

The New “All Small Mentor–Protégé Program”

The Office of Government Contracting & Business Development

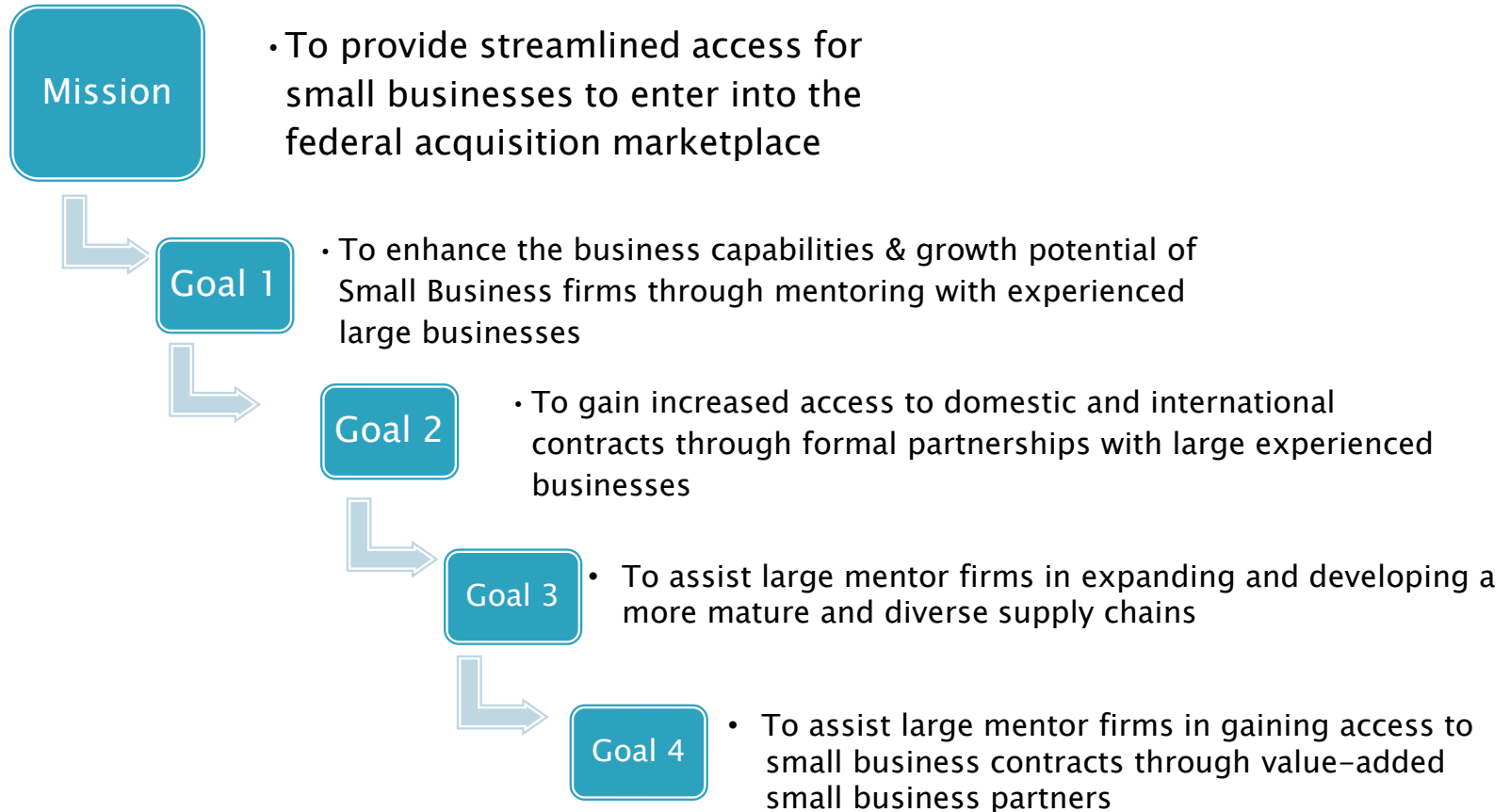
Holly I. Schick , Director



U.S. Small Business Administration

April 4, 2017

Mission and Goals



History & Important Facts



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

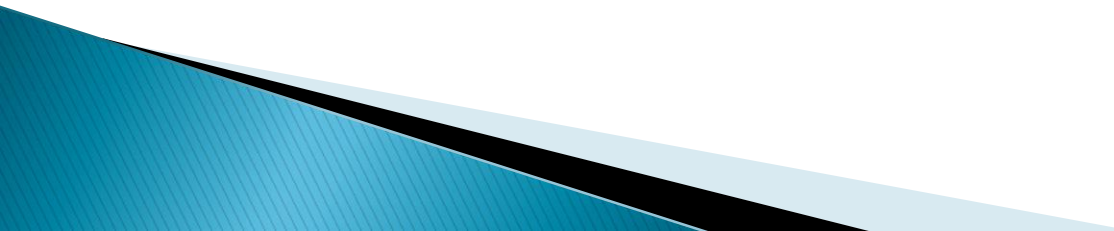


Also revised rules for 8(a) MP program to make both programs more consistent, where practicable.



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)
- 

Primary Functions

- ➡ Program Office provides an online mechanism ([Certify.SBA.gov](https://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.)

ASMPP HIGHLIGHTS

SBA Program provides “exclusion from affiliation”

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.

Both Protégé and Mentor must be for-profit (with exception of Protégé being agriculture cooperative).

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 second 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 the MPA to ALL Small – online application (coordinating with 8(a) office to fine tune process) – no reapplication required

Requiring upload of Business Plan; no financial statements or tax returns as part of application process.

