

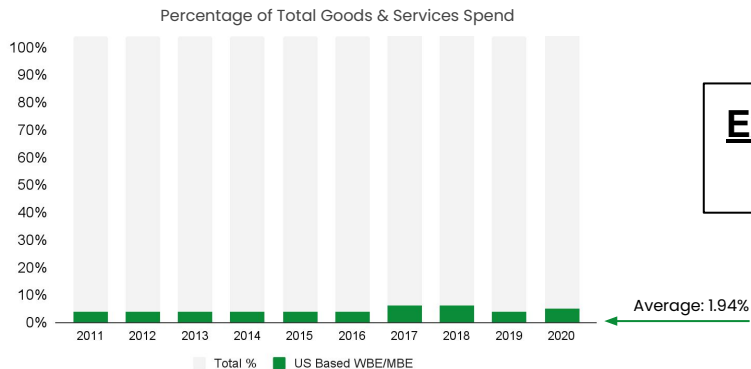


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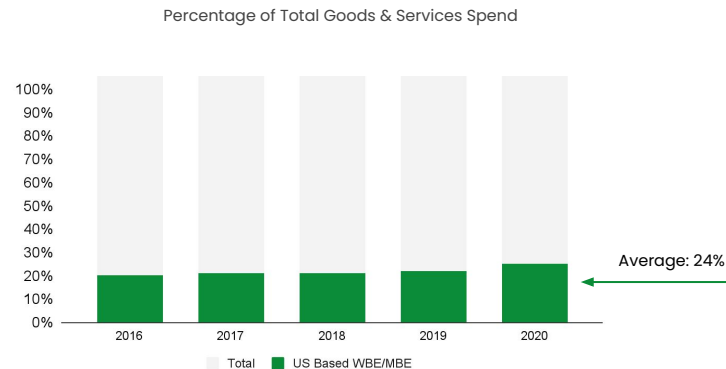
## **OPPORTUNITIES**

**OPPORTUNITIES** | Client Example's historical spend for US Based Women and Minority Owned Business are not readily available. Companies similar to Client Example in size and scope currently average up to 40% annually for MBE spend.

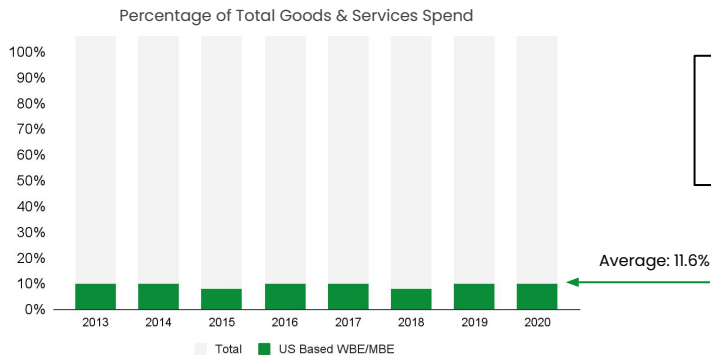
**Example A**



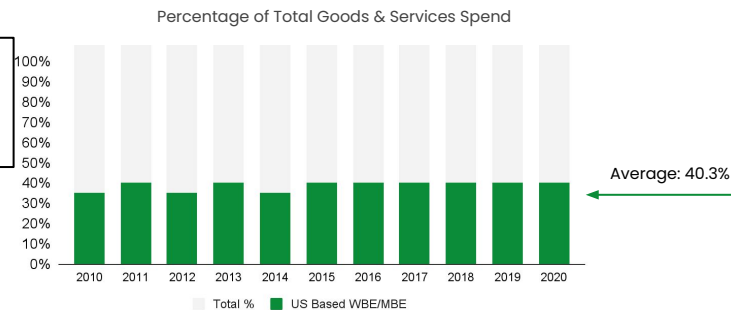
**Example C**



**Example B**



**Example D**



Often US Based Women and Minority Owned Business results are combined into one pool of statistics therefore masking actual MBE spending results within the organization

**OPPORTUNITIES | Client Example** recognizes Women Owned and Minority Businesses and can easily separate the spends by utilizing Buy-MBE's E-Commerce Platform and Diversity Calculator



## US Based Women Owned & Minority Businesses

Owners often currently tracks their spending and categorizes these expenditures under supplier diversity efforts.

