The New
“All Small Mentor–Protégé Program”

The Office of Government Contracting & Business Development

Sandra E. Clifford, Deputy Director

Presentation to

Outreach & Industry Day, Naval Surface Warfare Center, Carderock Division

May 1, 2017
Mission and Goals

- To provide streamlined access for small businesses to enter into the federal acquisition marketplace

Goal 1
- To enhance the business capabilities & growth potential of Small Business firms through mentoring with experienced large businesses

Goal 2
- To gain increased access to domestic and international contracts through formal partnerships with large experienced businesses

Goal 3
- To assist large mentor firms in expanding and developing a more mature and diverse supply chains

Goal 4
- To assist large mentor firms in gaining access to small business contracts through value-added small business partners
Authorization – 2010 Jobs Act and 2013 NDAA

SBA had a well-established mentor protégé program for SBA 8(a) certified firms; but lacked an MPP program for other small business concerns and specifically, one for specialized certified concerns such as WOSB, SDVOB, & HubZone businesses.

Final Rule Published July 25, 2016

Effective Date: August 24, 2016
Official Launch Date: October 1, 2016

Created One Government-wide program for all small businesses

Also revised rules for 8(a) MP program to make both programs more consistent, where practicable.

Instructed SBA to review all other Agency’s MPPs and consolidate where practicable.
Mentor Services to Protégés

- **Management & Technical Assistance** (internal business management systems)
- **Financial Assistance** (in the form of equity investments and/or loans)
- **Contracting Assistance** (contracting processes, capabilities acquisitions & performance)
- **Trade Education** (learn how to export, International Trade business plan, finding markets)
- **Business Development Assistance** (strategy, finding contracting and partnership opportunities)
- **General and/or Administrative Assistance** (business processes and support)
Program Office provides an online mechanism (Certify.SBA.gov) for small (Protégé) and large (Mentor) pairings to apply to become a recognized “team” that can form “joint ventures” defined as “small” – to compete for small business set-aside contracts in the federal government.

ASMPP (All Small Mentor Protégé Program) is operated centrally at SBA HQ. All agreements are reviewed, approved and evaluated here. (no district office involvement is required)

Review & evaluate online applications; approve or decline per rules and quality standards

Collect annual reports and evaluate, quantitatively and qualitatively, the success of the program through identified metrics and success stories. (in development currently)

Joint venture agreements are not reviewed and approved in this office. (in contrast to 8(a) JV approval at the District Office level.)
<table>
<thead>
<tr>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Protégé may generally only have one Mentor at a time; SBA may approve a second where no competition exists/new NAICS/new Mentor skills; Two maximum.</td>
</tr>
<tr>
<td>Both Protégé and Mentor must be for-profit (with exception of Protégé being agriculture cooperative).</td>
</tr>
<tr>
<td>Mentor – no more than 3 Protégés at same time (not lifetime).</td>
</tr>
<tr>
<td>A participant can be both a Protégé and Mentor at the same time, if no competition or conflict.</td>
</tr>
<tr>
<td>Self-certifying; small in size standard corresponding to primary NAICS; or seeking BD assistance in a secondary NAICS and qualify as small. (SAM.gov) If redetermination letter to affirmative, they qualify.</td>
</tr>
<tr>
<td>SBA will not authorize MPAs in second NAICS in which firm has never performed any work; or where firm would only bring status as “small” to Mentor and nothing else.</td>
</tr>
<tr>
<td>Existing 8(a) firms in last 6 months of the 8(a) program wishing to transfer the MPA to ALL Small – online application (coordinating with 8(a) office to fine tune process) – no reapplication required</td>
</tr>
<tr>
<td>Requiring upload of Business Plan; no financial statements or tax returns as part of application process.</td>
</tr>
<tr>
<td>JV Agreements: ASMPP – will not review and approve Joint Venture agreements</td>
</tr>
</tbody>
</table>
All Small Mentor Protégé Program

- Began accepting applications October 1, 2016.
- Applications must be submitted via certify.sba.gov. No paper applications are accepted.
- New! Listing of approved MPAs

https://www.sba.gov/allsmallmpp
Welcome to certify.SBA.gov

The U.S. Small Business Administration (SBA) is working to modernize the application process for federal contracting programs. Manage your application and eligibility documentation for the WOSB and All Small Mentor-Protege programs online from our easy-to-use dashboard. Get started today!

New Features
Experience a unified SBA contracting program certification process and complete SBA forms directly online. Upload and manage your documents across multiple programs and receive email notifications such as expiration and renewal notices.

Am I Eligible?
Answer a few questions to discover if your company should pursue participation in SBA's contracting programs. Are you eligible to join the Woman Owned Small Business (WOSB) Program, HUBZone Program, or 8(a) Business Development Program? Find out

Upcoming Activities
New programs will soon be Incorporated onto certify.SBA.gov including the 8(a) business Development Program (Winter 2017), HUBZone Program (Spring 2017) and Dynamic Small Business Search (USBS) (Summer 2017).

Currently, this website is available for the Women-Owned Small Business (WOSB) and All Small Mentor
<table>
<thead>
<tr>
<th>Media Type</th>
<th>Title</th>
<th>Description</th>
<th>View Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>FEATURED</td>
<td>SBA's All Small Mentor-Protégé Program</td>
<td>This tutorial is designed to help you answer the question, “Is SBA’s All Small Mentor-Protégé Program a good fit for my business?” You will be provided relevant details to inform the answer to...</td>
<td>GO TO COURSE</td>
</tr>
<tr>
<td>FEATURED</td>
<td>Taking Your High-Tech Product to Market</td>
<td>Your product or service is on the cutting edge of technology, a game changer. Now you need to find the best way to get your breakthrough to market. This course will introduce you to the product...</td>
<td>GO TO COURSE</td>
</tr>
<tr>
<td>FEATURED</td>
<td>Understanding Your Customer</td>
<td>Knowing your customer is a vital part of effectively selling your product or service. This course will introduce you to tools and resources that will help you understand your customer and increase...</td>
<td>GO TO COURSE</td>
</tr>
</tbody>
</table>
How To Apply

• Applicants are required to register in the System for Award Management (SAM) prior to submitting their Mentor/Protégé application.

• Complete your business profile in Certify.SBA.gov.

• Evaluate and select your Mentor prior to applying. This is not a matching program. SBA will not find a Mentor for you.

• Begin the ASMPP application process.

• Protégés and Mentors must complete the online tutorial and have certificate of completion ready for upload.

• Have required documents ready for upload.
“Fast Facts”

- Oct 1, 2016 to date:
  - 3,900+ Online Tutorial Views
  - 8 8(a) Transfer MPAs to ASMPP
  - 17 ASMPP applications declined
  - 148 Approved MPA agreements in portfolio
Sandra E. Clifford, Deputy Director
- All Small Mentor–Protégé Program
- Office of Government Contracting/Business Development
- Office: 202–205–7226
- allsmallmpp@sba.gov
- www.sba.gov/allsmallmpp