

WHY AND HOW TO GET WBENC CERTIFIED

WBEC Greater DMV
2023



Join Forces. Succeed Together.

TYPES OF CERTIFICATION IN THE MARKETPLACE

- WBE (Women's Business Enterprise)*
- WOSB (Woman Owned Small Business)*
- EDWOSB (Economically Disadvantaged Woman Owned Small Business)
- MBE (Minority Business Enterprise)
- DBE (Disadvantaged Business Enterprise)
- VOSB (Veteran Owned Small Business)
- 8(a) Business Development Program

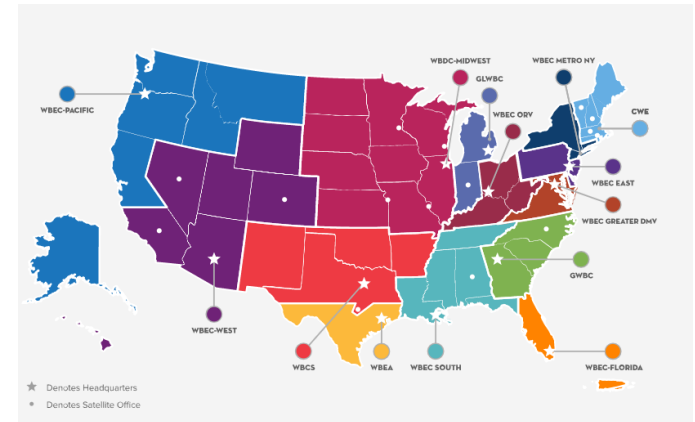
*WBENC provided certification

THE WBENC NETWORK

WBENC

WHO WE ARE

- The Women's Business Enterprise National Council (WBENC) is the nation's leading third-party certifier of business owned and operated by women
- Founded in 1997
- 14 Regional Partner Organizations (RPO) who deliver the WBENC Certification
- The leading advocate of WBEs & WOSBs as suppliers to Corporate America and Government Agencies
- Corporate Membership Organization



WBENC MISSION

WHAT WE DO

Our mission is to fuel economic growth globally by identifying, certifying, and facilitating the development of women-owned businesses.

We work to accomplish this by focusing on our CORE platform — Certification, Opportunities, Resources, and Engagement.



HOW WBENC DELIVERS

Certification

WBENC Certification validates that a business is at least 51 percent owned, controlled, operated and managed by a woman or women. Our certification standard is accepted by more than 1,000 corporations representing America's most prestigious brands, in addition to many states, cities and government entities.

Opportunities

We provide fantastic programs, events and networking opportunities for women-owned businesses, supplier diversity experts, government and corporate professionals, and other industry leaders throughout the U.S.

Resources

To address the challenges many women face in growing a business, we provide different support and resources . Our goal is to ensure women business owners have access to the education, support, and tools they need to grow and succeed.

Engagement

Our theme is Join Forces. Succeed Together. because we know that success is only possible when we partner with our constituents toward a set of common goals. We foster healthy engagement through advisory councils, ambassador programs, recognition, and awards program.

REGIONAL PARTNER ORGANIZATION

WBENC

WBEC METRO NEW YORK

- Spans New York State, South Connecticut, North New Jersey
- Approaching 1700+ WBE's
 - Programming
 - **Lunch with the Experts**- Provides insight about the ways in which corporations work with women entrepreneurs through interactive presentations with corporate members and/or subject matter experts.
 - **SAGE Advice** - this helps WBEs to develop a thorough understanding of how to successfully fund, market, and expand their businesses, engage in one-on-one mentorship with Capital One Business Resource Partners, create a strategic business plan and budget.
 - **Amplify**- is designed in specific consideration of the unique experiences of Women of Color business owners, and draws on community building, masterclasses with Supplier Diversity Sponsors, and support WBEs in scaling their business.
 - **SCALEit**- guides Women Business owners to breakthrough their current obstacles to grow, capitalize on new revenue opportunities and receive guidance on the path to build a team-managed company.
 - **One Page Business Plan**- supports Women Business owners in exploring the importance of learning to read and interpret their business financial statements, the importance of using a budget and sales forecast in planning, and using this information to create a one-page business plan.
 - **Sustainability**- is a comprehensive program assist WBEs in understanding what sustainability really means, what the value of sustainability is – particularly for Corporate Partners
 - Large scale events to celebrate our done deals! (Matchmakers!!)

