

# Corporate Alliance Program

## CAP/NYCEO M/WBE Mentorship Program

### Frequently Asked Questions (FAQs)



#### 1. What is the Corporate Alliance Program (CAP)?

CAP is a public-private partnership between [NYC Department of Small Business Services](#) and Fortune 500 corporations to offer NYC-certified or eligible Minority- and Women-owned Business Enterprises (M/WBEs) education and training about accessing private-sector contract opportunities with large corporations. The initiatives currently offered through CAP include:

- CAP/NYCEO Mentorship Program
- M/WBE Referral Service

#### 2. Who are the current Corporate Alliance Program (CAP) corporate partners?

The current members of the Corporate Alliance Program are Accenture, BNY Mellon, Capital One, CDW, Citi, Colgate-Palmolive, Columbia University, Con Edison, Experis - ManpowerGroup, Goldman Sachs, IBM, Interpublic Group, National Grid, NYU, Skanska and Waste Management of NY.

#### 3. What is the CAP/NYCEO M/WBE Mentorship Program?

NYC-certified M/WBEs in the Professional Services, Standard Services and Goods (non-construction) sectors, selected through a competitive application and interview process, will be assigned to groups comprised of 1– 3 firms (mentees). Each mentee group will be matched with a business mentor from [Entrepreneurs' Organization – NY](#) Chapter (EO) to work together over a 32-week period on business and leadership goals that will help grow their businesses.

Participants will also benefit from educational learning sessions covering relevant business topics curated to the cohort's needs and presented by executives from CAP partner companies and other subject matter experts.

This program focuses on growing the participant's business through private-sector opportunities.

#### 4. What is Entrepreneurs' Organization?

Entrepreneurs' Organization (EO) is a membership-based networking organization whose members are successful entrepreneurs generating at least \$1 million in annual revenues. SBS and CAP have partnered with EO-NY, who refers mentors for CAP/NYCEO. EO offers a mentorship program for members and potential members called "Accelerator", which is tapped for volunteer, experienced mentors for the CAP/NYCEO Program.

#### 5. How will you identify M/WBEs to participate in the CAP/NYCEO Mentorship Program?

City-certified M/WBEs who are interested and who fulfill the eligibility criteria can apply online. After review of the application, those deemed initially qualified may be invited to interview, as necessary.

#### 6. What are the eligibility criteria for the CAP/NYCEO Mentorship Program?

An eligible applicant:

- is the owner of a Professional Services, Standard Services or Goods firm (non-construction)
- is certified by NYC as a M/WBE
- has been in operation for at least three years
- has experienced continual growth over the last two years
- has annual revenues between \$150,000 and \$1,000,000
- ideally, has at least two employees (including owner)
- can provide a business plan, business profile, business growth plan or capabilities statement (you will be asked to upload docs on online application or bring with you to interview, if invited)
- can commit to the 32-week engagement period of the program

#### 7. How long is the CAP/NYCEO M/WBE Mentorship Program?

For each cohort, the mentee-mentor engagement is 32 weeks starting with the kickoff meeting. There will be a graduation ceremony conducted around the 34th or 35th week.

#### 8. What does this program entail?

Successful applicants will be assigned into mentee groups of 1 – 3 business owners. Based on available mentors and several criteria – industry, identified business challenges, years in operation, etc. – each mentee group will be matched with one mentor. **Industries will not necessarily be grouped together.** Grouping will be decided on the potential benefits that may be obtained by diversifying the group.

At the start of the 32-week engagement, mentees will work with their mentor to develop 1 – 3 growth goals that they will work on with their group and mentor. From those growth goals, each mentee will determine, with guidance from their mentor, an action plan and action steps to guide themselves.

Based on challenges identified by the applicants during the application and interview process, learning seminars will be developed with the CAP partners. Mentees will be required to attend at least two of the seminars and one mandatory learning session on corporate procurement.

Mentees will be held responsible for committing to scheduled meetings with SBS, the cohort, mentor groups and mentors; presenting their goals to the cohort and SBS; and reporting on progress on goals during the 32-week engagement. Mentees will also be required to provide periodic evaluations to assist with program quality assurance and mentor performance evaluation and management.

#### 9. What is the key take-away for each entrepreneur?

Throughout the duration of the program, firms will be working on their own businesses and on leadership skills. At the end of the program, each entrepreneur will emerge with a set of goals

# Corporate Alliance Program

## CAP/NYCEO M/WBE Mentorship Program

### Frequently Asked Questions (FAQs)



vetted by other entrepreneurs to continue working on to grow their business. In addition, each participant gains access to a network of other business experts and entrepreneurs who will continue to provide support beyond the end of the program. The hope is that the guidance provided during the engagement period will result in growth in the areas focused on during the program.

#### 10. How much does this program cost?

This program is offered at no cost to the participants and is generously supported by volunteers from EO-NY and our CAP partner organizations.

#### 11. Who is the contact at SBS for questions about CAP?

For more information on CAP you may contact the Corporate Alliance Program Manager at [corporatealliance@sbs.nyc.gov](mailto:corporatealliance@sbs.nyc.gov)

#### 12. Will participating in this CAP program guarantee my firm a contract?

No program offered by the City of New York can guarantee a contract. Except for sole-source contracts, emergency purchases, and certain negotiated acquisitions, all contracts awarded by the City are competitively bid. Likewise, our CAP members do not have contracts “set-aside” for participating firms.

What you will gain is specific business guidance and growth facilitation from successful entrepreneurs, access to subject matter experts to help address areas of challenge within your business, increased access to CAP organizations and their representatives with better information about their requirements for the vendors that they contract with, and a network of fellow entrepreneurs that will carry beyond the program.

Additionally, the workshops are designed to provide you with more information about how to position your company as a qualified vendor, what to expect when doing business with large corporations, and other information about how to better compete for private-sector contract opportunities. This should help your firm to become more competitive when seeking opportunities to work in the arena.

#### 13. I'm a minority/woman business owner and want to certify with the City of New York; how do I certify?

-OR-

**I used to be certified with the City as an M/WBE, but my certification expired. How do I re-certify?**

To certify with the City of New York as an M/WBE or renew an expired certification:

- Download the M/WBE certification application or begin the application online at [nyc.gov/getcertified](http://nyc.gov/getcertified)
- Get help completing the certification application at any one of the [NYC Business Solutions Centers](#).

# Corporate Alliance Program

## CAP/NYCEO M/WBE Mentorship Program

### Frequently Asked Questions (FAQs)



**14. My firm is not a certified M/WBE and not eligible to get certified, but I would still like to access all your services.**

In addition to the City's M/WBE program, SBS runs a federally-funded [Procurement Technical Assistance Center \(PTAC\)](#) to help all businesses learn to sell to all levels of government.

Additionally, you may visit the [NYC Business Solutions Centers](#) located in every borough of the City to access free services available to all small business in NYC. You can contact any of the Centers by calling 311.

Additionally, all businesses can still go to each corporation's website and register in its supplier system directly. Many of these corporations have commitments to work with all types of small businesses under other certifications, including Veteran-owned or Service-disabled Veteran-owned and LGBTQ-owned. More information can be found in our [How to Sell to Corporations Guide – Starting with CAP Partners](#).