



# Business Certifications

MBE, NMSDC, WBE, WOSB, EDWOSB, DBE,  
ACDBE, VBE, SDVOB, DOBE, LBGQBE, SBE,  
HUBZone & 8(a)

# Business Certifications



# XBE Certifications

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Fort Wayne, IN  
*Established:*

Emerging Business Enterprise (EBE) Program

# What does XBE stand for:

The term XBE It is just an acronym used to try and account for the large number of *“Certification Variations”* that exist today.

There is no XBE Certification. It is just an all-inclusive term used to group all the different Certifications together when attempting to describe all of them at once.

***City of Ft. Wayne, IN – Certifying Agency  
Emerging Business Enterprise (EBE) Program***

<https://www.cityoffortwayne.org/emerging-business-program.html>

# Who offers business certifications?

- **U.S. Small Business Administration (SBA):** Multiple certifications & provides support, plus opportunities to entrepreneurs and small businesses.  
*All federal government purchases between \$10,000 and \$250,000 are automatically set aside for small businesses*
- **Other government and industry organizations:** These certifications are provided by state, city, county governments; and 3<sup>rd</sup> party certifying agencies.
  - Typically, only within their jurisdiction
  - Great Lakes Women Business Council (WOSB) Program
- **Private Organizations:** These certifications are normally based on that organization's mission, directive and/or culture.
  - NMSDC (MBE Certification)
  - NGLCC (LGBTBE Certification)

# How to Get Your Business Certification

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Getting your business certification  
can seem it could be overwhelming.  
But it doesn't have to be.

# Business Application & Supporting Documents

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Majority of the Applications from Certifying Agencies  
are very similar - Save your Application Answers and  
Supporting Documents

# Identifying NAICS Codes

## Primary Business Activity

1. Complete a Word Search on Google – List services and/or products your company provides
2. Search the NAICS System - <https://www.naics.com/search/>
  - a. Be Sure to Include all NAICS Codes and Description that your company provides
  - b. Also check similar industries for services and/or products that your company provides, example a Professional Painting Company – Building Construction, Infrastructure Construction, Manufacturing, Maintenance for Company or Industrial. These are all unique or sperate industries that need the services of a Professional Painting Company.
3. Other Coding Systems – Some Certifying Agencies may request – SIC Code or UNSPSC Code



NAICS Code(s)  
Business Are Certified per Service/Product Code(s)



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Minority  
Women  
Veteran  
DBE  
HUBZone  
8(a)

## Requirements For MBE Certification

**The prerequisites to qualify as an MBE with the National Minority Supplier Development Council (NMSDC) or a local MBE program governed by a city, county or state are:**

- A for-profit business that is in the USA;
- 51% owned, operated and controlled by a member(s) of identified group below, who is the top executive officer responsible for managing daily operations for the firm's primary business expertise;
- Legal residents (green cards) are accepted by most MBE programs administered by a city, county and state; however, the NMSDC require U.S. Citizenship (no exemptions).

**Normally member(s) of identified groups includes:**

- Black American: any Black racial group originating in Africa;
- Hispanic: origins in Mexico, Puerto Rico, Cuba, Central and South American, or other Spanish or Portuguese cultures;
- Native American: a Native of Alaska or Hawaii, or certified member of a federal or state recognized Indian Tribe;
- Asian Pacific: origins in the Pacific Islands, China, Taiwan, Korea, Japan, Thailand, Cambodia, Vietnam, Singapore, Burma or Philippines;
- Subcontinent Asian: origins in India, Pakistan or Bangladesh.

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# Minority Certifications



## WBE Eligibility Criteria

**The minimum requirements to qualify as a WBE/WOSB/EDWOSB with the Women-Owned Small Business Federal Contract program or a WBE program administered by a city, county, state or 3<sup>rd</sup> Party Agency are:**

- A for-profit business located in the United States;
- 51% owned by a woman, or a group of women who, but for an inheritance, contributed a proportionate amount of capital to acquire ownership;
- When applicable, governing board is controlled by a woman or a group of women;
- Top executive officer, responsible for daily operations is a woman with a technical expertise (experience) in the firm's primary business activity;
- Women business owners are U.S. Citizens or legal residents.