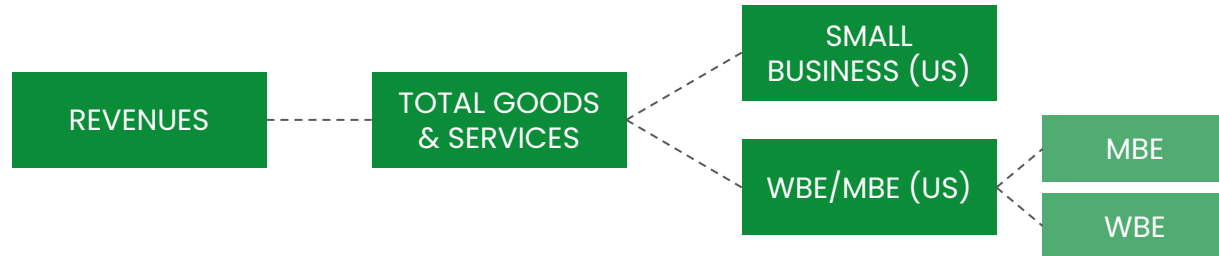
### WHO WE WORK WITH

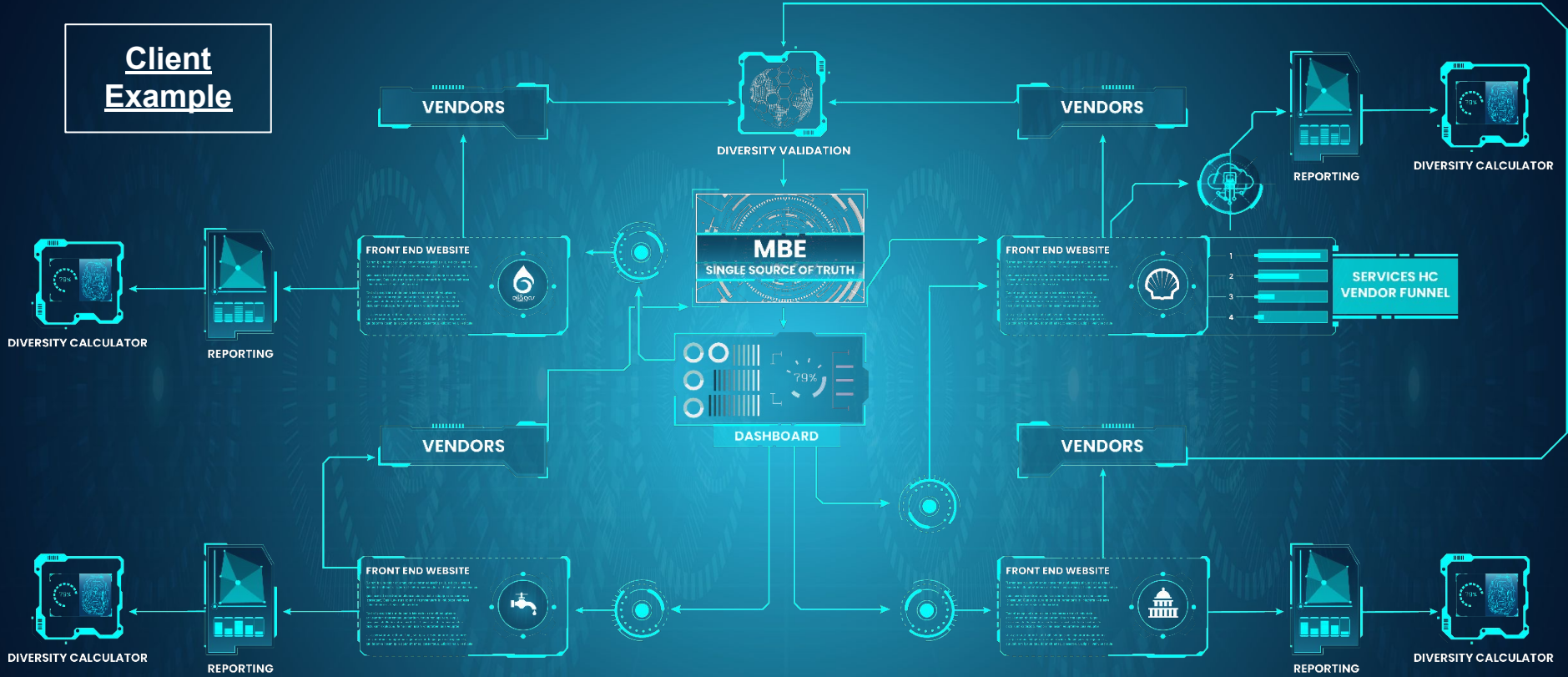
- Small businesses
- Small disadvantaged businesses
- Small woman-owned businesses
- Historically Underutilized Business Zone (HUBZone) businesses
- Small veteran-owned businesses
- Small service-disabled veteran-owned businesses
- Certified woman-owned businesses
- Certified minority-owned businesses
- Certified LGBT-owned businesses
- Certified disability-owned businesses

### CURRENT DIVERSE REPORTING



### PROPOSED DIVERSE REPORTING



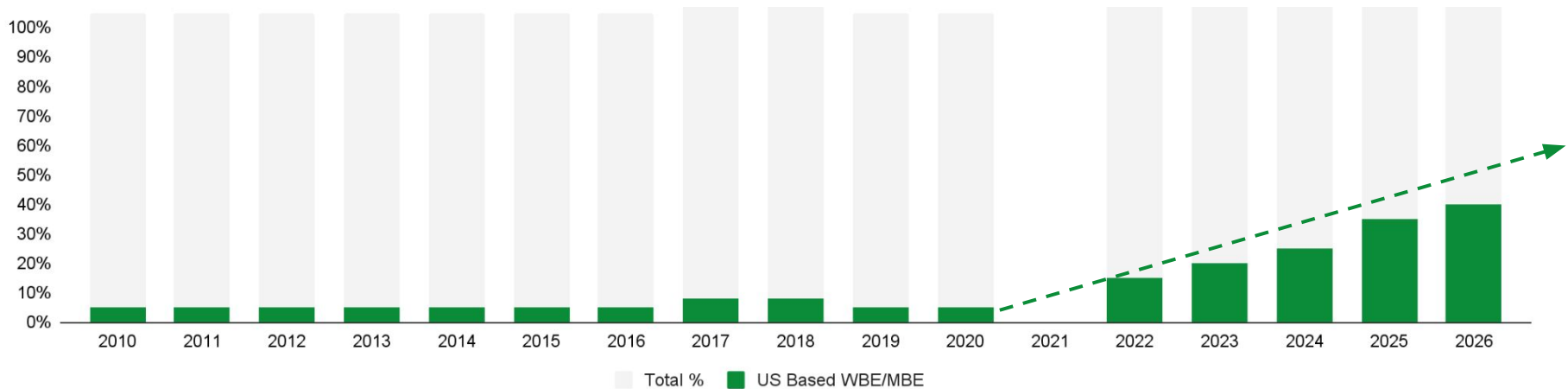


Client Example will benefit by the collaboration of many business sectors utilizing the Buy-MBE Validation and Diversity Calculator to increase spending options throughout MBE procurement categories

**EXAMPLE | Client Example** can expedite the corporate commitment to Diverse Spend while utilizing existing vendors and suppliers already pre-qualified in **Client Example's** eProcurement system