JV Agreements: ASMPP – will not review and approve Joint Venture agreements



Starting & Managing

Loans & Grants

Contracting

Learning Center

Local Assistance

About SBA

What is Government Contracting?

Overview
SBA's Role in Government Contracting
Your Responsibilities as a Contractor

Finding Government Customers

Contracting Resources for Small Businesses
Subcontracting
See Agency Small Business Scorecards

Resources for Small Businesses

Government Contracting Classroom
Commercial Market Representatives
Procurement Center Representatives
Certificates of Competency
Report Fraud

Getting Started as a Contractor

Qualifying as a Small Business
Determine Your NAICS Code
Make Sure You Meet SBA Size Standards
Get a D-U-N-S Number
Register for Government Contracting

Government Contracting Programs

What is a Small Business Set Aside?
Women-Owned Small Businesses
8(a) Business Development
HUBZone Program
Service-Disabled Veterans
Small Disadvantaged Businesses
All Small Mentor-Protege Program

For Contracting Officials



SBA works with
Federal agencies to
*help small businesses
win government
contracts*

[LEARN MORE ►](#)

Click
Here



All Small Mentor Protégé Program

The screenshot shows the SBA website with the following elements:

- Top navigation: TRANSLATE, LOGIN, REGISTER, CONTACT US, FOR LENDERS, NEWSROOM, SBA EN ESPAÑOL, and a search icon.
- SBA logo: U.S. Small Business Administration.
- Secondary navigation: Starting & Managing, Loans & Grants, Contracting, Learning Center, Local Assistance, About SBA.
- Main banner: "Obtaining a D-U-N-S Number" with a row of ten asterisks in boxes.
- Section header: "Contracting" in a large, bold font.
- Contracting sub-navigation: "Video: Sell to the Government", "Qualify for Government Contracts", and "Government Contracting Blogs".
- Breadcrumbs: SBA.gov > Contracting > Government Contracting Programs > All Small Mentor-Protégé Program.
- Left sidebar: "Contracting" section with links: "What is Government Contracting?", "Getting Started as a Contractor", "Finding Government Customers", "Resources for Small Businesses", "Government Contracting Programs" (with sub-link "What is a Small Business Set Aside?"), and "Women-Owned Small Businesses".
- Main content area: "All Small Mentor-Protégé Program" section with a paragraph: "This new program was established to develop strong protégé firms through mentor-provided business development assistance, and to help protégés successfully compete for government contracts. The SBA will begin accepting applications for this program on October 1, 2016." Below this are three columns: "About the All Small Mentor-Protégé Program", "Eligibility Requirements", and "How to Apply".

- 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>

Certify.SBA.Gov

certify.SBA.gov

[Home](#) [Prepare](#) [Am I eligible?](#) [Help](#) [Login](#)



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-Protégé programs online from our easy-to-use dashboard. **Get started today!**

Login

Or

Get started

[Federal government employees:](#)
Login or create an account

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 (DSBS) (Summer 2017).

Currently, this website is available for the Women-Owned Small Business (WOSB) and All Small Mentor






[Starting & Managing](#)
 [Loans & Grants](#)
 [Contracting](#)
 [Learning Center](#)
 [Local Assistance](#)
 [About SBA](#)

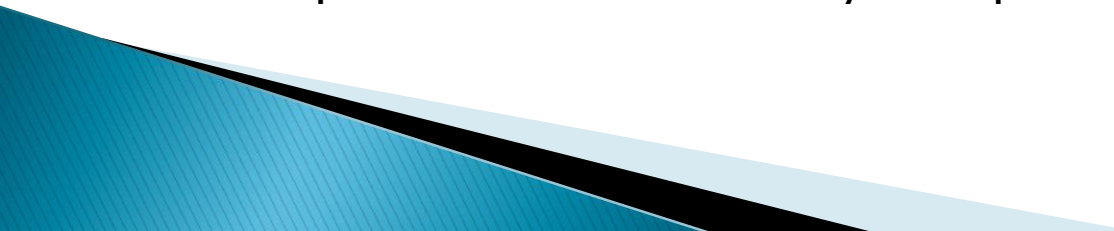
SBA.gov » Tools » SBA Learning Center

SBA Learning Center

Find By Topic:
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 [Government Contracting \(22\)](#) |
 [Managing a Business \(16\)](#) |
 [Marketing \(7\)](#) |
 [Starting a Business \(10\)](#) |
 [All \(61\)](#)

Media Type	Title	Description	View Details
 FEATURED	SBA's All Small Mentor-Protégé Program	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...	GO TO COURSE ▶
 FEATURED	Taking Your High-Tech Product to Market	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...	GO TO COURSE ▶
 FEATURED	Understanding Your Customer	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...	GO TO COURSE ▶

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.
- 

Help from Resource Partners

▶ **Counseling and Guidance –**

- Is this program opportunity right for my small business? Am I ready to sell to the government? SBDCs, PTACS, VBOCs, WBCs, SCORE

▶ **Collaborating with District Offices**

- Business Opportunity Specialists
- Directing customers to SBA web page for details

▶ **Private Sector resources and trade groups**

▶ **Ongoing Feedback to Central ASMPP Office** **Mailbox: AllSmallMpp@sba.gov**

“Fast Facts”

- Oct 1, 2016 to date:
 - 3,900+ Online Tutorial Views
 - 5 8(a) Transfer MPAs to ASMPP
 - 16 ASMPP applications declined
 - 122 Approved MPA agreements in portfolio
- SBs – 25%
- SDVOB – 40%
- HUBZONE – 17%
- 8(a) – 21%

For questions, please contact the AllSmallMPP Team at:
allsmallmpp@sba.gov

Visit our website at: <https://www.sba.gov/allsmallmpp>