

**2018 BROAD AGENCY ANNOUNCEMENT  
PRE-APPLICATION CONFERENCE**

**FFO NUMBER: MBDA-OB-2018-2005687**



Grow your business. Build the Nation.

# AGENDA



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# TODAY'S PROTOCOL



This teleconference will focus on MBDA's Broad Agency Announcement.



The Broad Agency Announcement will provide grants to established businesses/organizations to provide services to minority-owned businesses.



Questions will be accepted during this session via operator assistance and via email at [2018BAA@mbda.gov](mailto:2018BAA@mbda.gov).



The Notice of Funding Opportunity published on June 11, 2018 is the official competition document. The information provided during the Webinar is not intended to conflict with or supersede the NOFO in any way.

# IMPORTANT DATES



## CFDA #11.802, Minority Business Resource Development

June				July				August				
4-8	11-14	18-22	25-29	2-6	9-13	16-20	23-27	31-3	6-10	13-17	20-24	27-31

**Published Date**  
**June 11, 2018**

**Deadline\***  
**July 11, 2018 • 11:59 PM (EDT)**

**Anticipated Award**  
**September 1, 2018**

**Pre-Application Conferences**  
**June 18 and 21, 2018**

\*Applications must be received by deadline

\*Only electronic applications through Grants.gov are accepted

# SPEAKERS



**Nakita Chambers**

Program Manager,  
Office of Business  
Development



**Edith McCloud**

Acting National  
Director



**Efrain Gonzalez, Jr.**

Associate Director,  
Office of Business  
Development



**Joann J. Hill**

Chief,  
Office of Business  
Development



**Josephine Arnold**

Chief Counsel

# DEPARTMENT OF COMMERCE BACKGROUND



## VISION

Economic prosperity for all American business enterprises.



## MISSION

To create the conditions for economic growth and opportunity.



## STRATEGIC OBJECTIVES

- Accelerate American Leadership
- Enhance Job Creation
- Strengthen U.S. Economic and National Security
- Fulfill Constitutional Requirements and Support Economic Activity
- Deliver Customer Centric Service Excellence

# BUSINESS CASE FOR MBDA'S BROAD AGENCY ANNOUNCEMENT



To achieve maximum economic growth in the U.S through support of minority-owned firms

01

To compliment Presidential priorities and U.S. Department of Commerce goals

02

To encourage new activities, education, outreach, innovative projects or sponsorships

03

# IMPORTANT APPLICATION THEMES



**Throughout your BAA application, be sure to emphasize innovation and metrics.**



**INNOVATION**

## **What is innovation?**

Innovation means different things to different people. Think about what innovation means to you and articulate that idea when crafting your application.



**METRICS**

## **What are metrics?**

Metrics are quantifiable measures used to define success and benchmark progress.



# OVERVIEW OF INITIATIVES



BAA ID	Initiative	Award Amount	# of Awards
A	Access to Capital	\$600k	~1-2 Awards
B	American Indian, Alaska Native, and Native Hawaiian Project	\$3.3M	~11 Awards
C	Aquaculture	\$400k	~ 1 Award
D	Disaster Readiness	\$500k	~1-2 Awards
E	Disaster Recovery	\$1.5M	~1-3 Awards
F	Entrepreneurship Education Program for Formerly Incarcerated Persons	\$400k	~1-2 Awards
G	Global Minority Women Economic Empowerment Initiative	\$400k	~ 1 Award

# OVERVIEW OF INITIATIVES



BAA ID	Initiative	Award Amount	# of Awards
H	Historically Black Colleges and Universities (HBCU) Initiative	\$1M	~1-3 Awards
I	Inclusive Infrastructure Initiative	\$1.3M	~1-3 Awards
J	Research	\$200k	~1-2 Awards
K	Space Commerce	\$400k	~ 1 Award
L	Sustainable Business Model	\$400k	~1-2 Awards
M	Technology Transfer and Commercialization	\$400k	~1-2 Awards
N	Virtual Business Center	\$850k	~1-2 Awards

# HOW TO APPLY



## Application Steps

1. Obtain a Data Universal Numbering System (DUNS) Number
2. Register with System for Award Management (SAM)
3. Create Grants.gov username and password
4. Authorize the Authorized Organization Representative (AOR)
5. Track AOR Status
6. Download an application package
7. Complete your application package
8. Submit your application package
9. Track your application package

**TIP** (!)

**Remember to submit your application by 11:59 pm (EDT) on July 11, 2018**

# INFORMATIONAL RESOURCES



**For additional information on the BAA application process:**

**1. Read the Broad Agency Announcement**

Reference page 15 in the BAA for application instructions

**2. Visit Grants .Gov**

[www.grants.gov](http://www.grants.gov)