Percentage of Total Goods & Services Spend *Sample Client*

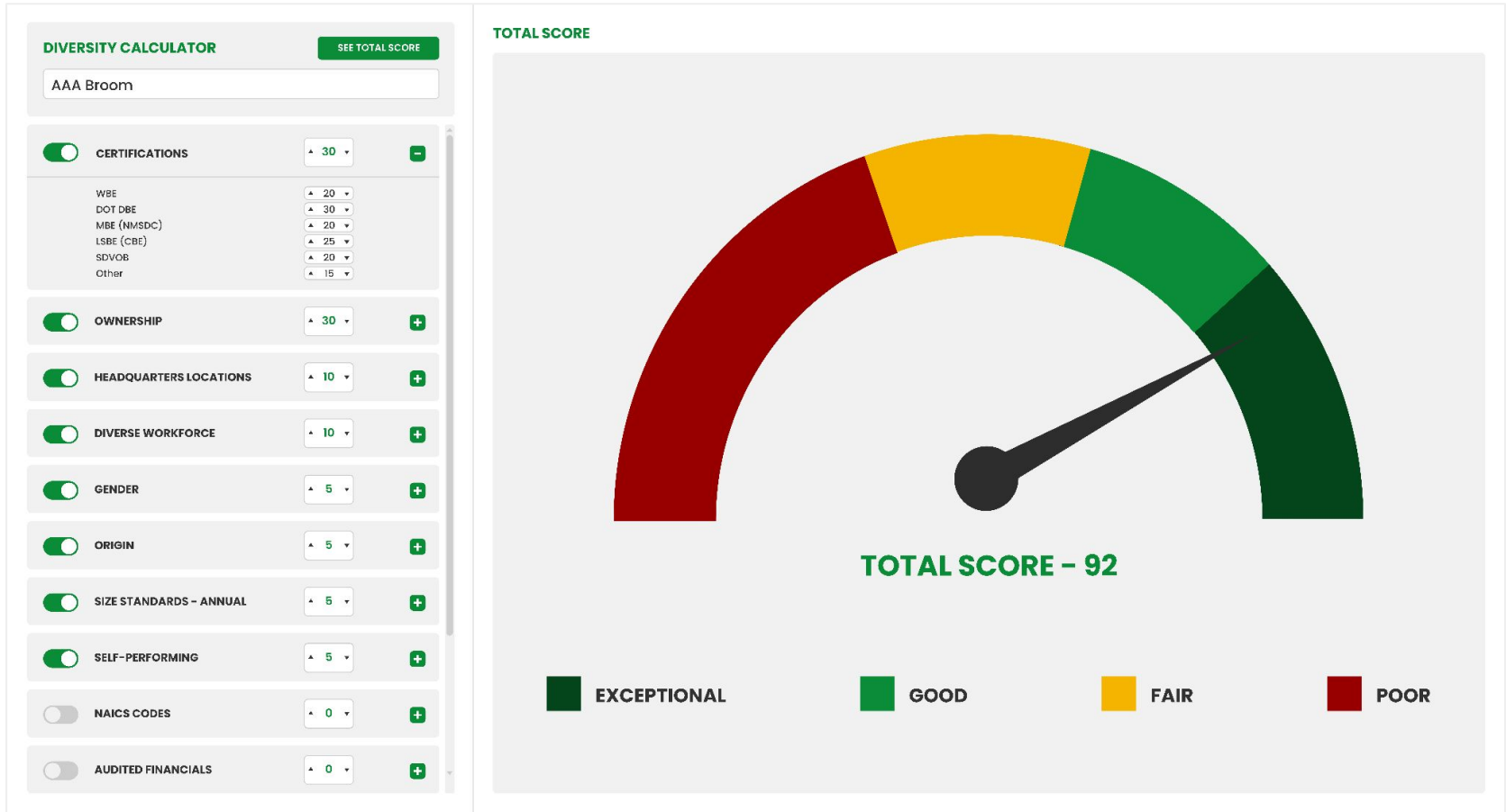


**“Client Example”** will recognize a significant “Return on Investment” disclosed within the 2022 10-K by increasing MBE spend utilizing the BUY-MBE E-Commerce Platform. These Diverse spending incentives are included in the “Small Business Act”.

