

**PRE-APPLICATION CONFERENCE  
ENTERPRISING WOMEN OF COLOR NOTICE OF FUNDING  
OPPORTUNITY ANNOUNCEMENT  
FFO NUMBER: MBDA-OBD-2020-2006443  
APRIL 14, 2020  
2:00 – 3:00PM EDT**



Grow your business. Build the Nation.

# OVERVIEW



- Teleconference Protocol
- Important Dates
- Pre-Application Conference Objectives
- MBDA Background
- Notice of Funding Opportunity Announcement
  - Business Center Objectives
  - Business Center Program Priorities
  - Business Center Award Information
  - Application and Submission Information
  - Unique Entity Identifier and System for Award Management (SAM)
  - Submission Dates and Times
  - Other Submission Requirements
  - Application Review Information
  - Review and Selection Process
  - Award Administration Information
  - Agency Contact
  - Other Information
- Questions and Answers

# TELECONFERENCE PROTOCOL



- Phones should be placed on mute
- Questions are prompted at designated times and coordinated through conference operator
- Teleconference focused on Enterprising Women of Color Notice of Funding Opportunity Announcement
- Keep questions relevant to the topic at hand
- Avoid duplicating questions

# IMPORTANT DATES



- CFDA #11.805, Business Center
- Competition
  - Published Date: March 30, 2020
  - Deadline Date: May 30, 2020 at 11:59 P.M., E.S.T.
- Electronic applications only
- Anticipated Award
  - Start Date: September 1, 2020

# MBDA STRATEGIC ALIGNMENT



## VISION

MBDA is the champion for minority business enterprises

## MISSION

To promote the growth of 11 million minority business enterprises

## STRATEGY

To increase the number of MBEs that gross \$1M+ in revenues



# BUSINESS CENTER PROGRAM OBJECTIVES



The Minority Business Development Agency (MBDA), a bureau of the U.S. Department of Commerce, will provide Federal assistance to support innovative projects seeking to promote and ensure the inclusion and use of minority enterprises. The MBDA Minority Business Development Project provides technical assistance and business development services to minority business enterprises (MBEs). In accordance with Executive Order 11625 and 15 U.S.C. § 1512, MBDA is soliciting competitive applications from eligible organizations for the operation of a MBDA Minority Business Development Center as described in this Announcement. MBDA will award three (3) individual grants pursuant to this Announcement for a business center in 3 US metropolitan areas. Entities in all US states and territories may apply.

# BUSINESS CENTER PROGRAM PRIORITIES



MBDA, a bureau of the U.S. Department of Commerce, leads Federal Government efforts to promote the growth and global competitiveness of minority business enterprises (MBEs). MBDA has established key priorities designed to overcome the unique challenges faced by MBEs. MBDA is now initiating new approaches to serve MBEs that complement Presidential priorities and U.S. Department of Commerce goals. The Commerce Department and MBDA supports Minority Women in Business Goals of the Administration. MBDA has established the Enterprising Women of Color program as support.

Enterprising Women of Color – As part of the Administration’s focus on empowering women, MBDA is seeking to promote minority entrepreneurs, with a focus on women entrepreneurs, to become engines of economic growth in their communities. As of 2019, 6.4 million minority-owned women businesses employed nearly 2.4 million people and generated \$422.5 billion in revenue according to the American Express State of Women-Owned Businesses Report (September 23, 2019). Women-owned businesses represent 42% of all businesses. This report also estimated that if the revenues generated by minority women-owned firms matched those currently generated by all non-minority women-owned businesses, they would add 4 million new jobs and \$981 billion in revenues to the U.S. economy. Women re-invest approximately 90% of their earnings into their family and their communities, creating a unique multiplier. Investments in women-owned businesses make communities prosper.

# PROGRAM PRIORITIES CONTINUED



## 1. Agency Requirements for the Center

a) Alignment to MBDA Mission – Each proposed project should align, complement, and support MBDA’s mission to promote the growth and global competitiveness of America’s growing minority business enterprise (MBE) community.

b) Service Location - MBDA seeks to fund projects located in any U.S. State or U.S. Territory.

c) Performance - Funded projects must align with the MBDA program priorities (I.A. and I.B. above).

d) Innovation - Applications must address the unique challenges faced by minority business enterprises (MBEs). MBDA especially encourages applicants to address challenges faced by women-owned MBEs.

# PROGRAM PRIORITIES CONTINUED



2. Performance Measures and Goals- in order to remain consistent with the Agency's mission, applications should allow for the measurement of growth of minority business enterprises (MBEs). Applicants should plan projects that allow them to set goals in these areas and to capture success stories.