**3. Watch an Informational Video**

<https://www.mbda.gov/news/blog/2018/05/grants-process-overview-how-apply>

# AWARD INFORMATION



## **Funding Availability**

- MBDA expects to invest approximately \$11 million under this Announcement

## **Period of Performance**

- Anticipated: September 1, 2018 through August 31, 2019 (one-year award)

## **Notification of Award Status**

- Successful applicants will be notified electronically through Grants Online and MBDA
- Unsuccessful applicants will be notified by MBDA

# REQUIREMENTS



## Eligible Applicants

- For-profit entities
- Non-profit organizations
- Institutions of higher education
- Commercial organizations
- State and local government entities
- Quasi-government entities
- Indian tribal governments
- Tribal entities
- Native Hawaiian entities

## Cost Sharing or Matching

Cost sharing is not required unless it is determined by the applicant that the project can only be funded with matching/cost sharing funds.

# APPLICATION OVERVIEW: POINTS



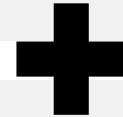
NARRATIVE

**Project Description**  
25 pts

**Capability**  
25 pts

**Project Goals and Objectives**  
15 pts

65  
pts



BUDGET

**Budget Breakdown**  
15 pts

**Budget Narrative**  
20 pts

35  
pts



TOTAL

100  
pts

*\*Note: Failure to include the above components may result in penalties or disqualification. Please refer to the BAA for additional information on each of the criteria.*

# APPLICATION OVERVIEW: NARRATIVE



## Project Description 25 pts

Explain the proposed project in **detail** via a **project description** or, alternatively, a **white paper**.

## Capability 25 pts

Describe how the **experience and qualifications** of the **organization and / or proposed project team** relates to the organization's ability to execute the proposal.

## Project Goals and Objectives 15 pts

Outline clear **objectives** and specific **approaches** to execute the project description, as well as a plan to evaluate the **expected project outcomes** using quantitative and qualitative measures.



# APPLICATION OVERVIEW: BUDGET



## BUDGET BREAKDOWN 15 pts

### Categories:

- **Personnel:** Each individual should be identified by name and/or position, salary, and the time commitments such as hours and percent of time stated for each position.
- **Fringe Benefits:** The budget narrative must provide a description of and a breakdown of the benefits received by personnel if the fringe benefits exceed 35 percent.
- **Travel:** Provide a detailed breakdown of travel costs totaling more than \$5,000 or 5% of the total, whichever is greater.

# APPLICATION OVERVIEW: BUDGET



## BUDGET BREAKDOWN 15 pts

### Categories (continued):

- **Equipment:** Equipment is generally defined in 2 CFR § 200.33 as tangible personal property having a useful life of more than one year and an acquisition cost of \$5,000 or more per unit.
- **Supplies:** Supplies are defined in 2 CFR § 200.94 as tangible personal property other than those included in Equipment. The budget must provide a detailed breakdown of supply costs.
- **Contractual:** Separate budgets are required for subgrants or contracts regardless of the dollar value.
- **Construction:** Does not apply.

# APPLICATION OVERVIEW: BUDGET



## BUDGET BREAKDOWN 15 pts

### Categories (continued):

- **Other Direct Costs:** Items should be listed by type of material and nature of expense. The number of units, cost per unit and total costs specified.

## BUDGET NARRATIVE 20 pts

Justify the need for all budget items outlined in the SF-424A.

The budget narrative must align with work activities, goals, staffing, and other proposed resources.

# APPLICATION OVERVIEW: STANDARD FORMS



## Standard Forms

### Standard Forms

The application must contain the following Standard Forms (SF):

- SF 424, Application for Federal Assistance
- SF 424A, Budget Information Non-Construction Programs
- SF 424B, Assurances Non-Construction Programs
- SF LLL, Disclosure of Lobbying Activities

The application must contain the following Department of Commerce (CD) form:

- CD 511, Certification Regarding Lobbying

**TIP** 

**Remember to submit or your application will be disqualified.**

# APPLICATION OVERVIEW: PENALTIES AND DISQUALIFICATIONS



<b>Mandatory Item</b>	<b>Failure to Adhere</b>
Title Page	5 point deduction
Table of Contents	5 point deduction
Applicant Narrative	Disqualification
Budget	Disqualification
Required Standard Forms and Attachments	Disqualification
Two or more initiatives in one application	Disqualification

# NEXT STEPS



## **Next Steps**

- Award Announcement
- Federal Awarding Agency Review of Risk Posed by Applicants
- Post-Award Conference

## **Federal Award Administration Information**

- Federal Award Notices
- Administrative and National Policy Requirements
- Reporting

Please adhere to operator  
instructions to ask questions.

Thank you!

# MBDA CONTACT INFORMATION



**If you still have questions following this conference, please refer to:**

**Q&A**

**Email:**  
**[2018BAA@mbda.gov](mailto:2018BAA@mbda.gov)**

**FAQs**

**Visit:**  
**[www.mbda.gov](http://www.mbda.gov)**

## Agency BAA Managers



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