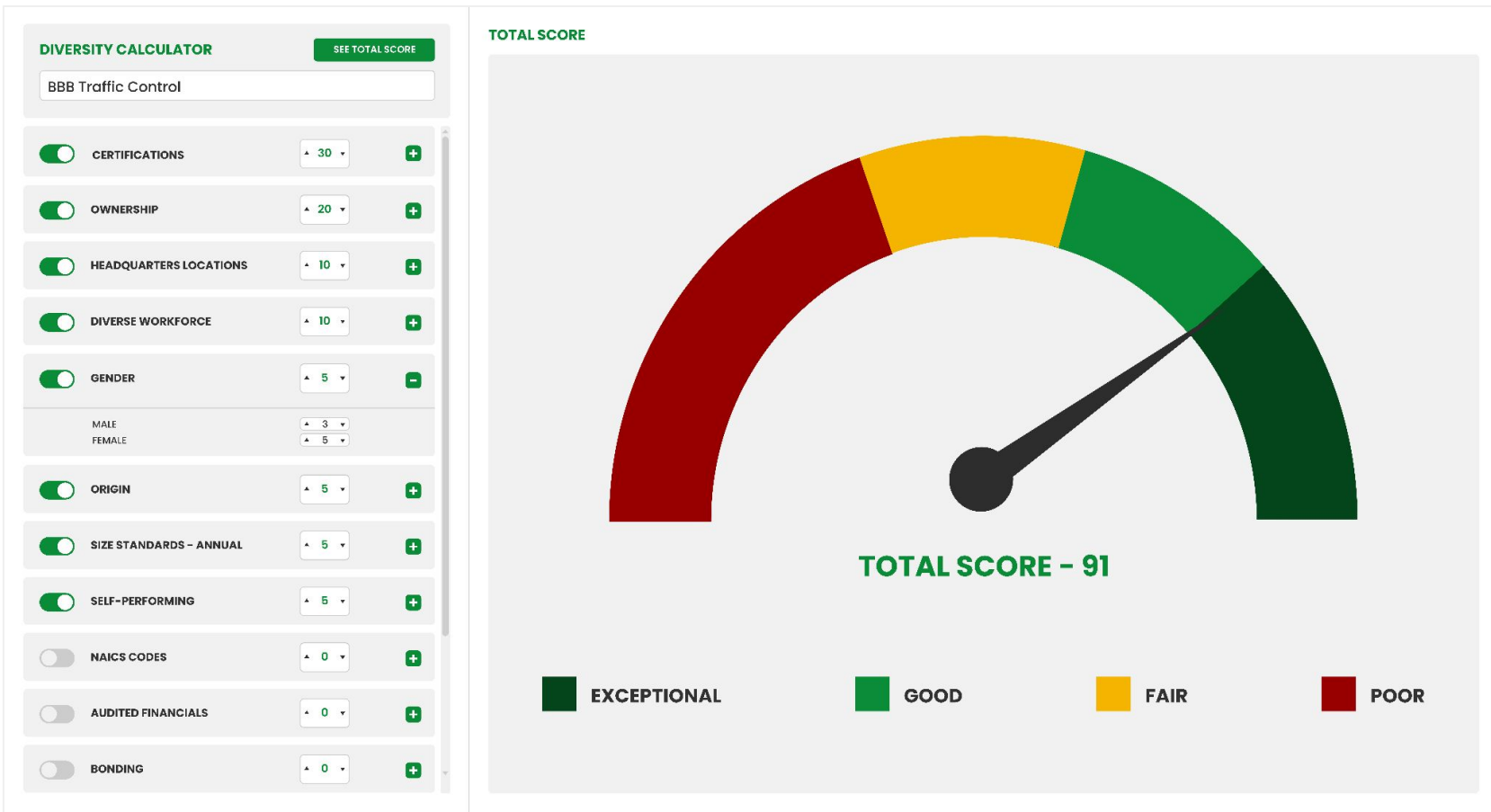
# TIMELINE / RAMP UP - Client Example



	Q1			Q2			Q3			Q4			Q1			Q2		
	JAN 2022	FEB 2022	MAR 2022	APR 2022	MAY 2022	JUN 2022	JUL 2022	AUG 2022	SEPT 2022	OCT 2022	NOV 2022	DEC 2022	JAN 2023	FEB 2023	MAR 2023	APR 2023	MAY 2023	JUN 2023
CONTRACT NEGOTIATION				█														
ENGINEERING PHASE 1				█														
IMPLEMENTATION							█											
TIER 1 TRANSACTIONS										█								
TIER 1 & TIER 2 TRANSACTIONS													█			█		
ESTIMATED SPEND (M)						\$50	\$125	\$175	\$250				\$300					







### DIVERSITY CALCULATOR

SEE TOTAL SCORE

CCC Landscaping

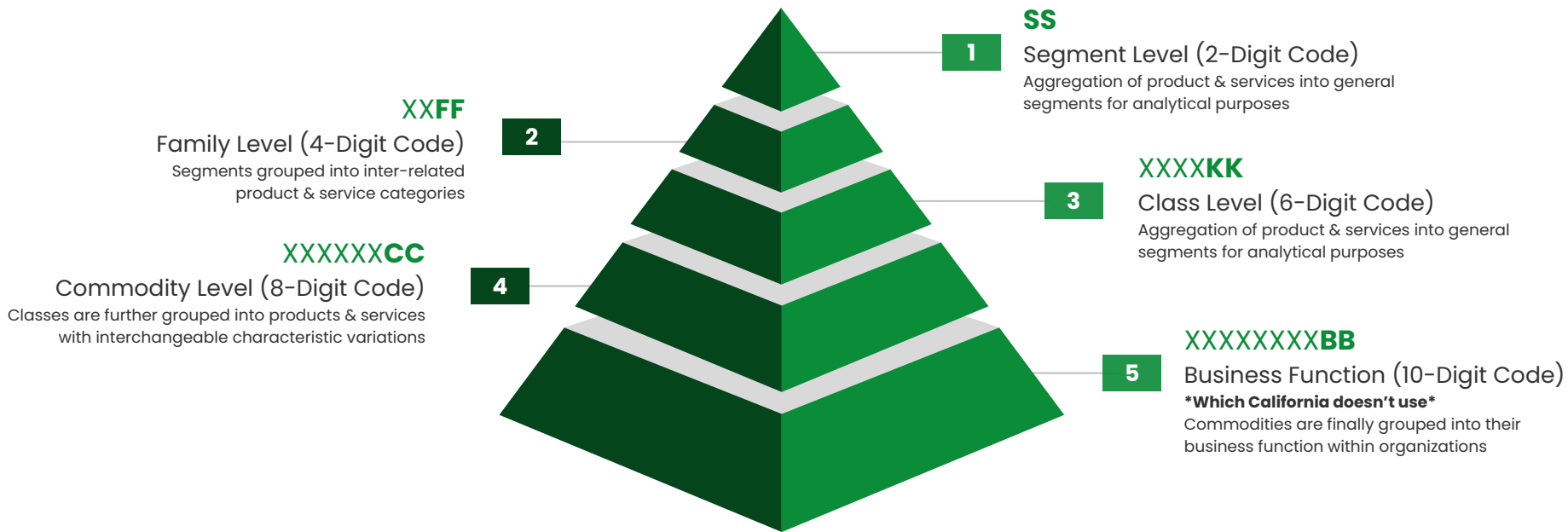
- CERTIFICATIONS ▲ 20 ▼ +
- OWNERSHIP ▲ 20 ▼ +
- HEADQUARTERS LOCATIONS ▲ 10 ▼ -
- LOCAL STATE / TERRITORY ▲ 10 ▼
- REGIONAL ▲ 5 ▼
- DIVERSE WORKFORCE ▲ 10 ▼ +
- GENDER ▲ 5 ▼ +
- ORIGIN ▲ 5 ▼ +
- SIZE STANDARDS - ANNUAL ▲ 5 ▼ +
- SELF-PERFORMING ▲ 5 ▼ +
- NAICS CODES ▲ 0 ▼ +
- AUDITED FINANCIALS ▲ 0 ▼ +
- BONDING ▲ 0 ▼ +