- Measures and Goals
- Number of Clients Served: the actual number of MBEs served during this funding period. The clients must complete a written engagement form with the center for specific services.
- Number of Contracts: the number of awarded contracts and other binding procurement awards secured by clients.
- Number of Success Stories: a qualitative measure of client success stories provided in a detailed narrative of the services rendered, the impact on MBE operations and/or revenue, and the actual outcome (i.e., contract or capital procurement).

# ENTERPRISING WOMEN OF COLOR AWARD INFORMATION



## A. Funding Availability

MBDA expects to expend approximately \$3,000,000 (FY2020 \$1,500,000 and FY2021 \$1,500,000) to fund the financial assistance awards under this Announcement. The funding amounts referenced in this Notice of Funding Opportunity (NOFO) are subject to the availability of appropriated funds. Publication of this NOFO does not obligate the U.S. Department of Commerce or MBDA to award any specific grant or cooperative agreement or to obligate all or any part of available funds.

## B. Project/Award Period

MBDA will issue an award for a two-year term from September 1, 2020 through August 31, 2022. Receipt of any prospective funding also is contingent upon the availability of funds from Congress and continued relevance to program objectives and will be at the sole discretion of the Department of Commerce.

# ENTERPRISING WOMEN OF COLOR AWARD INFORMATION CONTINUED



## C. Type of Funding Instrument

Selected applicant(s) will receive funding through a grant under this Announcement. After the award is made, MBDA staff may assist the project by means of a post-award conference, ongoing collaboration and communication.

## III. Eligibility Information

### A. Eligible Applicants

Eligible applicants include: For-profit entities (including but not limited to sole proprietorships, partnerships, limited liability companies, and corporations), non-profit organizations, institutions of higher education, commercial organizations, state and local government entities, and quasi-government entities.

### B. Cost Sharing or Matching Requirement

Cost sharing is not required unless determined by the applicant that the project can only be funded with matching/cost sharing funds.

### C. Other Criteria that Affect Eligibility

None

# APPLICATION AND SUBMISSION INFORMATION



## Address to Request Application Package

All application materials and forms are available at the grants.gov website (<http://www.grants.gov>). Helpful competition materials such as FAQs can be found on the MBDA Internet Portal ([www.mbda.gov](http://www.mbda.gov)).

## Content and Form of Application

**General Requirements.** The application must provide sufficient information for the agency to make a determination of merit of the proposal. Each applicant's proposal must describe in detail the programmatic deliverables that address "Agency Requirements for the Center" (See Section above) as well as meet content requirements below.

- Title Page (One (1) page limit)
- Table of Contents (One (1) page limit)
- Applicant Narrative (Ten (10) page limit)
- Project Synopsis (Two (2) paragraph limit)
- Project Description
- Applicant Capability
- Standard Forms (SF) and Budget Narrative

# UNIQUE ENTITY IDENTIFIER AND SYSTEM AWARD MANAGEMENT (SAM)



Each applicant (unless the applicant is a 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 the award, MBDA may determine that the applicant is not qualified to receive a Federal award and use that determination as a basis for making an award to another applicant.

# SUBMISSION DATES AND TIMES



All proposals must be received on or before May 30, 2020 at 11:59:59 pm Eastern Daylight Time (EDT). Applications may be submitted starting from the publication date of this NOFO up to the deadline above. Applications received after this time will not be reviewed or considered for funding. Applications must be submitted electronically via [www.grants.gov](http://www.grants.gov). 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 should anticipate receiving confirmation of successful submission within forty-eight (48) hours. It is imperative that applicants obtain this confirmation as proof of successful submission. Waiting to submit an application until the end of the competition period puts an application at risk; be sure to allow ample time.

## OTHER SUBMISSION REQUIREMENTS



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 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. 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 NOFO.

- 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 to four weeks if all steps are not completed correctly. Information about the registration process can be found at [http://www.grants.gov/applicants/get\\_registered.jsp](http://www.grants.gov/applicants/get_registered.jsp). Before applying, your organization needs to register with Grants.gov, which requires appointing one or more Authorized Organization Representatives (AOR). Applicants should register as organizations, not individuals. You must register an Authorized Organizational Representative (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. Below are instructions for registering as an organization.
- Electronic Submission – All applications are submitted electronically.

