



**Division of Minority  
and Women's  
Business Development**

# **Request For Proposals - New York State MWBE Business Growth Accelerator (BGA) Program Design And Implementation)**

**Pre-Submission Conference**

A Division of Empire State Development

7/30/2024

# Agenda

- Welcome & Introduction
- Administrative Information
- Program Overview
- Scope of Work
- Program Evaluation And Reporting
- Program Metrics
- Firms Eligibility and Selection, and Proposal Submission
- Question & Answer





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# Introduction

# Division of Minority & Women's Business Development



Jason M. Clark  
Executive Vice President & Executive Director  
Division of Minority and Women's Business Development

655 Third Avenue  
New York, NY 10017

[www.esd.ny.gov/mwbe.html](http://www.esd.ny.gov/mwbe.html)

## Welcome!

Our Division aims to promote equality of economic opportunities for MWBEs and the elimination of barriers to their participation in New York State contracts. We will provide customers with exceptional service, integrity, and accountability using both proven and innovative methods.

The Division of Minority and Women's Business Development (DMWBD) can provide you with information and resources to expand your business. These resources include:

- Information on how to sell to New York State
- Information on current New York State contracting opportunities
- Tools for leveraging the MWBE certification
- Information on access to capital, technical support, and more



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# BGA 3.0 Overview

## Purpose:

The Business Growth Accelerator (BGA) 3.0 is a leading-edge immersive accelerator program providing certified and growth-oriented minority and women-owned business enterprises (MWBEs) with intensive technical assistance and business development training to accelerate and sustain their business growth.

## Goals:

- **Enhance Capacity:** Equip MWBEs with the skills, knowledge, and resources to compete for and win state contracts.
- **Drive Economic Growth:** Fuel business expansion, job creation, and revenue generation for MWBEs, contributing to a stronger economy for all New Yorkers.
- **Promote Equity:** Level the playing field and increase MWBE participation in the state's high-growth industries.

## Targeted Industries:

- **Construction:** All aspects of the construction industry, including general contractors, subcontractors, and specialty trades.
- **Semiconductor Fab Construction:** Firms involved in the specialized construction of semiconductor manufacturing facilities.



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# RFP Process Goals

## We seek incubators that can:

- **Design and Deliver:** Develop and execute a comprehensive, high-quality 18-month program that aligns with the BGA 3.0 vision.
- **Provide Expertise:** Offer specialized knowledge and support in the construction and semiconductor sectors.
- **Demonstrate Results:** Have a proven track record of helping businesses grow and secure contracts.
- **Foster Collaboration:** Build strong relationships with MWBEs, state agencies, and industry partners to create a supportive ecosystem.

## Desired outcomes of the RFP process:

- **Select Qualified Partners:** Identify and contract with up to five (5) regional incubators who are best equipped to deliver exceptional results.
- **Create Lasting Impact:** Launch a program that has a measurable, positive impact on the growth and success of MWBEs across New York State.
- **Strengthen the Economy:** Increase MWBE participation in state contracting, leading to job creation and economic development.





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# Administrative Information

# Administrative Information to Know

- ❑ All questions must be submitted in the Q&A chat during this session.
  - The Team will provide an initial response to the extent possible.
  - After the meeting, all questions or requests for clarification should be submitted in writing- via email
  
- ❑ **BGA Program RFP Email:** [BGA2024@ESD.NY.GOV](mailto:BGA2024@ESD.NY.GOV)

❑ Important Dates:

RELEASE OF RFP	JULY 2, 2024
PRE-SUBMISSION CONFERENCE *	July 15, 2024
DEADLINE FOR SUBMISSION OF QUESTIONS	July 26, 2024 by 5:00 PM EST
DEADLINE FOR ESD TO RESPOND TO QUESTIONS	July 30, 2024
SUBMISSION OF PROPOSALS (DATE AND TIME)	August 23, 2024 by 5:00 PM EST
INTERVIEWS (IF NECESSARY)	August 26 - 30, 2024
ANNOUNCEMENT OF SUCCESSFUL BIDDER	August 30, 2024
ANTICIPATED CONTRACT START DATE	TBD

- ❑ The comprehensive list of questions and the official responses will be posted online



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# ESD BGA Program Funding

The DMWBD award is structured as follows:

	ESD AWARD AMOUNT			MATCHING FUND			TOTAL PROGRAM FUNDS
	Core Program Fund	Incentive Program Fund	Total ESD Program	Minimum Cash Contribution (50%)	Minimum In-Kind Contribution Value (50%)	Total Minimum Match Fund Contribution	
ONE-REGION INCUBATOR	\$175,000	<b>Up to</b> \$25,000	\$200,000	\$17,500	\$17,500	\$35,000	\$235,000
TWO-REGION INCUBATOR	\$350,000	<b>Up to</b> \$50,000	\$400,000	\$35,000	\$35,000	\$70,000	\$470,000





