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CORPORATE ALLIANCE PROGRAM

FREQUENTLY ASKED QUESTIONS (FAQs)

Q1. Who are the 10 Corporate Alliance Program (CAP) corporations?

- A.** The 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.

Q2. What are the three initiatives that make up the CAP program, and how do I enroll?

- A.** CAP members have committed to support one or more of three separate initiatives that make up the CAP program. Each initiative has different requirements.

Initiative 1: M/WBE Recruitment Service

CAP members request from the NYC Department of Small Business Services (SBS) lists of minority and women-owned businesses (M/WBE) that may satisfy contracting opportunities from their companies. Participation in the M/WBE Recruitment Service program requires that your M/WBE firm:

- (1) Be currently certified as a minority- or woman-owned business with the City of New York.
- (2) Have a complete and up-to-date profile in the SBS M/WBE database.

City-certified M/WBEs are matched against the SBS database for contracting opportunities identified by CAP members. To best qualify for these opportunities check your profile in the Online Directory of Certified Businesses at nyc.gov/buycertified to ensure your experience and information are current. To update your profile, contact the Vendor Services team at bizhelp@sbs.nyc.gov or 212-513-6444. Pay particular attention to your contact information (business phone and e-mail), NIGP commodity codes, company description and past work experience.

Initiative 2: CAP M/WBE Mentorship Program

Professional Services/Goods & Services M/WBEs, selected through a competitive application and interview process, are matched with mentors from Entrepreneurs' Organization NY members to participate in this program. Together, they address business management and leadership challenges and issues through scheduled meetings, goal setting and action plans during a 6-month engagement period. CAP partners will lead additional learning sessions on navigating corporate contracting and topics customized to the cohort's needs. Additionally, participants will have the opportunity to address specific business challenges in core areas with the guidance of a corporate advisor. This program has begun, but will be recruiting for the next cohort starting in Fall/Winter 2015.



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Initiative 3: Navigating the Corporate Supply Chain Workshop Series

Workshops conducted by a panel of corporate partner representatives from Procurement, Supplier Diversity and other areas of related business expertise designed to educate M/WBEs about doing business with private corporations. Topics include:

- Basic Corporate Procurement Principles
- Fundamentals of Strategic Sourcing
- Responding to Bids and RFPs
- Negotiating
- Marketing Your Business
- Sustainability Practices
- Sub-contracting and Tier 2 Buying

Registration for these workshops will be open to all M/WBEs and small businesses at **no cost**. SBS will remind certified M/WBEs about workshops, but registration is available through the SBS website [here](#). (Note – registration link will take user to Eventbrite registration pages.)

Q3. What are the services offered to M/WBEs that participate in CAP?

- A.** SBS supports all M/WBEs and small businesses, including CAP participants, with free services that include:
- Over 50 business courses on business planning & operations, financing & accounting, and marketing
 - legal assistance
 - access to financing assistance and incentives
 - help recruiting and training employees
 - becoming a government contractor (City, State and Federal levels)
 - finding the right contract opportunities – identifying government and NYC agencies that buy what your company sells, how to register for contracting e-mail alerts, and access to exclusive networking events with buyers
 - assistance competing for contract opportunities – answering questions on specific bids and RFPs, cost estimating, labor rates, and response formats
 - assistance performing on awarded contracts (e.g. submitting payment requisitions, creating work schedules, and dealing with change orders)



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Q4. If I participate in CAP, will I still have to register my company separately in these corporations' supplier systems?

A. Currently, each corporation maintains its own supplier registration system, with their own processes and needs. SBS has created a "How To Sell To Corporations" guide to outline what M/WBEs need to do to register in each CAP member's system. IBM and Citi are already collaborating with other corporations (AT&T, Bank of America, Citi, Pfizer, and UPS) via a [supplier connection web portal](#) to consolidate common processes.

Q5. I am already certified as a member of the Women Presidents' Educational Organization (WPEO), Women's Business Enterprise National Council (WBENC) and/or National Minority Supplier Development Council (NMSDC). What's different about this program?

A. The CAP program is distinctly different from these certifying agencies as:

- There is **no fee** for city-certified M/WBEs to participate in CAP
- If you are currently receiving contracting opportunities through one of these organizations, CAP may afford you **additional opportunities**
- SBS works closely with both WPEO and NMSDC. Members of these organizations can "**fast-track**" their M/WBE certification with the City as a result of our partnership.

Q6. 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

Q7. Will participating in CAP 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. This should help your firm to become more competitive when seeking opportunities to work with them.



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- Q8. Will I be able to meet buyers from the CAP participating corporations that can help my firm get a contract?**
- A.** Yes, you will have opportunities at some of the workshops. There, you'll be able to speak with procurement and/or supplier diversity representatives from some of the companies and talk to them about contracting opportunities. Additional networking events will be announced as they are scheduled.
- Q9. What will the corporations that participate in CAP do with my information when SBS sends it for possible contracting opportunities?**
- A.** Both the corporations participating in CAP and SBS hold your firm's data with the highest level of confidentiality and security. Your data will not be provided to third parties for any other purpose.
- Q10. I'm a minority/woman business owner and want to participate in CAP. What do I need to do 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 a M/WBE or renew an expired certification:
- Download the M/WBE certification application at nyc.gov/getcertified or begin the application online [here](#).
 - Attend free workshops on the certification application process. See workshop schedule and register at nyc.gov/helpmecertify
 - 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 nyc.gov/NYCBusiness
- Q11. 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.

Non-certified firms may attend CAP Navigating the Corporate Supply Chain workshops and can 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.