The Project operator shall employ personnel with the knowledge and skills to develop and manage strategic relationships that enhance the Project's ability to source contracts, counsel minority firms on securing large contract and financial transactions, assist clients in negotiations with purchasing organizations and financing institutions, coordinate and collaborate on client service efforts, actively promote the brand of the Project and advise MBEs on accessing global markets as outlined in Section I.A.4., "Program Details and Work Requirements." All consulting personnel should have a minimum of a bachelor's degree or equivalent experience.

The Project personnel working with clients must possess the ability to: (1) promote and demonstrate the value of services offered to the client; (2) generate program income for the Project; (3) track service delivery on a consistent and regular basis; (4) collect quantitative and qualitative performance data; and (5) ensure optimal service delivery, client satisfaction, and operational quality standards are met.

The Project operator shall, to the best of its ability and available resources, provide competitive

financial incentives and/or salaries to the Project staff. The Project operator shall adhere to commonly accepted/best practices in human capital management. The Project may not engage in employee nepotism.

All personnel charged to the Project must directly contribute to the operation of the Project. There should be no “co-mingling” of staff time that is being charged to the MBDA federal award. Co-mingling is prohibited and is subject to enforcement action under the award, including the withholding of award payments and possible termination of the Project award. Staff vacancies shall be filled promptly. Vacancies beyond forty-five (45) days may result in appropriate enforcement action under the award, up to and including termination.

4. Service Optimization - The Project operator must maintain the efficiency and effectiveness of its overall operations as well as the quality to maximize client service impact. Under this function, the Project shall:
  - a) Execute signed work plan agreements and engagements with clients;
  - b) Input data, progress, best practices and results into the MBDA CRM Performance system within three (3) business days of the time of service and/or receipt of documentation (note: failure to adhere to may result in MBDA enforcement action);
  - c) Establish procedures for collecting and accounting for all fees charged to clients; accounting records for fees collected should be maintained on a consistent basis; no co-mingling of fees and funds;
  - d) Maintain records/files for all work charged to the program and clients; systems should be efficient and meet industry standards;
  - e) Ensure all files are properly recorded and supported by documentation including, MBDA Notice of Data Use; client MBE self-certification, MBDA data privacy notice, needs assessment, work assignments, finished work products, and awarded transactions;
  - f) Obtain required verification documentation for any of the performance measures claimed (*see* Appendix C: Performance Measures and Related Definitions);
  - g) Comply with all reporting requirements that are established as the terms of the award;
  - h) Cooperate with MBDA in maintaining content for the CRM Performance system, and other available online tools located at [www.mbda.gov](http://www.mbda.gov);
  - i) Execute a Trademark and Licensing Agreement prior to using the MBDA Business Project logo;
  - j) Adhere to MBDA’s trademark and licensing requirements and branding guidelines for all forms of communication, including use of logo, design or marketing collateral, office and event signage. Formal instructions and guidelines will be provided to the Project operator at the Post-Award Conference.

Note: Additional information and Operational Quality requirements shall be provided in the Manual.

The term MBDA Business Project is a trademark of the Federal Government and the Federal Government reserves exclusive rights in the term. Permission to use the term is granted to the Project operator for the sole purpose of representing the activities of the Project operator in the fulfillment of the terms of the financial assistance award.

The Project is not authorized to use either the Department of Commerce’s (DOC) official seal or

the MBDA logo in any of its electronic and/or printed publications, documents or other materials without prior written approval from the Department of Commerce or from MBDA. Neither the Project operator, Project director nor Project staff is permitted to represent themselves as employees of the Federal Government.

The Project operator must ensure the Project maintains full operational capacity and services throughout the program year.

### Performance Measures and Performance Ratings

1. Performance Measures - The Project performance is evaluated by MBDA based on specific performance elements, which are assigned weighted values. The Project operator will be awarded points with respect to each performance element through defined work activities that lead to successful client outcomes. Specifically, performance points will be awarded by MBDA in proportion to the Project operator's satisfaction of the performance goals set forth in the application and incorporated into the terms and conditions of the award.
2. Performance Ratings - The Project operator is expected to achieve an overall "Commendable" (or better) performance rating for each funding period, and will be assigned a performance rating by MBDA for each of the funding periods based on the rating system below:

Performance Scale	
Performance Ratings	Overall Points Required
Outstanding	100.0* & above
Commendable	90.0 – 99.9
Good	80.0 – 89.9
Satisfactory	75.0 – 79.9
Unsatisfactory	74.9 & below

\*Not to exceed 160 Points

Failure to maintain at least a "Satisfactory" performance rating may result in designation of the Project award recipient as high risk and/or placed on a Performance Improvement Plan (PIP), assignment of special award conditions, and other further action under the award, up to and including award termination.

3. Performance Goals

Minimum performance requirements for the Project and funding period (*see Appendix B: Performance Goals*). Applicants must propose performance goals by category for the each of the five funding periods.

Proposing higher than estimated goals without a corresponding methodology for accomplishment or without a corresponding justification may demonstrate a lack of knowledge of the market place and may adversely impact MBDA's evaluation of the application. Accordingly, applicants should carefully consider the feasibility of the performance goals proposed in the application. In addition, MBDA may negotiate proposed performance goals with the high ranking applicant winner of an award competition prior to offering an award.