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# Scope Of Work

# Program Structure

## **Program Structure:**

- 18-month duration :
- Regional focus (1-2 regions per incubator)
- Cohort size (25 firms per region)

## **Targeted Industries:**

- Construction (horizontal and vertical)
- Semiconductor fab construction trades
- State Agency and Authority Targeted Trades

## **Key Program Components:**

- Customized training modules
- One-on-one coaching and mentorship
- Networking and matchmaking events
- Business growth plan development
- Post-graduation support



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# State Agency and Authority Targeted Trades

## Areas of Focus:

- Annex A for a listing of the targeted trades

## Key Activities:

- MWBE Outreach and Recruitment
- Networking and Matchmaking
- Mentorship and Guidance

**Shared Goal:** A shared commitment to increasing MWBE capacity and ensuring equitable access to contracting opportunities.

# Customized Training Modules

Relevant and impactful training tailored content to the firm's size, experience level, and revenue bracket respond to their unique development stage and specific needs.

Take into consideration the following criteria for MWBEs:

- **Potential for Growth**
- **Project Experience Level**
- **Business Revenue Level**
- **Rigorous Selection Criteria and Initial Assessment**



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# Program Curriculum Content

Include, but is not limited to:

- **Business Administration** : Strengthen foundational and functional areas.
- **Procurement Processes**: Demystify procurement landscape and enhance responsiveness.
- **Financial Competency**: Improve financial health and access to capital.
- **Marketing and Branding**: Enhance marketing strategies and brand perception.
- **Relationship Development**: Foster strategic partnerships and effective communication.
- **Project Management**: Enhance state agency projects execution competency.



# Program Curriculum Delivery

## Training Duration:

- **Outreach and Recruitment:** 3 months
- **Curriculum Training:** 8 months
- **Post-Curriculum Support:** 4 months
- **Post-Graduation Support:** 3 months

## Session Duration:

- Of any length (1-2 Hours ideally)

## Delivery Modes:

Combination of:

- In-person
- One-to-one coaching
- Self-paced
- Blended learning

## Technology Use:

- Incubator proposed technology/system to be used in the performance of the program

# Post-Curriculum Delivery And Implementation Support

- **Continued Mentoring:** Regular check-ins, mentoring, coaching, and technical assistance
- **On-Demand Support/Training:** To be provided upon request
- **Technical Assistance:** After three (3) consecutive failed bids
- **Networking Events:** Quarterly events to connect MWBEs with state agencies and prime contractors
- **Individual Business Growth Plans:** Roadmap for businesses' growth journey
- **Opportunities Study:** Align with contracting opportunities and share resources with participants





# Conduct a study of opportunities in the region:

As part of their responses to the BGA Program request for proposal (RFP), Incubators are required to demonstrate their comprehensive understanding of upcoming contracting opportunities in their selected region(s) of interest. These contracting opportunity timelines should align with the BGA 3.0 implementation timeline to increase their access to participating MWBEs during the execution of the program.



# Networking and Matchmaking Events

- **Regional Incubator-led Networking And Matchmaking Events:** Mandatory and major relevant regional events
- **DMWBD Organized Events:** MWBE Regional Expos, MWBE Forum, etc.
- **Participation in Other Relevant Stakeholders' Events:** Relevant public and private partners' networking and matchmaking events



# Incubator Participants Selection Strategy

- **Targeted Identification:** Proactively match MWBE capabilities with specific industry and agency needs.
- **Marketing Strategy:** Utilize diverse communication channels and partnerships.
- **Selection Criteria:** Assess growth mindset, capacity, and industry alignment.

# Participant Graduation Requirements and Criteria

- **Participation:** Active engagement and completion of all core program components.
- **Progress:** Demonstrated improvement in business capabilities.
- **Reporting:** Fulfillment of reporting obligations and ongoing support post-graduation.

# Post Cohort/Graduation Implementation Support

- **Structured Follow-Up and Reporting:** Detailed post-graduation and follow-up report on successes, continuing challenges, and engagement strategies leveraging the templates provided.
- **Tailored Support Services:** Outline potential support services to be offered post-graduation.
- **Alumni Network Development:** Propose strategies for fostering strong DMWBD-led or Incubator-led alumni networks.
- **Collaboration with DMWBD:** To leverage available resources and coordinate support initiatives across regions throughout the program duration and post-graduation period.



# BGA Program Staff Plan

- **Principal Office:** Location rationale and accessibility.
- **Team Composition:** Organizational chart and key personnel qualifications.
- **Technical Capabilities:** Existing resources and plans for additional needs in delivering to the scope of work.
- **Experience, Innovation, and Performance:** Current and past successes and innovative team approaches/methodologies used or to be used to track effectiveness and performance.

# Program Evaluation and Reporting

- **Enhanced Mechanisms:** Robust reporting for transparency and accountability.
- **Weekly and Quarterly Reporting:** Regular updates and in-depth quarterly reports.
- **Program Reports:** Detailed narratives, accomplishments, and participant feedback and challenges.
- **Reporting Schedule, Timeline, and Milestones:** 6 quarterly report submissions



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# Program Metrics



# Core Program Metrics

Measure success in strengthening business capabilities and competitiveness.

