

# Certification

# A Tool for Strategic

# Growth!

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WOMEN'S  
BUSINESS  
DEVELOPMENT  
CENTER

Your growth is our *business*.

# WBDC's Mission

WBDC's mission is to provide programs and services that stimulate *growth* and *economic impact* for women-owned, diverse, and veteran firms.

*WBDC provides:*

- Capacity building to scale businesses to compete in the marketplace
- Technical assistance, financial support, direct lending and debt equity placement
- Woman Business Enterprise (WBE) certification
- Guidance re. corporate and public sector contract opportunities
- Veterans business development services

# Access To...



» Content – advising, workshops



» Capital – micro loan



» Contracts – WBE certify; PTAC

# **Is Certification Right For You?**

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# Who Is Your Audience?

*It's a strategic decision that depends on your target audience*

## Your Company

## Your Target

- You as a Prime contractor → AGENCY
- You as a Subcontractor → PRIMES
- You as a Team member → Other Vendors

# Why Certify?

- Most government agencies legally required to have goals
- Most corporations have diversity spending goals
- They depend on firms going through a *certification* process to prove they are the type of firm they claim to be.
- Prime contractors required to meet diversity goals

# Is Certification Right For You?

- Is your product/service targeted at corporations, mass retailers and/or government agencies? Do you have a product or service that they buy?
- Does your business have the capacity to deliver quality service/products on large contracts?
- Are you willing to share the details of your business?
- Are you clear that certifications DO NOT guarantee your company will receive contracts?

# Types of Certifications

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# Certifications Types

- Local
- DBE
- Federal
- Private

# Application Guidelines

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# All Certifications Require

1. Ownership
  - Real & substantial
  - Shares in risks and profits
2. Contribution of capital and expertise
3. Operation & control
  - Managerial and Operational
4. Independence from firms un-like certification status seeking

# *Typical Application Process*



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1. Owner determines eligibility
2. Compiles the necessary documents
3. Completes application online
4. Agency/organization receives the online application
5. Applicant receives receipt confirmation, and request for more info if needed

# *Typical Application Process*



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6. Certification staff digs into application once missing docs received (if any)
7. Site visit is arranged (if required)
8. Final decision made
9. Owner contacted with results (approval or denial)
10. If denied, owner has opportunity to appeal

# Certification Renewal

- All require annual renewal/review
- Typically can begin the process 60-120 days before expiration (recommended so you don't forget)
- Renewal applications completed online.
- Full applications and/or site visits required every three – five years (differs by agencies)

# Questions?

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## **IL PTAC Team**

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## **WBENC WBE Certification Team**

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