

# MEMBERSHIP SERVICES



**REIMAGINING  
EQUITY, DIVERSITY,  
AND INCLUSION FOR  
A BETTER FUTURE**

**WELCOME TO THE**  
**BROOKLYN**  
**MINORITY BUSINESS DEVELOPMENT AGENCY—MBDA**  
**BUSINESS CENTER**

**WE CONNECT INTEGRITY,  
COURAGE, AND DIGNITY TO PROFIT**

**ABOUT THE BROOKLYN MBDA BUSINESS CENTER**

The Brooklyn MBDA Business Center ("Center"), operated by OLIM Lifestyle Management Consulting LLC, is funded by the Minority Business Development Agency ("MBDA"), U.S. Department of Commerce. Its mission is to provide high-level business development services to Socially or Economically Disadvantaged Individuals ("SEDI") who own businesses, to grow. Located at Medgar Evers College, City University of New York, the Center has a national footprint, with a focus in the Northeast Corridors ("NEC") of the United States.

NEC is central to the tri-states (New York, New Jersey – Northeast, and Connecticut – Southeast). SEDI-owned businesses are the largest employers in this region. Along the Northeast Corridors, there are strong presences of SEDI-owned enterprises. The MBDA Act defines a socially disadvantaged individual as "an individual who has been subjected to racial or ethnic prejudice or cultural bias because of the identity of the individual as a member of a group, without regard to any individual quality of the individual that is unrelated to that identity." 15 U.S.C. § 9501(15)." The Act also describes an economically disadvantaged individual as "an individual whose ability to compete in the free enterprise system been impaired due to diminished capital and credit opportunities, as compared to others in the same line of business and competitive market areas, because of the identity of the individual as a member of a group, without regard to any individual quality of the individual that is unrelated to that identity." 15 U.S.C. § 9501(15).

The Center is accessible by car, bus, and subway. Easily accessible to the rest of New York City. The Center is a proud strategic partner to the Medgar Evers College (CUNY). Named after martyred civil rights icon, Medgar Wiley Evers, this College is a minority-community and economic development serving institution, which is recognized as a crown jewel of The City University of New York.

The Center's programs also facilitate students' engagement, where students are given opportunities to provide SEDI clients with relevant services, through internship programs, while gaining valuable work experiences.



## How We Do It

### ELIGIBILITY

To qualify for the services, prospective clients must meet the following criteria:

- Identified as an existing socially and economic disadvantaged business owner; or
- Own at least 51% of an existing SEDI-owned business
- Business concerns must complete and return a signed Client Engagement Form

### OUR APPROACH

The Center provides management and business consulting services to SEDIs, to facilitate business development and capacity building. The Center assists clients with facilitating transactions through referrals, one-on-one business consulting, contract bid/proposal preparation, loan packaging, capital sourcing, and match-making opportunities.

### WHY US?

The Center is part of a innovative national ecosystem that advocates and promotes SEDIs' initiatives that open clients' opportunities beyond borders.

## CORE VALUES OF THE MBDA

TEAMWORK

INTEGRITY

PROFESSIONALISM

LEADERSHIP

WORK-LIFE BALANCE

## CORE SERVICES



### GLOBAL BUSINESS DEVELOPMENT

Services include identification of export markets, facilitation of global transactions, international trade missions and market analysis, and overseas market promotion assistance.



### ACCESS TO CAPITAL

Services includes identification of domestic and global financing opportunities, equity financing, brokerage of financial transactions, identification and closure of merger and acquisition transactions.



### ACCESS TO CONTRACT

Services include identification of procurement opportunities, solicitation analysis, bid and proposal preparation, negotiation and closing, research contract award histories.



### ACCESS TO MARKET

Services includes government procurement assistance, private sector contract identification and specialized certification assistance including 8(a), and assistance with market research.

## CORE SERVICES



### STRATEGIC BUSINESS CONSULTANT

Services include sales consulting and forecasting, market feasibility studies, operations management and quality control, bid preparation and bonding (construction), and manufacturing facility leasing.



### OUR VALUE

We believe that adding integrity, courage, and dignity to the way business is done, can make that business more profitable.

