



**PROJECT ONE  
OPPORTUNITY NETWORK  
ENHANCEMENT  
2.1 ROLL MEETING**



# AGENDA

- WELCOME
- OPENING REMARKS
- PROJECT ONE 2.1 OVERVIEW
- REQUIREMENTS, EXPECTATIONS, RESULTS
- MBDA BUSINESS CENTER
- BIZ EQUITY
- NEXT STEPS
- Q&A



# **PROJECT ONE**

## **2.1 OVERVIEW**

**LOUIS GREEN**

**President and CEO**

**Michigan Minority Supplier Development  
Council  
(MMSDC)**



# **HISTORICAL PRESEPECTIVE**

- **Established 14 Years ago in 1998**
- **Market driven program designed to enhance business relationships between Corporate Members and Minority Business Enterprises through the implementation of business modules**
- **Catalyst for sparking business relationships**
- **Defining effective procurement policies**
- **Vendor assessment**



## **2.1 NEW VISION**

**World Class  
Corporations  
And  
Minority Business  
Enterprises**





# FOCUS

- **Strategic/Preferred/Core Sourcing Opportunities**
- **MBE Capacity Building**
- **Corporate Supplier Diversity Program Development**



# **Strategic Sourcing**

- **Defined Strategic Opportunities**
- **MBE Strategic Matching**
  - **Product or Service Specific**
- **Develop Strategic Supplier Relationships**



# **MBE Capacity Building**

- **Assessment**
- **Core Curriculum**
  - **Finance**
  - **Economics**
  - **SWOT/Strategic Planning**
  - **Negotiation**
  - **Quality Improvement**
  - **Human Capital**





# Corporate Development

- **Supplier Diversity Assessment**
- **Core Curriculum**
  - **NMSDC 8 Best Practices – Rational**
  - **RGMA Scale**
  - **Business Case and ROI**
  - **Benefits of MBE Development**
  - **Continuous Improvement**
  - **2<sup>nd</sup> Tier Development-Multiplier Effect**



# **MBE REQUIREMENTS CORPORATE EXPECTATIONS and RESULTS**

**JAMES B. FRANKLIN III**  
**Vice President, Member Service**  
**and Project ONE Coordinator**  
**MMSDC**



# MBE REQUIREMENTS

- Basic clients of the MBDA Business Center-Michigan
- Participate in assessments and Core Curriculum Sessions
- MBE to MBE business opportunity leads
- Achieve annual six percent (6%) MBE to MBE spend
- Report Annual and Quarterly MBE spend to MMSDC
- MMPC & Opportunity Fair: booth or higher sponsorship
- Maintain 70% module attendance



# CORPORATE EXPECTATIONS

- Prepare and submit a bi-annual Strategic Sourcing Opportunity List
- Participate in Supplier Diversity Assessment and Core Curriculum Sessions
- Report Annual and Quarterly MBE spend Reports to MMSDC
- Report MBE Spend and referrals to Module
- Mentored supplier relations: individual meetings, distribution of opportunities or referrals
- MMPC and Opportunity Fair: booth or higher sponsorship
- Maintain 70% Module attendance



# Results

## Corporations

- More visibility for your supplier diversity efforts internally and externally
- Reduce risk with stronger MBE suppliers
- Measurable ROI

## MBEs

- Increased Capacity
- Job Creation and Retention
- Specific B2B invitations
- Advanced Contract opportunities for program graduates
  - C-Suite Level connections

# MBDA Business Center Detroit

## Project ONE Introduction



## Serving Minority Businesses Since 1969

- The only federal agency dedicated to fostering the growth and global competitiveness of minority owned firms
- In 2010:
  - MBDA helped minority firms access nearly **\$4 billion in contracts and capital**.
  - As a result of MBDA's programs and services more than **6,000 new jobs** were created and thousands more retained.
- **MBDA funds** a nationwide network of technical assistance programs titled **MBDA Business Centers**



# NO LIMITS





# SALESFORCE



- Connecting clients and opening doors
  - New Customers
  - Joint Ventures
  - Strategic Alliances



# PATHWAYS TO SUCCESS



# Individualized Pathways

- Certifications
  - 8A
  - GSA Schedule
  - HUB Zone
  - Veteran
  - DBE/AC DBE
- MBE Certification across NMSSDC Councils

# Individualized Pathways

- B2B Sessions
- Customized bids
- Provide leads on specific contracts

# Access to Capital



# Access to Capital

- Traditional Banking
- Non-Traditional Sources of Financing
  - ICI Program
  - BCF Fund
  - SBA



# **BIZ EQUITY**

**LOUIS GREEN**  
**President and CEO**  
**MMSDC**





# BizEquity

## BizEquity Valuations

Based on your inputs, we have computed the following estimated valuations:

<b>Expected Business Valuation:</b> The Expected Business Value is the most likely estimated value of this business.	<b>\$301,807</b>
<b>Optimistic Business Value:</b> The Optimistic Business Value is the most likely estimated value of this business if you believe it will outperform the local industry.	<b>\$331,988</b>
<b>Pessimistic Business Value:</b> The Pessimistic Business Value is the most likely estimated value of this business if it were to face unexpected difficulties.	<b>\$211,265</b>
<b>Liquidation Business Value:</b> The Liquidation Value is based on the information you provided on the market values of your business's Fixed Assets and Total Debt.	<b>\$63,050</b>

## Financial Snapshot

Estimated fair market value for  
**Beta International Corporation**

**\$301,000**

<b>Estimated 2008 Cash Flow</b>	<b>\$77,000</b>
<b>Return on Equity (ROE)</b>	<b>110.30%</b>
<b>Customer Concentration</b> <small>3 customers accounting for \$75,000 of Revenues or 30% during 2008</small>	<b>LOW</b>
<b>Pretax Income</b>	<b>Below Industry Avg</b>
<b>Cash-Flow-to-Revenue Ratio</b>	<b>Above Industry Avg</b>
<b>Debt-to-Equity Ratio</b>	<b>Below Industry Avg: 14.71%</b>



# NEXT STEPS

- Corporate Participants- Complete
  - Survey-Strategic Opportunity List
- MBEs- Complete MBDA Business Center and New Project ONE Applications
- MBE Assessment
- Corporate Assessment
- MBE Matching and Module Referrals



# Contact Us

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