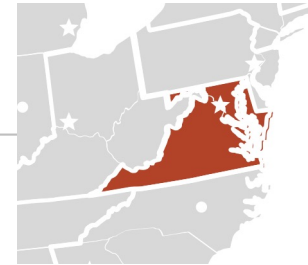


REGIONAL PARTNER ORGANIZATION

WBENC

WBEC GREATER DMV

- Spans DC, Maryland and Virginia
- Approaching 900 WBE (Proud to be diverse!)
- Programming
 - **Lunch with the Experts**- Provides insight about the ways in which corporations work with women entrepreneurs through interactive presentations with corporate members and/or subject matter experts.
 - **SAGE Advice** - this helps WBEs to develop a thorough understanding of how to successfully fund, market, and expand their businesses, engage in one-on-one mentorship with Capital One Business Resource Partners, create a strategic business plan and budget.
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WBENC CERTIFICATION

BENEFITS OF WBENC CERTIFICATION

Benefits of WBENC Certification include:

- **Access to supplier diversity** and procurement executives at hundreds of major U.S. corporations and federal, state, and local government entities that accept WBENC Certification
- **Formal and informal opportunities to pursue business** with Corporate and Government Members, as well as other WBENC-Certified WBEs
- Access to **networking events and programs, procurement opportunities, mentoring, executive education, capacity development programs**, and other business tools and resources
- Eligibility for **regional and national awards** and recognition
- Use of **Women Owned Logo and Women's Business Enterprise Seal** as a marketing tool to promote your business and expand your company's visibility
- Community of support from other female business owners and like-minded professionals all dedicated to the growth and success of women-owned businesses



WBENC CERTIFICATION



WBENC CERTIFICATION CRITERIA

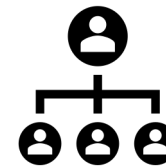
WBE Certification

Ownership

- At least 51% owned by a woman/women
- U.S. citizen or have a legal resident status

Control

- Governance
- Operations & Management
- Independence



WBENC is also an approved third-party certifier for the SBA's Women-Owned Small Business (WOSB) Federal Contracting Program

WOSB Certification

Ownership

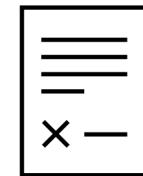
- At least 51% owned by a woman/women
- U.S. citizen

Size Standard

- Revenue threshold
- Number of employee threshold

Control

- Governance
- Operations & Management
- Independence



WBENC CERTIFICATION

CERTIFICATION APPLICATION FEES

The non-refundable processing fee for new applications and recertification is based on annual gross revenue as reported on Federal Taxes and is divided into five (5) tiers. Please identify which range your company's revenues fall within to identify the required fee.

Revenue Range Category

Under \$1 million: \$350

\$1M < \$5M: \$500

\$5M < \$10M: \$750

\$10M < \$50M: \$1,000

\$50M+: \$1,250

WBENC CERTIFICATION

IS CERTIFICATION RIGHT FOR YOU ?

You should consider going through the certification process if:

- You would like your company to have access to more business opportunities and services
- You want to validate to corporations, government entities and other buying entities that you are, in fact, a woman-owned, controlled and managed company
- You would like access to programs that will provide you with knowledge and skills to develop your business
- You enjoy building relationships

When WBENC Certification may not be right for you:

- You do not meet WBENC's Certification Standards
- You think certification will guarantee contracts
- You think certification will grant you or your company preferential treatment

WBENC CERTIFICATION

DOCUMENTATION REQUIREMENTS

WBENC Certification requires a thorough review of business documentation, including documents relevant to ownership, financial structure, personnel, management, and governance. Before starting the certification process, we recommend reviewing the list of required documentation and gathering all materials in advance

A few important things to know:

- All documents will be uploaded into WBENCLink2.0 as part of your online application.
- For documents listed as ‘Required,’ you must provide the document or check the Not Applicable box if it is not relevant to your business.
- Failure to provide the necessary documentation required to ascertain the company’s eligibility is reason for a denial.
- Your assigned Regional Partner Organization (RPO) and/or WBENC reserves the right to request additional documentation.
- Please do not upload password-protected documents, without providing the password for the File Description.
- Unless otherwise noted, requirements are the same for all business structures.
- NOTE: All documents will be treated with the utmost security and confidentiality.

WBENC CERTIFICATION

WOSB CERTIFICATION PROCESS

Documentation Required

- Proof of ACTIVE registration in SAM (Printout of Entity Overview)
- SAM registration must be validated before the status is listed as Active. **This process normally takes a few weeks to obtain SAM registration.** If interested, please begin the SAM process immediately to not delay the certification process.
- NOTE: In order to be processed for the WOSB certification, the company's Primary NAICS Code must align with the Principal Business Activity listed on the company's federal tax return.