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# Women Certifications

## Eligibility Criteria for VBE

The minimum requirements to qualify as a VBE/IVOSB with the Women-Owned Small Business Federal Contract program or a VBE program administered by a city, county, state or 3<sup>rd</sup> Party Veteran Agency are:

- Have at least 51% veteran ownership
- Registered as a small business with SAM.gov
- Be a small business according to SBA's size standards

### SBA – Veterans Programs

- Contracting opportunities for veterans
- Veteran Small Business Certification (VetCert) program
- Service-Disabled Veteran-Owned Small Business program
- Surplus Personal Property for Veteran-Owned Small Business programs

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# Veteran Certifications

## Eligibility Criteria for DBE

### The minimum requirements to qualify as a Disadvantaged Business Enterprise – DBE Certification under the U.S. Department of Transportation’s Program are:

- Applicants, must meets all requirements as defined in the 49 CFR 26 Subpart D;
- The applicant firm must be fifty-one percent (51%) owned, capitalized, controlled and operated by one or more U.S. Citizens, or a legal resident (green card), who are socially and economically disadvantage
- ed
- Be a for-profit business, located in the United States;
- A firm’s three-year, average of annual gross receipts, may not exceed \$28.48 million;
- The acquisition of fifty-one percent (51%) business ownership by the eligible business owner(s) must be in with the (%) of ownership;
- An eligible business owner must hold the highest, executive office, be responsible for managing the firm’s day-to-day business and have experience, in the firm’s primary business activity.

Aviation & Railway Systems (DBE Certifications)

Real-estate Training (Consulting Program)

<https://www.in.gov/indot/projects/real-estate/real-estate-division-training-courses/>

***RFP – EV Opportunities w/INDOT – Free Online Webinar - Tuesday, June 20<sup>th</sup>, 2023 @ 2:00pm – Register ASAP if interested***

National Electric Vehicle Infrastructure (NEVI) program

[https://events.in.gov/event/pre-proposal\\_webinar\\_IN\\_NEVI?utm\\_campaign=widget&utm\\_medium=widget&utm\\_source=State+of+Indiana](https://events.in.gov/event/pre-proposal_webinar_IN_NEVI?utm_campaign=widget&utm_medium=widget&utm_source=State+of+Indiana)

# DBE Certification

## Eligibility Criteria for HUBZone

**Generally, the minimum requirements to apply for admission into the Small Business Administration's Historically Underutilized Business Zone (HUBZone) Program are:**

- Small business must be located within the HUBZone Map, have at least 30% of its employees living in a HUBZone, and be 51% owned and controlled by U.S. citizens, a Community Development Corporation, an agricultural cooperative, a Native Hawaiian organization or an Indian tribe.
- The SBA continually works to make the HUBZone program work better for applicants and recently improved decision-making turnaround time, streamlined applications, and expanded early engagement.
- While there is no limitation to the length of how long a business can have a HUBZone certification, it will have to recertify for the program once a year. Additionally, an examination of your business will be required every three years.

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# HUBZone Certification

## Eligibility Criteria for SBA 8(a)

**Generally, the minimum requirements to apply for admission into the Small Business Administration's 8(a) Business Development Program are:**

- A for-profit business meets the basic requirements for admission to the 8(a) program if it is a small business which is unconditionally owned and controlled by one or more socially and economically disadvantaged individuals who are of good character and citizens of and residing in the United States, and which demonstrates potential for success;
- Social Disadvantage means an individual who is a member of a presumed group;
- Economic Disadvantage means, in general terms, excluding the primary residence and ownership in the applying firm, a socially disadvantaged individuals whose personal net worth does not exceed the current SBA's standard;
- Three-year average of annual gross receipts due not exceed the Small Business Size Standard as defined by SBA regulations 13 CFR 121.40.

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# 8(a) Certification



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# Benefits To Business Certification

# Contracts

## ➤ Access to contracts:

- The federal government, as well as certain private-sector corporations, set aside contracts to be awarded to businesses with certain verified certifications. These contracts are only given to businesses with these certifications in order to ensure equal opportunity.

# Partnerships & Networking

## ➤ Ability to form joint ventures:

- Once you become certified, you often can join other businesses within your certification in order to compete for certain contracts.
- All Companies need a strong mentorship to achieve growth, especially underserved & under capitalized businesses.

# Education & Business Development

## **Additional management and technical assistance:**

- Many of these certification programs offer management and technical assistance to help their businesses grow and succeed.

# Loans & Grants

## **Applying for Loans & Grants:**

- Confirmation that company has a business certification, expedites the process when funds are geared toward a specific group.



# Benefits of Business Certification

VCI incentivizes investments in minority qualified Indiana businesses by increasing the allowable lifetime threshold of tax credit allocations available to investors investing in minority businesses (from \$1,000,000 to \$1,500,000) and increasing the percentage of the investment (25% to 30%) that can be used to calculate the tax credit. 2022 was the first year of these increases.

Thus far, 58 startups have been certified, of which 18 have been certified W/MBE-QIBs. \$18.4M of tax credits have been awarded from 510 investments totaling \$61.3M approved - \$2.8M tax credits awarded and \$9.3M to WMBE-QIBs

State Small Business Credit Initiative – Five Funded Investment Deals to Date - **IEDC's Venture Capital Investment Tax Credit (VCI)**

The IEDC received \$99M from the U.S. Treasury for the State Small Business Credit Initiative (SSBCI). This iteration of the SSBCI program focuses on socially and economically disadvantaged businesses. Over \$30M will be intentionally invested in or used to support loans made to businesses certifying their socially and economically disadvantaged businesses status over the course of the program.