### TOTAL SCORE

**TOTAL SCORE - 89**

**EXCEPTIONAL**   **GOOD**   **FAIR**   **POOR**

**IMPLEMENTATION** | To future proof the system all suppliers entering products into the system will use a standardized code structure; e.g. UNSPSC. This allows for product categories to be created with high search and browsing capabilities. Suppliers will be able to import new products via a simple product management module in the partner portal via REST API once the initial integration is complete



Here is how code **43211602** should read

<b>43</b>	<b>21</b>	<b>16</b>	<b>02</b>
SEGMENT	FAMILY	CLASS	COMMODITY

The implementation phase the project involves standardizing all current vendors and suppliers into the uniform coding system. This process and the time it take to complete it is dependent on the number of SKU's, the current state of the vendor product catalogs, and the associated product information and fitment specifications.



SHOP ▲

MEMBERSHIP ▼

ABOUT US

Made in America products



- ALL PRODUCTS →
- MADE IN AMERICA PRODUCTS →
- SERVICES →
- SUSTAINABLE PRODUCTS →

SEARCH RESULTS

CATALOG SEARCH -> Made In America

SORT RESULTS

FILTER RESULTS

123,456 Results

PRODUCT NAME	SKU	SHORT DESCRIPTION	MADE IN	RELEVANCY	PRICE
PP200/30 Circuit Power Panel	SKU 0000	a versatile and reliable 200 amp temporary power distribution panel	U.S.A	PRODUCT NAME A-Z	\$0.00 USD
Nordic Pure 20x25x1 MERV 13 Plus Carbon air filter	SKU 0000	has electrostatically charged synthetic materials with an...	U.S.A.	MANUFACTURER	\$0.00 USD
PP200/30 Circuit Power Panel	SKU 0000	a versatile and reliable 200 amp temporary power distribution panel	U.S.A.	PRICE ↓↑	\$0.00 USD
Nordic Pure 20x25x1 MERV 13 Plus Carbon air filter	SKU 0000	has electrostatically charged synthetic materials with an...	U.S.A.	SKU NUMBER ↓↑	\$0.00 USD
Nordic Pure 22x22x1 MERV 13 Plus Carbon air filter	SKU 0000	has electrostatically charged synthetic materials with an...	U.S.A.	GES	\$0.00 USD
PP200/30 Circuit Power Panel	SKU 0000	a versatile and reliable 200 amp temporary power distribution panel	U.S.A.	Airware	\$0.00 USD
PP200/30 Circuit Power Panel	SKU 0000	a versatile and reliable 200 amp temporary power distribution panel	U.S.A.	Airware	\$0.00 USD
PP200/30 Circuit Power Panel	SKU 0000	a versatile and reliable 200 amp temporary power distribution panel	U.S.A.	GES	\$0.00 USD
PP200/30 Circuit Power Panel	SKU 0000	a versatile and reliable 200 amp temporary power distribution panel	U.S.A.	GES	\$0.00 USD

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## **PARTNERSHIPS**

# PARTNERSHIPS

## Enabling Human Progress

**Client Example** is a proud proponent of diversity in the workforce and supports an inclusive workplace that values the diversity of ideas. **Client Example** is committed to fostering diversity and inclusion at all levels of the company. It is a cornerstone of **Client Example** corporate values of high performance, integrity, trust, partnership, and protecting people and the environment. Client Example knows that hiring and retaining individuals with an array of talents, ideas and experiences propels the innovation that drives success. A diverse workforce and inclusive culture helps strengthen areas that need improvement and inspire creative solutions. **Client Example** believes the attention given to diversity and inclusion makes the team more agile, trustworthy and innovative. **Client Example's** diversity and inclusion programs aim to foster a truly inclusive workplace that encourages more meaningful engagement among all employees to strengthen our performance.

Buy-MBE has selected **Client Example** as an essential strategic partner. Buy-MBE proposes the E-Commerce platform proven solution dedicated to Opportunity and Equality during the procurement process. Buy-MBE promotes proven and longstanding technological solutions that promotes shareholder value through many indicators while decreasing the costs of procuring from Diverse Businesses.



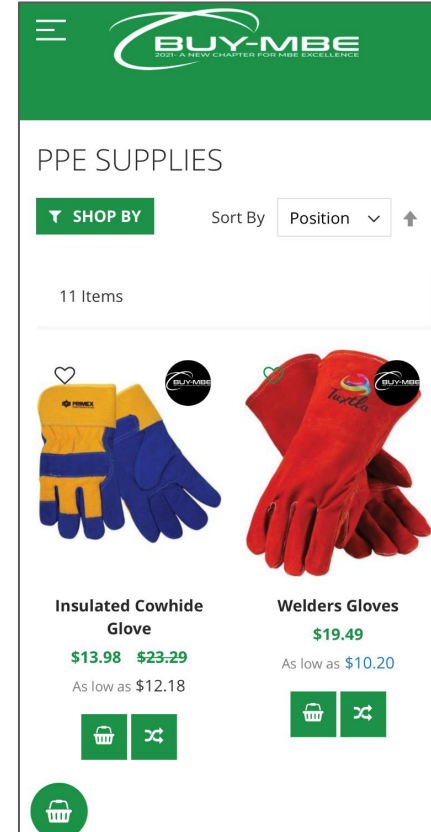
**Example**

+



Tech Partner

[Buy – MBE](#) is a location-based sales and marketing platform designed to provide minority spending solutions for a variety of clients. Buy- MBE is well positioned to meet many certification requirements in order to maximize “benefit” to our clients. These strategic clients include Government, State, Utility, Large Businesses, and Consumers that are dedicated to a variety of small, diverse, and local service and product options meeting client’s initiatives. The platform is hosted on the web and supported with a mobile app to make it convenient for clients. In this current period of National Evolution within Opportunity and Inclusion Priorities the political environment extends an opportunity to create a “best in class” MBE Solutions Provider E-Commerce Platform. In order for clients to meet their true spending objectives and possible concessions with diverse businesses there is a significant void in a streamlined platform to increase the magnitude of the desired spend with an expansion of options. In addition, with the current consumer attention in lieu of COVID-19 impacts the use of electronic platforms with device applications will quickly raise the bar on minority spend opportunities. This will also give Buy-MBE an opportunity to mentor and showcase diverse businesses as a value add for our clients and members.