Category	Core Program Metric Per Cohort
Number of firms per Incubator Region	25
Participant Retention/ "Graduation" (Program Completion) Rate	84%
Success Stories	Minimum of 15
Number of firms with credit growth	15
Number of firms with secured contracts with New York State Contracts and Grants	10
Number of secured contracts with New York State Contracts and Grants	10
Number of businesses that receive new capital (e.g., loans, capital investment)	8
Increased revenue	Target of 30%
Number of jobs created (permanent & temporary)	3-5
Number of jobs retained	All
Growth Plans Completed	All graduating participants



# Incentive Metrics: Successful Bids/Contracts Awards

Reward exceeding targets in contract awards and graduation rates.

- **Documentation:** provide compelling evidence of the program directly contribution to MWBE firms securing state contracts.

NUMBER OF FIRMS WITH SECURED CONTRACTS ABOVE THE MINIMUM REQUIRED	1	2	3	4	5	6	7	8	9	10
SHARE OF THE INCENTIVE FUND AMOUNT	10%	20%	30%	40%	50%	60%	70%	80%	90%	100%

- **Metric:** Number of cohort firms that secure state contracts directly attributable to their BGA program participation above the ten (10) minimum per cohort for one (1) region and twenty (20) for two (2) regions
- **Incentive Calculation:** Up to seventeen thousand five hundred (\$17,500) for one (1) region and thirty-five thousand (\$35,000) for two (2) regions



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# Incentive Metrics: Firm Graduation Rate

Reward exceeding targets in graduation rates.

- Documentation: demonstrate participating MWBE firms’ successful program completion and achievement of the graduation criteria outlined in this RFP.

NUMBER OF GRADUATING FIRMS ABOVE THE MINIMUM GRADUATION RATE	1	2	3	4
SHARE OF THE INCENTIVE FUND AMOUNT	25%	50%	75%	100%

- Metric: Number of enrolled firms that successfully graduate above the minimum graduation rate of eighty-four (84%) or 21 firms per cohort.
- Incentive Calculation: Up to seven thousand five hundred (\$7,500) for one (1) region and fifteen thousand (\$15,000) for two (2) regions



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# Invoicing & Reimbursement

- **Quarterly Payments:** Based on satisfactory submission of reimbursement request packages.
- **Required Documentation:** Invoices, proof of payments, and detailed progress reports.





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# Firms Eligibility and Selection

# Cohort Participant Selection and Eligibility

## Minimum Requirements:

- NYS MWBE certification
- 2+ years in business
- 2+ employees
- \$500K-\$5M annual revenue
- Located in the incubator's region
- Awarded at least one NYS contract

## Ideal Candidate Profile:

- Alignment with targeted industries
- Growth potential
- Defined growth plan
- Commitment to program participation

**In collaboration with the DMWBD, incubators to facilitate the application process and submit a shortlist of recommended firms for DMWBD for final approval within 90 days of contract execution.**



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# Selection Criteria

DMWBD will evaluate proposals for their potential to deliver a high-impact program to accelerate the growth of participating MWBE firms and take into consideration the following factors:

- **Program Alignment, Impact, and Innovation**
- **MWBE Expertise and Capacity Building**
- **Organizational Strength & Sustainability**
- **Commitment to Diversity and Inclusion**
- **Proposal Quality**

Proposals will be scored as followed:

METRICS	PERCENTAGE WEIGHT
FIRM EXPERIENCE AND QUALIFICATIONS	20%
STAFF EXPERIENCE AND QUALIFICATIONS	15%
PROJECT PLAN AND APPROACH	35%
COST PROPOSAL	20%
MWBE AND/OR SDVOB STATUS	10%



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# Proposal Submission



# Proposal Submission

## Technical Proposal:

- Table of Contents
- Firm experience and qualifications
- Staff experience and qualifications
- Project plan and approach
- Budget
- MWBE/SDVOB status (if applicable)

## Administrative Proposal:

- Required forms and certifications

## Submission Deadline:

- **August 23, 2024, by 5:00 PM EST**

**Please send your submission to the following Dropbox link:**

<https://www.dropbox.com/request/421jaYljJmrBJhX9gyLq>



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# Question & Answer

# The NYS MWBE Business Growth Accelerator

**Submission Deadline:** on or before August 23, 2024 by 5:00PM EST

**Primary Contact:** John F. Discolo

**Secondary Contact:** Ralph Volcy

**Email:** [BGA2024@esd.ny.gov](mailto:BGA2024@esd.ny.gov)

**Please send your submission to the following Dropbox link:**

<https://www.dropbox.com/request/421jaYljJmrBJhX9gyLq>

**For the RFP and attachments, visit:**

<https://esd.ny.gov/doing-business-ny/requests-proposals>



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