How to Apply

- If interested in WOSB certification, the applicant **MUST** select 'Yes' when answering the first question of the online application in Section 1: General Information, "Would you like to apply for WOSB certification?"
- NOTE: Applicants may only apply for WOSB Certification when applying as a new or recertifying WBE applicant. Upload the WOSB Documentation listed in 'Required Documents' section

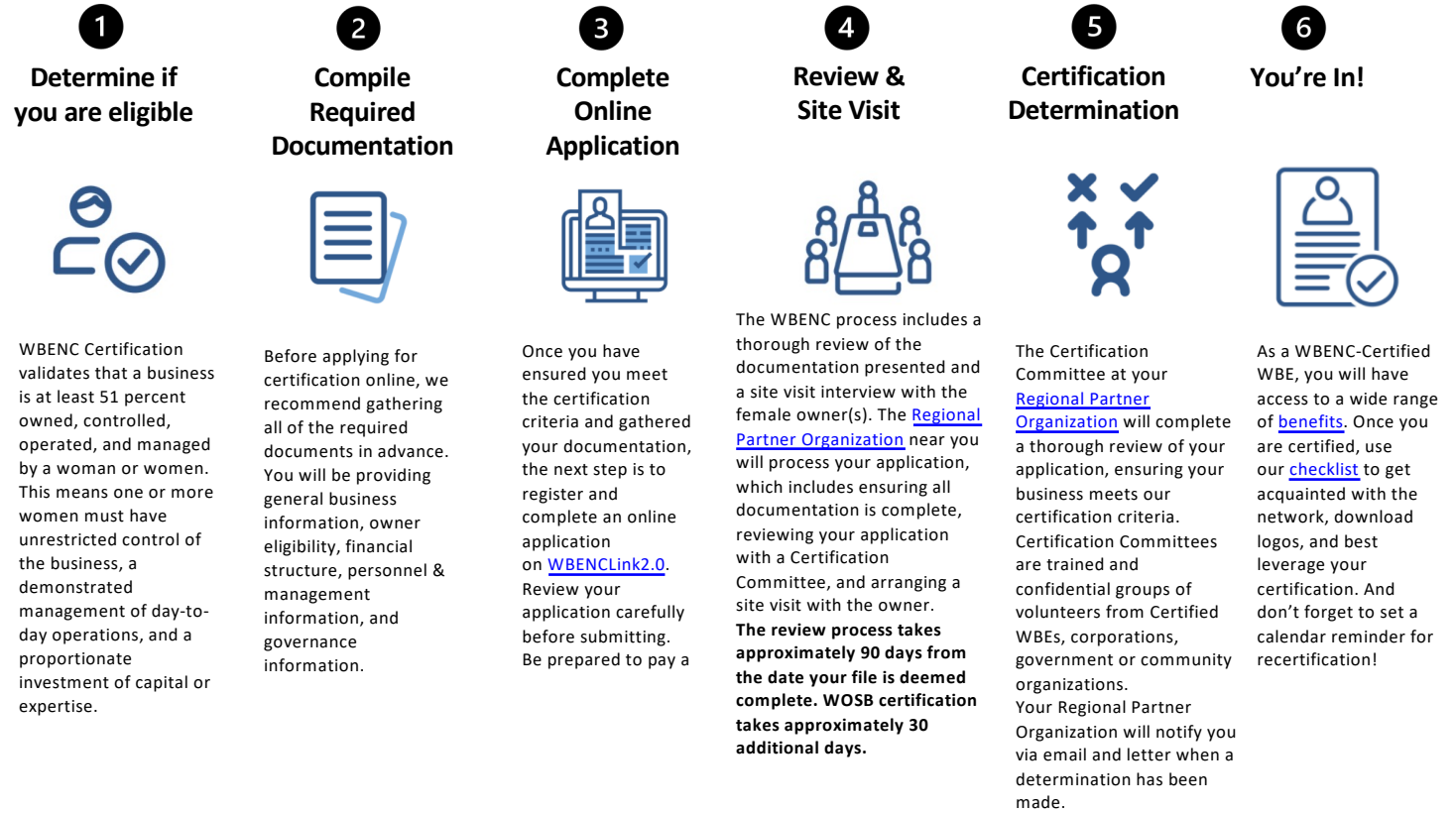
Once WOSB/WBENC Certification is Granted

- Once WOSB/WBENC certification is granted, applicants must complete the additional United States SBA required steps to be eligible to participate in the WOSB Federal Contracting Program.

Go to <https://www.wbenc.org/certification/wosb-certification/> for more information

WBENC CERTIFICATION

THE CERTIFICATION PROCESS



WBENC CERTIFICATION

READY TO GET CERTIFIED?

- Make sure you meet the certification eligibility requirements. Review the WBENC Certification Standards & Procedures document.
- Have all of the required documentation prepared, signed, organized, and ready for upload. Review all documentation to ensure it demonstrates your eligibility.
- Review and understand the certification process.
- Familiarize yourself with the Regional Partner Organization who will be processing your application.
- Add wbenclink@wbenclink.org to your email safe sender list — all updates on your application will come from this address.
- Be prepared to pay the nonrefundable application processing fee by credit card or check.
- Review our WBENCLink2.0 tips below
- Keep in mind, the information submitted during your certification application will be what's visible in WBENCLink2.0 for corporations and government representatives to search. Make sure you are as thorough as possible!

THANK YOU

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WBENC

Join Forces. Succeed Together.

WBENC CERTIFICATION

ANY QUESTIONS?



<https://www.wbenc.org/certification/documentation-required/>