## BUY-MBE VALUE ADD COMPONENTS

**Buy- MBE** has been developed by an experienced Minority Business and Technology Leadership Team looking to showcase these solutions on a certified minority business electronic platform. Buy MBE will manage minority and women owned certifications which will promote solutions for our clients. The five fundamental key strategies within Buy-MBE will maximize profits solely on the fact that the **Buy-MBE** will offer solutions without current comparable competition.

1. As a Minority Business Enterprise **Buy- MBE** has the capability to sell products and services utilizing the platform by partnering with all types of companies including large, small, and certified. This will allow **Buy- MBE** to showcase a range of options to clients searching for products and services that are typically not available within a diverse option.
2. **Buy- MBE** will focus on advancing small and diverse companies to promote on the electronic platform. Within **Buy- MBE** services companies will be properly vetted for compliance of state registrations, contingent liabilities, and current certifications in order to provide this value- add service to **Buy- MBE**.
3. **Buy- MBE** will provide a mechanism for large businesses to become a member to support the diverse spend E-Commerce Platform. By being a member and sponsoring the platform companies can increase the visibility of their commitment to Minority Spend Initiatives.
4. **Buy- MBE**, as a major component of its strategic plan, will provide a mentoring program for small and diverse businesses as a quasi-mentor; prodigee program.
5. **Buy- MBE** will offering consulting and advocacy services that will be niche in the marketplace





## BUY-MBE ADVANTAGES

The following services are in place to provide these direct benefits to our valued business and consumer users:

- Diversity Calculators
- First and Second Tier tracking and reporting mechanisms
- Certification Compliance and Quality Control Processes
- Spend reporting with monthly projected to actual capabilities
- **Mobile readiness** to ensure your web-based efforts translate properly onto any device. Digital Marketing is the fastest growing aspect of marketing – and we’re giving merchants all the tools they need to capture sales within it.
- Readily featuring your business and products/services in our **local directory**. Your business will receive prime placement every time an area consumer logs in, ensuring optimal exposure.
- A digital **shopping portal** that serves today’s on-the-go, commerce-hungry consumer. Buy-MBE offers all the tools buyers and sellers need to succeed at a fraction of the normal cost.
- Allowing buyers to interact with customers via **social media marketing**. Social media is one of the most effective and cost-friendly tools for marketing your business – and Buy-MBE lets merchants interact socially with all local consumers. They can answer questions, provide additional product information, and share it with others.
- Setting buyers up with **online coupons** and **Deals-of-the-Day options** to offer customers. Deal-of-the-Day programs give merchants the ability to entice new customers to try their products for a much lower cost than seen elsewhere.
- Developing a Buy-MBE **loyalty program** to reward customers – yet another tool in place to help small businesses compete with the retail powers.
- Increasing users digital exposure with **SEO and online advertising** that’s ideally suited to your message, target audiences, and marketing budgets.



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## APPENDIX

**SOLUTION | Client Example will recognize many benefits when implementing Buy-MBE processes that increase Diverse Spend throughout the Client Example organization**

The economic impact assessment measures this activity through four metrics:



**PRODUCTION**

Purchases from small and diverse businesses support economic activity directly with these suppliers and create a ripple effect of purchases through their supply chains.



**INCOMES**

Employees that hold these jobs earn incomes that help support their families and create additional spending.



**JOBS**

Suppliers ramp up staff to support additional sales. Procurement from diverse suppliers supports jobs at the diverse businesses, within their supply chains and in their communities.



**TAXES**

Economic activities generate government revenues in the form of personal and business taxes, which in turn support investment in the community.

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## **NET EFFECT**

## Economic Impact Channels

Our purchases iterate through multiple tiers of the supply chain. These purchases create a ripple effect which becomes the catalyst in our community's economic success. This effect is comprised of three components – direct, indirect, and induced.



### Direct

The impact on our immediate suppliers in terms of increased revenue, jobs, and wages.



### Indirect

Indirect impacts result from lower tier suppliers that also create jobs.



### Induced

The wider economic benefits that arise when employees of the company and its supply chain spend their earnings.

## SOCIAL

Buy-MBE will assure **Client Example** of exceeding its corporate guiding principles in social justice. For example the support of minority business procurement strategies will enhance the ability to inspire employees as outlined in the **Client Example** Key Human Capital Management system.