Detailed program performance related definitions and reporting requirements (*see* Appendix C: Performance Measures and Related Definitions).

## **APPENDIX K**

### **Business Project Trademark and Licensing Requirements**

The “MBDA Business Project” logo and the phrase “MBDA Business Project” are trademarks of the Minority Business Development Agency (MBDA), U.S. Department of Commerce. MBDA reserves exclusive rights in the use of the “MBDA Business Project” logo, the phrase “MBDA Business Project,” and all associated marks and representations (**hereafter “MBDA trademarks”**). The Cooperative Agreement from MBDA includes the terms of this Appendix covering the trademark and licensing requirements for use of the MBDA trademarks. By signing the Cooperative Agreement, the operator of the MBDA Business Project agrees to the terms and conditions related to the use of the MBDA trademarks as stated in this Appendix.

This appendix covers only the MBDA trademarks and does not authorize an MBDA Business Project to use the Department of Commerce seal or the MBDA Headquarters logo on any electronic or printed communications for any purpose.

***Grant of License:*** Pursuant to the acceptance of the terms of the Cooperative Agreement, MBDA (hereafter “Licensor”) grants to the operators of each MBDA Business Project (hereafter “Licensee/Project”) a non-exclusive, royalty-free right to use the MBDA trademarks for the following purposes:

1. Business materials and products – business cards, letterhead, folders, programs, bulletins, and newsletters.
2. Event and workshop signage – flyers, publications, and signs announcing events sponsored or organized by or on behalf of the Licensee/Project. Licensee/Project must be an active participant in the event.
3. Electronic communications – email signature blocks, webpages, announcements, and signs regarding events sponsored or organized by or on behalf of the Licensee/Project.
4. Project signs and markers – signs and print information to indicate or describe the location of the Licensee/Project or an event sponsored or organized by the Licensee/Project.

The MBDA trademarks may be used to advertise the Licensee/Project’s participation on a per event basis in collaboration with a third party.

***Assignment and Sub-licenses:*** This license is not assignable. Notwithstanding this provision, the Licensee/Project may hire subcontractors to perform exporting and trade finance activities, only in connection with items (1) – (4) above, under this License. Any attempt by the Licensee/Project to assign any portion of this License or to grant an improper sub-license to a third party shall be deemed a breach of this License and may constitute cause for termination of the Cooperative Agreement.

***Quality Control:*** Licensor has the right to inspect the Licensee/Project’s goods, services, and promotional activities employing the MBDA trademarks to ensure that such uses are of proper quality and otherwise consistent with the terms of the Cooperative Agreement and this License. Licensor may terminate this License should Licensor determine that the MBDA trademarks have been used in a manner that is inconsistent with the terms of the Cooperative Agreement or this License.

***Duration and Termination:*** This License is effective upon the execution of the Cooperative Agreement and shall terminate on the close out date of the Cooperative Agreement. Upon termination of this License to use the MBDA trademarks, all rights of the Licensee/Project to use the MBDA trademarks shall immediately terminate. In the event of a breach of any of the terms and conditions of this License by the Licensee/Project, the Licensor shall give Licensee written notice of such breach. In the event Licensee/Project does not cure such breach within thirty (30) days, Licensor may immediately terminate this License and shall notify the Licensee/Project in writing of such termination.

***Validity and Ownership of Mark:*** Licensee/Project is prohibited from interfering with Licensor's rights in the MBDA trademarks, including challenging Licensor's use, registration of, or application to register the licensed MBDA trademarks, alone or in combination with other words or designs, anywhere in the world. The Licensee/Project is further prohibited from attempting to register the licensed MBDA trademarks, or any confusingly similar mark, whether or not registered by MBDA, alone or in combination with other words or designs, as a U.S. or foreign trademark, and from asserting any intellectual property rights in the MBDA trademarks through Licensee/Project's use. Any rights asserted by the Licensee/Project in the MBDA trademarks shall vest in the U.S. Department of Commerce, and any goodwill from use of MBDA trademarks by Licensee/Project shall inure to the benefit of the U.S. Department of Commerce.

***Use of Mark:*** In addition to the above provisions of this License, the Licensee/Project shall abide by the following guidelines:

1. The Licensor considers the licensed MBDA trademarks to be its trademarks and service marks and holds them out to the public as such.
2. The Licensee/Project in using the licensed MBDA trademarks that are or hereafter become federally registered shall clearly indicate that the marks are federally registered with the U.S. Patent & Trademark Office and that they are the property of the U.S Department of Commerce. Such indication of registration shall be in the form of the "®" ("R in a circle") designation. The Licensee/Project in using the licensed MBDA trademarks that are not federally registered shall clearly indicate that the marks are the property of the U.S. Department of Commerce. Such indication shall be in the form of the "™" or "SM," designation.

***Indemnification:*** By signing the Cooperative agreement, the Licensee/Project agrees to indemnify and hold harmless the Licensor, any of its employees, agents, and contractors, against any and all claims, damages (including attorneys' fees) asserted by or paid to any party on account of a breach or alleged breach of the above warranties regarding the use of the MBDA trademarks.