## DID YOU KNOW?

1. That the MBDA was originally established by President Richard M. Nixon on March 5, 1969 as the Office of Minority Business Enterprise. Yes, President Nixon recognized the impact of minority businesses on the nation's economy and on the general welfare over 50 years ago.
2. That in 1979 the Office of Minority Business Enterprise became the Minority Business Development Agency?
3. That minority firms with annual gross receipts of \$500,000 or more generated a much larger percentage of all minority revenues and paid employees that is, compared to firms that grossed less than \$500,000?
4. MBDA's operations are managed from a centralized office in Washington, DC? Services are provided to SEDI businesses through a nationwide network of MBDA Business Center Programs under a cooperative agreement to provide a full suite of services to grow SEDI businesses.

the more you know...

## OUR VALUE PROPOSITION

The Brooklyn Minority Business Center is designed to provide high-level subject matter expertise business development technical services to SEDI-owned businesses, focusing on securing large public and/or private contracts, financing transactions, strategic business consulting services, and export and import.

The Center assists in facilitating entry into global markets, identifying export markets, and overseas market promotion. The Center's mission is to promote minority-owned business enterprises' growth alternatives through strategic partnerships and teaming arrangements. The Center is committed to providing SEDI-owned businesses with the knowledge, skills, and access to resources that they need to grow and prosper.

## WHY JOIN THE MBDA

The Brooklyn MBDA Business Center is part of national network of MBDA, US Department of Commerce's equity partners that deliver high-quality business consulting and technical assistance services, to eligible businesses, **for free**. All clients have access to subject-matter experts in areas of access to capital, access to contracts, access to markets, and access to other business development services, year-round.

Nothing is off the "ideas" table as it relates to facilitating the growth/scaling of SEDI-owned businesses. So, please do not hesitate to speak with one of our trusted team members, who are capable of assisting you with your business needs.

The Center prides itself with some of the sharpest minds, resourcefulness, and tailored success for its stakeholders.

Our main objective, in a nutshell, is to drive superior returns for clients.

## GET IN TOUCH TODAY!

**STOP BY:** Medgar Evers College  
1150 Carroll Street, Room 405-A | Brooklyn, NY 11225

**CALL:** (877) 352.2116

**FAX:** 347.736.1341

**EMAIL:** [jkennedy@olimilifestylemanagement.org](mailto:jkennedy@olimilifestylemanagement.org)

**VISIT:** [www.brooklynmbdacenter.com](http://www.brooklynmbdacenter.com)





## INTAKE CONTACT INFORMATION

Company Name: \_\_\_\_\_

Contact: \_\_\_\_\_ Title: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone—Office: \_\_\_\_\_ Phone—Mobile: \_\_\_\_\_

Email: \_\_\_\_\_ Website: \_\_\_\_\_

Ethnicity: \_\_\_\_\_ In-Take Date: \_\_\_\_ / \_\_\_\_ / \_\_\_\_  
mm dd yyyy

Socially or Economically Disadvantaged Individual?  Yes  No

Are you a Service-Disabled Veteran?  Yes  No

Business Type:  Corporation  Partnership  Limited Liability Partnership  
 S Corporation  Sole Partnership  Limited Liability Corporation  
 Other: \_\_\_\_\_

State of Incorporation: \_\_\_\_\_ NAICS Code(s): \_\_\_\_\_

Brief Company Description: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Number of Employees: Full-Time: \_\_\_\_\_ Part-Time: \_\_\_\_\_ Minority: \_\_\_\_\_

Last Fiscal Year's Revenue: \$ \_\_\_\_\_ Interim Sales: \$ \_\_\_\_\_ Export?  Yes  No

Annual Export Sales: \$ \_\_\_\_\_ Largest Contract Value: \$ \_\_\_\_\_

Certification Type:  MBE  WBE  SBE  8(A)  HUB ZONE  DBE  SDVOSB

I hereby certify that the above information is true and complete: \_\_\_\_\_  
Client Signature & Date

### FOR INTERNAL USE ONLY

Client Referred: \_\_\_\_\_

Processing MBDA Business Center Location \_\_\_\_\_

MBDA and/or MBDA Business Center Staff Member: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

#### RETURN COMPLETED FORM TO:

MINORITY BUSINESS DEVELOPMENT AGENCY BUSINESS CENTER  
Medgar Evers College | 1150 Carroll Street, Room 405-A | Brooklyn, NY 11225  
Phone: (877) 352.2116 | Fax: (347) 736.1341 | jkennedy@olimilifestylemanagement.org

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