**Client Example's** future success depends upon preparing our workforce for an ever-changing energy market. **Client Example's** key Human Capital Management (HCM) goals involve investing in people and culture to meet the world's future energy challenges. Foundational to those goals is a cornerstone value of diversity and inclusion as part of The **Client Example** Way. The focus includes:

- People strategies that help us attract a new generation of problem-solvers, build the capabilities needed for the future, and reinforce collaborative and team behaviors
- A compelling, consistent employee experience that aligns the needs of our workforce with business objectives, such as rewarding long-term performance, promoting a continual learning culture, and encouraging informal learning and personal growth
- Developing the leadership capability of our workforce and managing our succession plans
- Fostering a workplace culture that enables the entire work-force to reach its full potential

***“Over the past year, we, like every company, navigated a world facing the economic and social impact of the pandemic, heightened demands for racial equity, and an increasingly polarized political environment.”***

–Michael K. Wirth

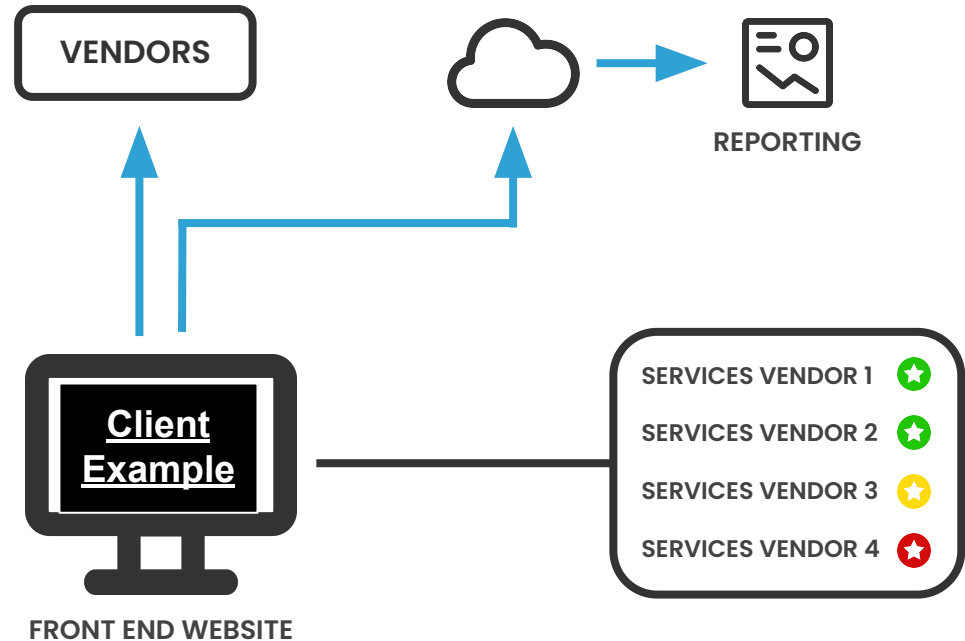
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## **CURRENT STRUCTURE**

## CURRENT STATE

The Current State of Minority Spending Initiatives are compounded with many unique challenges in today's period of Opportunity and Inclusion advancements. It is Buy-MBE's goal to create efficiencies within the existing Minority Spend procurement processes. Corporations such as **Client Example** are increasing the level of these commitments in support of stakeholders current social and economic commitments. These challenges include:

- Increasing Spending with Minority and Women Owned Businesses as reflected in the **Client Example** Corporate Sustainability Report
- Increasing efficiencies within the eProcurement processes using advanced proven solutions
- Increasing the competitiveness of the minority and women owned marketplace
- Providing value add solutions regarding timely reporting and budget to actual comparisons



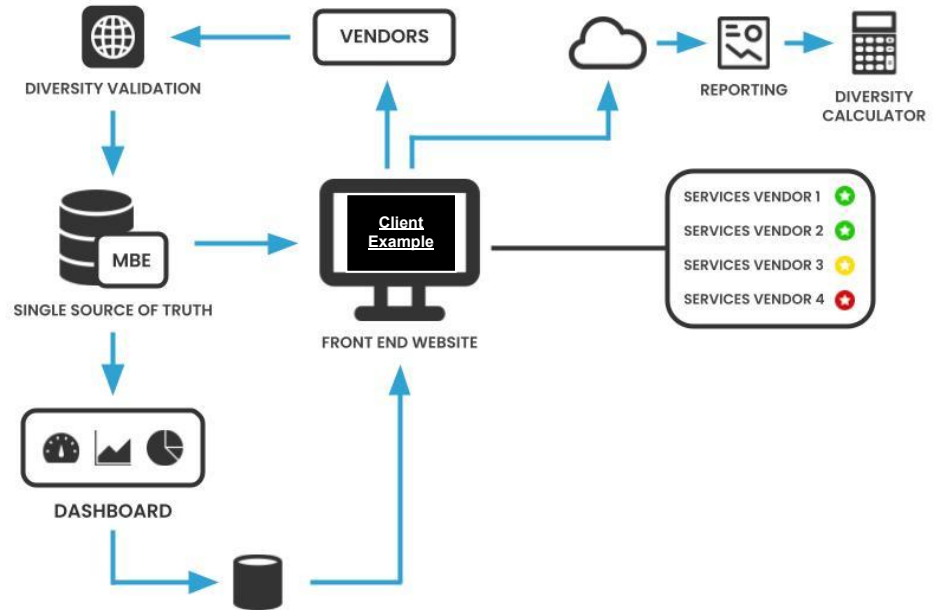


## Client Example ADDING THE PLATFORM

Buy-MBE has created a virtual commerce solution for **Client Example** to expand Minority Business outreach by utilizing proven procurement technology. Buy-MBE will align with the existing eProcurement/ Ariba processes to promote a single source of truth mechanism dedicated to Minority Spend initiatives. By utilizing the Buy-MBE platform **Client Example** can be assured the following criteria will be met:

- Vendor validation including current minority certification status
- **Client Example** customized dashboard to increase transparency to real time minority spend results
- Utilization of a diversity calculator to evaluate projected to actual spending results within each category in real time
- Increase in competitiveness and therefore promotion of cost savings benefits
- Maximization of cyber security technologies