# APPLICATION REVIEW INFORMATION



- Narrative (65 points)
  - Project Description (up to 25 points)
  - Applicant Capability (up to 25 points)
  - Project Goals and Objectives (up to 15 points)
  
- Applicant Budget (35 points)
  - Budget Breakdown (up to 15 points)
  - Budget Narrative (up to 20 points)

# REVIEW AND SELECTION PROCESS



- Initial Screening
- MBDA Merit Review Panel
- Selection Factors

# AWARD ADMINISTRATION INFORMATION



- Anticipated Announcement and Federal Award Dates
- Award Notices
- Administrative and National Policy Requirements
- Reporting Requirements

# AGENCY CONTACT



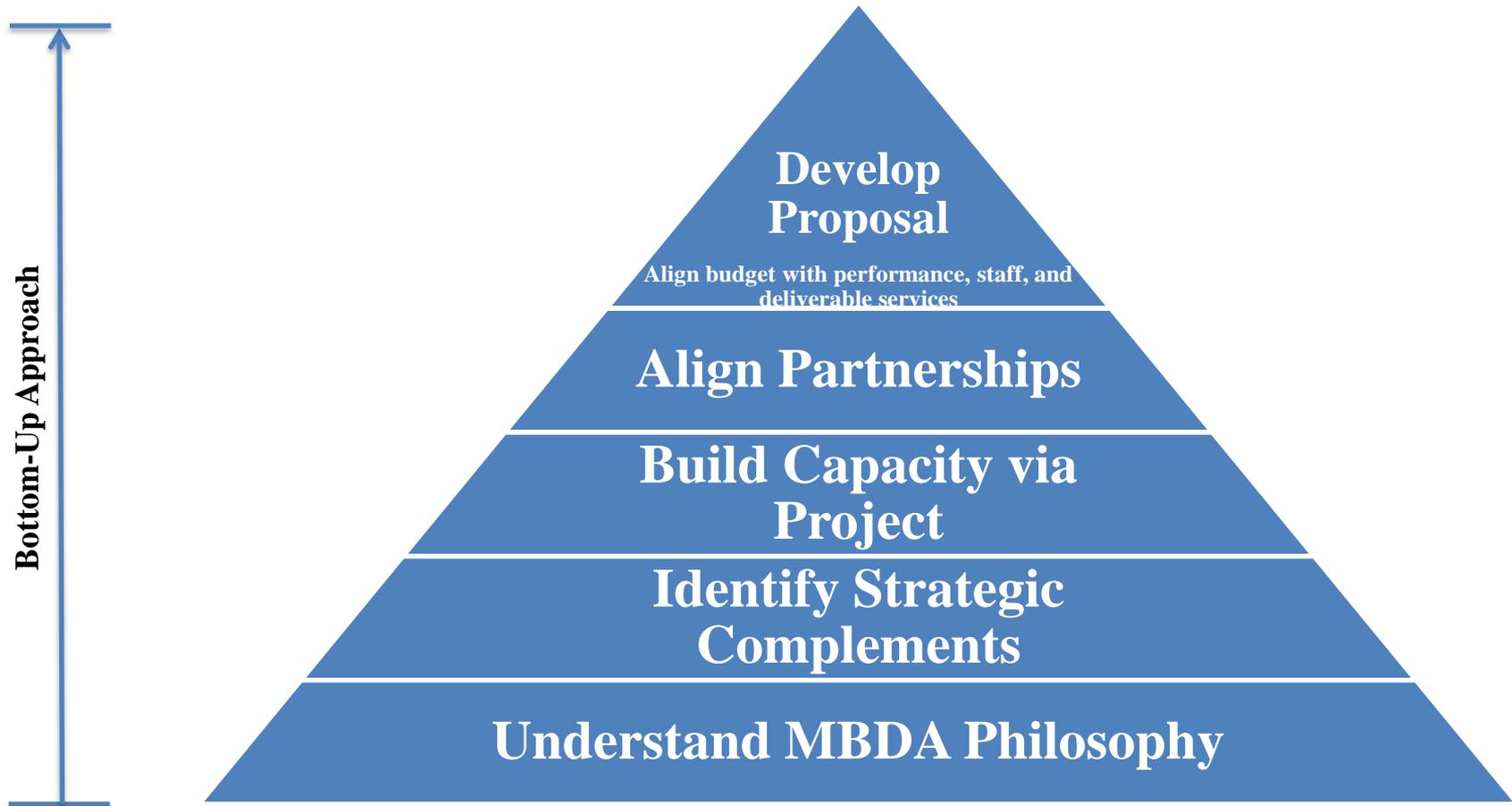
Nakita Chambers, Program Manager  
MBDA Office of Business Development  
Tel: 202.482.0065  
Email: [nchambers@mbda.gov](mailto:nchambers@mbda.gov)

## OTHER INFORMATION



- Post Award Teleconference
- National Minority Enterprise Development Week Conference
- MBDA National Conference
- Collaboration with MBDA
- Past Performance and Non-Compliance with Award Provisions
- Limitation of Liability
- Review of Risk
- Audit Costs
- Freedom of Information Act Disclosure

# STRATEGY FOR COMPETITION



**THANK YOU FOR YOUR PARTICIPATION &  
GOOD LUCK!**



Please adhere to operator  
instructions to ask questions.

Thank you