

Govology and the MBDA Federal Procurement Center Launch Virtual Training Partnership to Advance What Works in E.O. 13985 (To Advance Acquisition Equity and Support for Underserved Businesses Doing Business with the Federal Government)

Govology is partnering with **What Works** online and the Minority Business Development Agency (MBDA) Federal Procurement Center to elevate procurement readiness of Minority Business Enterprises (MBEs) and Small Disadvantaged Businesses (SDBs) seeking government contract capacity building through education and support. As a result of this partnership, MBE and SDB firms will gain access to Govology's Federal Procurement Readiness Program designed to reduce the time it takes new firms to win government contracts. MBE and SDB firms interested in participating should email Elena Bernard, PhD at ebarnard@govology.com after registering to become a MBDA Federal Procurement Center client by registering at www.mbdafpcenter.com

The new Federal Procurement Readiness Program is a 12-week hands-on interactive virtual classroom experience designed to help MBE professionals successfully prepare for, identify, capture, and perform government contracts. The program includes training, coaching, and one-on-one support. After graduation, each MBE participant will also receive free access to Govology's extensive library of webinars and courses through participating MBDA centers to continue advancing their knowledge and capabilities to more successfully compete and win government contracts.

This partnership initiative provides a solution to the President's Executive Order 13985, calling on agencies to identify "barriers that underserved communities and individuals may face in taking advantage of agency procurement and contracting opportunities." Lack of education and resources are major barriers that keep many MBEs and SDBs from pursuing and winning government contracts. In partnership, Govology and the MBDA Federal Procurement Center are committed to rectify this situation.

This strategic collaboration will also address the challenge facing federal agencies seeking qualified SDB contractors to help them meet their new SDB spending goals as directed by the White House memorandum dated December 2nd, 2021 (M-22-03 Advancing Equity in Federal Procurement). The memorandum directs agencies to increase the share of contracts awarded to SDBs to at least 11% by the close of FY 2022 and 15% by FY 2025 (historically set at 5%).

Waypoint America LLC DBA Govology (www.govology.com) provides government market education for small and diverse business professionals through a mix of live webinars, e-courses, podcasts, and digital resources. Its mission is to bring high-quality education and resources to as many entrepreneurs as possible to ensure that every small business has the knowledge to pursue, win, and successfully perform government contracts. To date, Govology has educated more than ten thousand (10K) students, including minority business owners, women entrepreneurs, and veterans, many of whom went on to win millions of dollars in government contracts.

Govology strives to offer its educational programs at no out-of-pocket cost to small, diverse, and economically disadvantaged small businesses through collaborative partnerships. The Govology & MBDA team is actively seeking sponsors to support their 2023 Federal Procurement Readiness Cohorts. If you are interested in sponsorship opportunities, please contact Carroll Bernard at cbernard@govology.com (1-888-643-4276 ext. 700), or visit www.iaeo summit.com Sponsorship to support transforming **What Works** to increase MBE and Small Business Disadvantaged government contracting success.