

## **CAP/NYCEO MENTORSHIP PROGRAM**

### **Frequently Asked Questions (FAQs)**

**Q1. What is the Corporate Alliance Program (CAP)?**

- A. CAP is a public-private partnership between NYC Department of Small Business Services and ten corporations to offer NYC-certified or eligible Minority- and Women-owned Business Enterprises (M/WBEs) and small businesses education and training about accessing private-sector contract opportunities with large corporations. There are three initiatives currently offered through CAP: the Navigating the Corporate Supply Chain Workshop series, the CAP/NYCEO Mentorship Program and the M/WBE Recruitment Service.

**Q2. Who are the 10 Corporate Alliance Program (CAP) corporate partners?**

- A. The current members of the Corporate Alliance Program are Accenture, American Express, BNY Mellon, Citi, Colgate-Palmolive, Columbia University, Con Edison, Goldman Sachs, IBM, and National Grid.

**Q3. What is the CAP/NYCEO Mentorship Program?**

- A. Professional Services, Standard Services and Goods M/WBEs and small businesses, selected through a competitive application and interview process, will be assigned to groups comprised of 3 – 4 firms (mentees) and each group will be matched with a mentor from [Entrepreneurs' Organization](#) (EO) to work together on business and leadership goals that will help grow their businesses. Participants will also benefit from educational learning sessions covering relevant business topics custom-curated to the cohort's needs and presented by executives from CAP partner companies. Based on need, mentees may also be advised by a CAP partner executive with specific business expertise.

**Q4. What is Entrepreneurs' Organization?**

- A. 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 for mentors for this program. EO offers a mentorship program called "Accelerator" and will be providing experienced mentors for the CAP/NYCEO Mentorship Program.



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### **Frequently Asked Questions (FAQs) - continued**

#### **Q5. How will you identify M/WBEs and small businesses to participate in the CAP/NYCEO Mentorship Program?**

- A. M/WBEs and small businesses who are interested and who fulfill the eligibility criteria can apply online. After review of the application, those deemed initially qualified will be invited to SBS for an interview.

#### **Q6. What are the eligibility criteria for the CAP/NYCEO Mentorship Program?**

- A. An eligible applicant:
- Is the owner of a Professional Services, Standard Services or Goods M/WBE or small business
  - Has been in operation for at least three years
  - Has experienced continual growth over the last two years
  - Has annual revenues between \$200,000 and \$800,000
  - 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, should you be invited)

#### **Q7. When does the CAP/NYCEO Mentorship Program start and how long is it?**

- A. Interested business owners can apply online through February 27, 2015. We anticipate starting the mentee-mentor engagement the week of March 23, 2015 and proceed for 26 weeks. There will be a graduation during the 28<sup>th</sup> week.

#### **Q8. What does this program entail?**

Successful applicants will be assigned into mentor groups of 3 – 4 business owners, based on several criteria – industry, identified business challenges, etc. – and each mentor group will be matched with one mentor. At the start of the 26-week engagement, mentees will provide a list of goals that they will work on with their group and mentor. Based on challenges identified by the applicants during the application and interview process, four learning seminars will be developed with the CAP partners. Mentees will be required to attend at least two of the seminars and the one mandatory learning session on corporate procurement. Mentees will be held responsible for committing to scheduled meetings with groups and mentors, presenting their goals to the cohort and SBS, and reporting on progress with goals during the 26-week engagement. Mentees will also be required to provide periodic evaluations to assist with program quality assurance and mentor performance management.

## **CAP/NYCEO MENTORSHIP PROGRAM Frequently Asked Questions (FAQs) – continued**

**Q9. What is the key take-away for each entrepreneur?**

- A. Throughout the course 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 vetted by other entrepreneurs to continue working on in order 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.

**Q10. How much does this program cost?**

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

**Q11. Who is the contact at SBS for questions about CAP?**

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

**Q12. Will participating in this CAP program guarantee my firm a contract?**

- A. No program offered by the City of New York will guarantee a contract. With the exception of 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 increased access to these corporations and better information about their requirements for the vendors that they contract with. 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 contract opportunities. This should help your firm to become more competitive when seeking opportunities to work with them.



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### Frequently Asked Questions (FAQs) - continued

**Q13. I'm a minority/woman business owner and want to certify with the City of New York? OR I used to be certified with the City as an M/WBE, but my certification expired. How do I re-certify?**

**A.** To certify with the City of NY as an M/WBE or renew an expired certification:

- Download the M/WBE certification application or begin the application online at [www.nyc.gov/getcertified](http://www.nyc.gov/getcertified)
- Get help completing the certification application at any one of the NYC Business Solutions Centers. Find the center nearest you or have an Account Manager contact you, visit [www.nyc.gov/NYCBusiness](http://www.nyc.gov/NYCBusiness)

**Q12. My firm is not a certified M/WBE and not eligible to get certified, but I would still like to access all of your services, including CAP.**

**A.** 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.

All small businesses have access to the Navigating the Corporate Supply Chain workshops offered under CAP. 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.