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## THE INDIANA ECONOMIC DEVELOPMENT CORPORATION (IEDC)

[HTTPS://WWW.IEDC.IN.GOV/EVENTS/NEWS/DETAILS/2023/02/28/IEDC-WILL-CONTINUE-TO-RECOGNIZE-BLACK-ENTREPRENEURS-BEYOND-BLACK-HISTORY-MONTH](https://www.iedc.in.gov/events/news/details/2023/02/28/iedc-will-continue-to-recognize-black-entrepreneurs-beyond-black-history-month)

# Benefits of Business Certification

*Black Enterprise June 13, 2023*

The Indianapolis African American Quality of Life Initiative (IAAQLI) has pledged \$300,000 in grant support for Black men and women in tech. Now, TechPoint, InnoPower, and Sagamore Institute are offering companies in Indiana the chance to provide tech-related apprenticeship opportunities to low-income adults.

According to Building Indiana Business, the two-year pilot program looks to be a major game changer for Indiana's Black community. "Within our community are countless people with the ability to succeed in tech careers, but many of them don't have the resources or relationships to access these," InnoPower's Founder and CEO Emil Ekiyor said. "Companies that participate in this program are opening the door to opportunities that can create generational change while helping to fill some of their most-needed roles right away and for years to come. Companies must have some skin in the development process for Black Hoosiers."

According to Building Indiana Business, an apprenticeship program of this kind allows companies to hire apprentices and provide them with on-the-job training and educational opportunities.

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## TOP TECH COMPANIES SEEKING INDIANA BLACKS HOOSIERS

[HTTPS://INNOPOWER.COM/](https://inno-power.com/); [HTTPS://TECHPOINT.ORG/](https://techpoint.org/);  
[HTTPS://SAGAMOREINSTITUTE.ORG/](https://sagamoreinstitute.org/)



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# Which Business Certification Is Best For My Company

*Scale Your Business On Paper – Build A Roadmap To The Desired  
Level Of Growth – Take The Steps To Get There –  
Accepting Assistance From Organizations With The Ability &  
Resources To Move Your Company Pass Each Major Milestone  
Needed To Reach Ultimate Goal.*

# Service Based Business

Research – Who purchases your Business Specialty  
City, State, National or 3<sup>rd</sup> Party Certifications

Focus on Local, State or Regional Opportunities for Services To Begin With

Local & State Contracts Awarded  
Federal Contracts Awarded  
Utilizing Your NAICS Codes  
Industry Specific Certification

Digital Marketing Institute

<https://digitalmarketinginstitute.com/>



Which Certification(s) Are Best For My Business?

# Product Based Business

NMSDC – MBE Certification

City, State or any other Certification in your community

## **Target Supporting Black Businesses Program**

<https://accelerators.target.com/programs/target-forward-founders/>

## **Walmart Supporting Black Businesses Program**

<https://www.walmart.com/cp/supporting-black-communities/5486926>

## **Walmart Supplier Diversity Program (Company Certification needed)**

<https://corporate.walmart.com/esgreport/social/supplier-opportunity>

## **Amazon Black Business Program – Black Business Mentorship**

[https://sell.amazon.com/programs/black-business-accelerator?Id=SEUSBBA-GOO-201-032023&gclid=CjwKCAjwkLCkBhA9EiwAka9QRsbApEft8y2831fR1DIruMYUQqTr4d3wdlg8jKQBLAo6EsCi7WoZMxoCJkAQAvD\\_BwE](https://sell.amazon.com/programs/black-business-accelerator?Id=SEUSBBA-GOO-201-032023&gclid=CjwKCAjwkLCkBhA9EiwAka9QRsbApEft8y2831fR1DIruMYUQqTr4d3wdlg8jKQBLAo6EsCi7WoZMxoCJkAQAvD_BwE)



Which Certification(s) Are Best For My Business?

# Scale Business for Regional, National & Global Growth

*You Must Scale Your Own Strategic Plan To The Best Of Your Knowledge - Prior to Asking For Assistance*

- NMSBC – MBE Certification
- 8(a) Business Development Program
- Other National Black Organizations – Large & Strong enough to have the tools & resources to support the process your Strategic Plan has outlined.

13 ORGANIZATIONS THAT SUPPORT BLACK  
ENTREPRENEURS

[http://www.startupchampions.co/blog/2019/8/17/12-  
organizations-that-support-black-entrepreneurs](http://www.startupchampions.co/blog/2019/8/17/12-organizations-that-support-black-entrepreneurs)



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