

The New “All Small Mentor-Protégé Program”

Office of Government Contracting – Business Development

DOD Mid-Atlantic Regional Council (MARC)

December 8, 2016



U.S. Small Business Administration

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



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SBA
U.S. Small Business Administration

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Obtaining a D-U-N-S Number ▶

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Contracting

Video: Sell to the Government ▶ | Qualify for Government Contracts ▶ | Government Contracting Blogs ▶

SBA.gov » Contracting » Government Contracting Programs » All Small Mentor-Protégé Program

Contracting

- ▶ What is Government Contracting?
- ▶ Getting Started as a Contractor
- ▶ Finding Government Customers
- ▶ Resources for Small Businesses
- ▼ **Government Contracting Programs**
 - What is a Small Business Set Aside?
 - ▶ Women-Owned Small Businesses

All Small Mentor-Protégé Program

This new program was established to develop strong protege firms through mentor-provided business development assistance, and to help proteges successfully compete for government contracts. The SBA will begin accepting applications for this program on October 1, 2016.

About the All Small Mentor-Protégé Program Learn how the All Small Mentor-Protége Program can help take your small business to the next level.	Eligibility Requirements Find out about eligibility requirements for mentors and proteges, and the content of the agreements required to participate in the program.	How to Apply Information on the online application for the All Small Mentor-Protége program.
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- 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](https://www.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.

Protégé Needs: 6 categories – 1) M&T 2)Financial 3) Contracting 4)Business Developing 5) General/Administrative and NEW – 6) trade education

ASMPP Highlights

Description

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.

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.

JV agreements must be registered in SAM.

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.

An existing JV can not qualify as a stand-alone Protégé in a new application with a new Mentor.

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-protege-program>