The New
“All Small Mentor-Protégé Program”

Office of Government Contracting – Business Development

DOD Mid-Atlantic Regional Council (MARC)
December 8, 2016
Purpose of New Program

• Designed to enhance the capabilities of Protégé firms by requiring approved Mentors to provide business development assistance to:
  • Improve the Protégés capacity to successfully compete for federal contracts
  • Learn new and improved business practices
  • Explore export readiness for international trade and contracts
Background

• 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

• Final Rule Published July 25, 2016
• Effective Date: August 24, 2016
• Official Launch Date: October 1, 2016
New Rule Highlights

• Created the All Small Mentor Protégé Program (ASMPP) - One program vs. 4
• Revised rules for the current 8(a) Program, to streamline and make consistent with the new ASMPP
• Clarified definitions i.e. joint venture agreements
• SBA – authority to evaluate other Agency MPPs
• HubZone Program clarifications
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, IT business plan, finding markets)
• **Business Development Assistance** (strategy, finding contracting and partnership opportunities)
• **General and/or Administrative Assistance** (business processes and support)
Program Administration

• Central HQ opposed to 8(a) distributive model
• Online Application – certify.sba.gov
• Online course tutorial requirement
• Annual Reporting, Review and Evaluation
• Template agreement i.e. MPA, Factsheets, FAQs, listing of approved MPAs on SBA website
**All Small Mentor Protégé Program Update**

- About the All Small Mentor-Protégé Program
- Eligibility Requirements
- How to Apply
- October 1, 2016 – Open for Business
- Applications must be submitted via certify.sba.gov. No paper applications are accepted.

Website: https://www.sba.gov/allsmallmpp
## ASMPP Highlights

### Description

The MPA agreement must outline: what the Protégé needs, what the Mentor is going to do; the timeline; and how we success be measured.

- Both Protégé and Mentor must be for-profit.
- Mentor – no more than 3 Protégés at same time (not lifetime).
- A participant can be both a Protégé and Mentor at the same time, if no competition or conflict.
- 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.
- SBA will not authorize MPAs in secondary NAICs in which firm has never performed any work; or where firm would only bring status as “small” to Mentor and nothing else.
- Existing 8(a) firms in last 6 months of the 8(a) program wishing to transfer an MPA to ALLSmall; use online application – no reapplication is required.
- Requiring upload of Business Plan; no financial statements or tax returns as part of application process.
## ASMPP Highlights

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<th>Description</th>
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<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 of SBA’s program in lifetime.</td>
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<td>SBA – ASMPP Program does not review or approve JV agreements, unless JV has an 8(a) partner or JV is seeking an 8(a) set-aside contract. Then normal 8(a) review and approval process occurs.</td>
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<td>JV agreements must be registered in SAM.</td>
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<td>ASMPP participants must certify to the ASMPP office and to the contracting officer that the JV meets the requirements as set forth in the regulations. SBA provides a format that Protégés must upload into Certify.SBA.gov when JV is created.</td>
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<td>An existing JV cannot qualify as a stand-alone Protégé in a new application with a new Mentor.</td>
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Marketing Approach

• “Soft Launch”
• SBA Help Desk
• FAQs, Factsheets – customized for stakeholders (federal contracting officers, District Offices, Resource Partners, Industry)
• Contact us with input; how can we assist you.
Help from Resource Partners

• **Counseling and Guidance** - Is this program opportunity right for my small business? Am I ready to sell to the government?
  - Evaluating potential mentors and MPA agreements
  - Assisting SBs in managing MPAs

• **Collaborating with District Offices**
  - Business Opportunity Specialists
  - Directing customers to SBA web page for details
“All Small Mentor-Protégé Program”

For more information on SBA’s programs and services
Please contact: The All Small Mentor Protégé Program
Email questions to: AllSmallMPP@SBA.gov
Or visit our office web site at
https://www.sba.gov/allsmallmpp

Online tutorial: https://www.sba.gov/tools/sba-learning-center/training/sbas-all-small-mentor-protuge-program