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## **CORPORATE ALLIANCE PROGRAM**

### **FREQUENTLY ASKED QUESTIONS (FAQs)**

#### **Q1. Who are the 13 Corporate Alliance Program (CAP) corporations?**

- A.** The members of the Corporate Alliance Program are Accenture, BNY Mellon, Capital One, Citi, Colgate-Palmolive, Columbia University, Con Edison, Goldman Sachs, IBM, InterPublic Group (IPG), National Grid, New York University (NYU) and Skanska.

#### **Q2. What is the purpose of the Corporate Alliance Program?**

- A.** The NYC Department of Small Business Services (SBS) developed this program with corporations with strong Supplier Diversity programs. While SBS is very interested in helping M/WBEs and small businesses build their capacity to perform on contracting opportunities, we recognize that that capacity can be built through private-sector contracting as well. SBS and our CAP partner organizations are interested in helping M/WBEs and small businesses grow and succeed, and hope to help businesses do so through assistance provided through the CAP initiatives.

#### **Q3. What are the three initiatives that make up the CAP program, and how do I enroll?**

- A.** CAP corporate 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 Referral Services**

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

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

City-certified M/WBEs are identified from the SBS database for contracting opportunities presented by CAP partners. To best qualify for these opportunities check your profile in the Online Directory of Certified Businesses at [nyc.gov/buycertified](http://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](mailto: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 NYCEO M/WBE Mentorship Program**

Professional and Standard Services and Goods firms that are NYC-certified 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, mentors and their mentees address business management

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and leadership challenges and operational issues through scheduled meetings, goal setting and action plans during a 6-month engagement period. CAP partners will provide expertise to lead custom-curated learning sessions that will include navigating corporate contracting and topics customized to the cohort's needs. Additionally, participants may have the opportunity to address specific business challenges in core areas with the guidance of a corporate advisor. You can access more information about this program at our program webpage [here](#) or at our FAQs [here](#).

#### **Initiative 3: *Navigating the Corporate Supply Chain Workshop & Event Series***

Monthly 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
- Hiring and Retaining Talent

The *Navigating the Corporate Supply Chain Workshop & Event Series* also includes two industry-based Business Networking Events:

- Business Networking Event for Construction-Related Businesses
- Business Networking Event for Non-Construction, Goods and Services Businesses

Registration for these workshops will be open to all M/WBEs and small businesses at **no cost**. SBS will notify certified M/WBEs about workshops and networking events, but registration is available through the SBS website [here](#). (Note – this registration link will take user to NYC Dept of Small Business Services' Eventbrite registration pages.)

#### **Q4. 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)
  - Technical Assistance:

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- 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)
- Assistance with private-sector contracting opportunities, and making appropriate connections to CAP partner organizations when possible

**Q5. 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 supplier qualification and vetting processes and needs. SBS has created a "[How To Sell To Corporations: Starting with CAP Partners Guide](#)" to outline what M/WBEs need to do to register in each CAP member's system. CAP partners IBM, Citi, Con Edison are already collaborating, with other corporations (such as AT&T, facebook, Pfizer, UPS, and many more), via the IBM [supplier connection web portal](#) to consolidate common processes and to create an easily accessible database of suppliers for participating buying corporate members.

**Q6. 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 organizations as:
- There is **no fee** to apply for M/WBE certification through NYC
  - 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 seeking NYC certification can "**fast-track**" their M/WBE certification with the City as a result of our partnership with these two organizations.

**Q7. Who is the contact at SBS for questions about CAP?**

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



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**Q8. Will participating in CAP guarantee my firm a contract?**

- A.** No program offered by the City of New York can 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, better information about their requirements for the vendors that they contract with, and the opportunity to build relationships with their representatives. This should help your firm to become more competitive when seeking opportunities to work with them.

**Q9. 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 each of the *Navigating the Corporate Supply Chain* monthly workshops and events. There, you’ll be able to speak with procurement and/or supplier diversity representatives from the participating corporations and talk to them about contracting opportunities. Additional networking events will be announced as they are scheduled.

**Q10. 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.

**Q11. 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:
- Apply online or download the M/WBE certification application (PDF) at [nyc.gov/getcertified](http://nyc.gov/getcertified).
  - Attend free workshops on the certification application process. See workshop schedule and register at [nyc.gov/helpmecertify](http://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 by calling 311.



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## CORPORATE ALLIANCE PROGRAM FREQUENTLY ASKED QUESTIONS (FAQs)

**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 for the services offered to all small businesses located in NYC.

Non-certified firms may attend CAP’s *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.