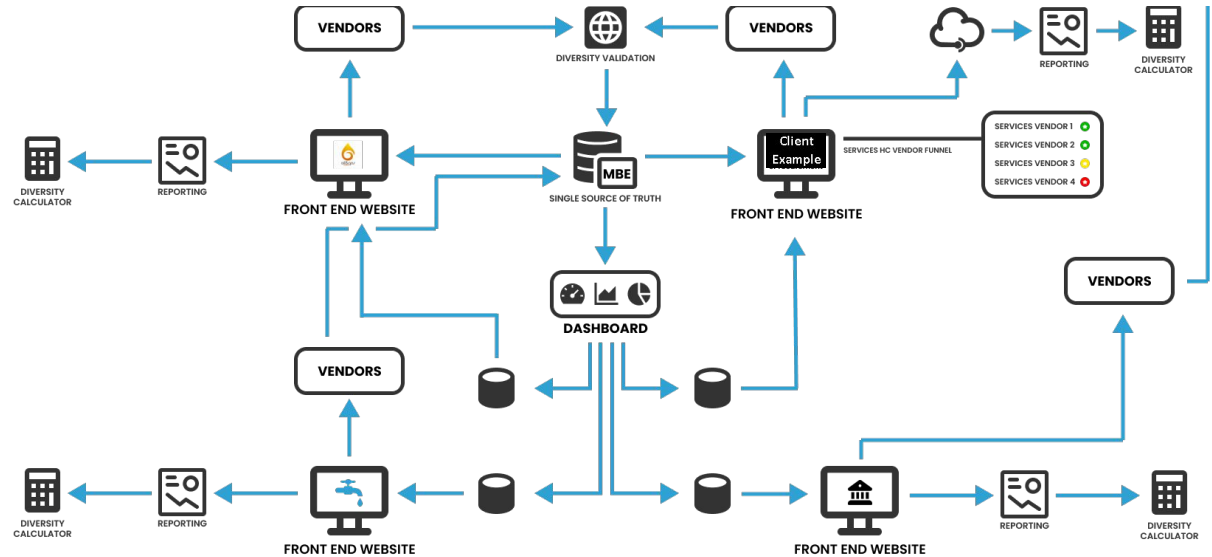
**Buy-MBE's Technology Solution will increase Minority Spending options while decreasing costs to Client Example Stakeholders. This will be accomplished by creating efficiencies in the marketplace through the Buy-MBE Platform.**



# MULTIPLE VENDORS

Buy-MBE has the technology solution to advance **Client Example's** Minority Business Outreach within a secure and efficient platform. This is accomplished through expanding the partnering network as demonstrated in the corresponding flow chart. Strengths include:

- Cost savings to shareholders by the increase of efficiency and competitiveness
- Full minority Business Validation
- Reporting and understanding how current spending is progressing against budget
- Connects buyers with multiple MBE businesses per category
- Expands existing vendor options with scalability
- Provides a platform for small minority businesses to increase visibility, receive mentoring, and grow business and existing footprints.



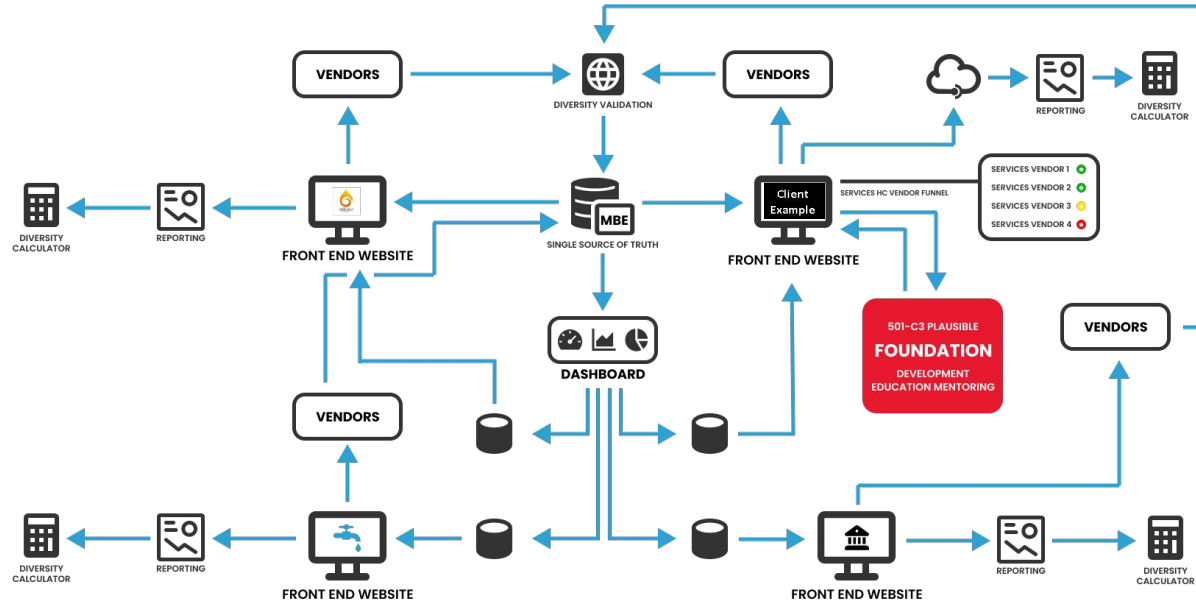
**Buy-MBE is providing a “Best in Class” Minority Business Solution to increase Client Example’s vendor outreach through the partnering networks. This solution will rapidly expand the existing Minority Spending results and create a most competitive minority business marketplace.**

# COMMITMENTS

Buy-MBE understand the importance to utilize Client Example's Foundation commitments, along with partnering members, to provide real time Diversity, Equity, and Inclusion advancement. The core values of the Buy-MBE Team are dedicated to these guiding principles to promote everyone's success including:

- We recognize the value of Client Example's Foundation Commitments
- Buy-MBE promotes company goals that are dedicated to increasing Minority Business outreach while creating value to Client Example stakeholders
- Foundations will promote a sense of community development by expanding local involvement through business visibility
- Buy-MBE will align with Client Example's Foundation to carry out the Foundation's mission

**Buy-MBE understands the importance of the Minority Business Strategy within Client Example's Foundation commitments. Buy-MBE recognizes there are benefits to both the Foundation Commitments and the inherent support from the Foundation to promote a value-add reciprocal strategy.**

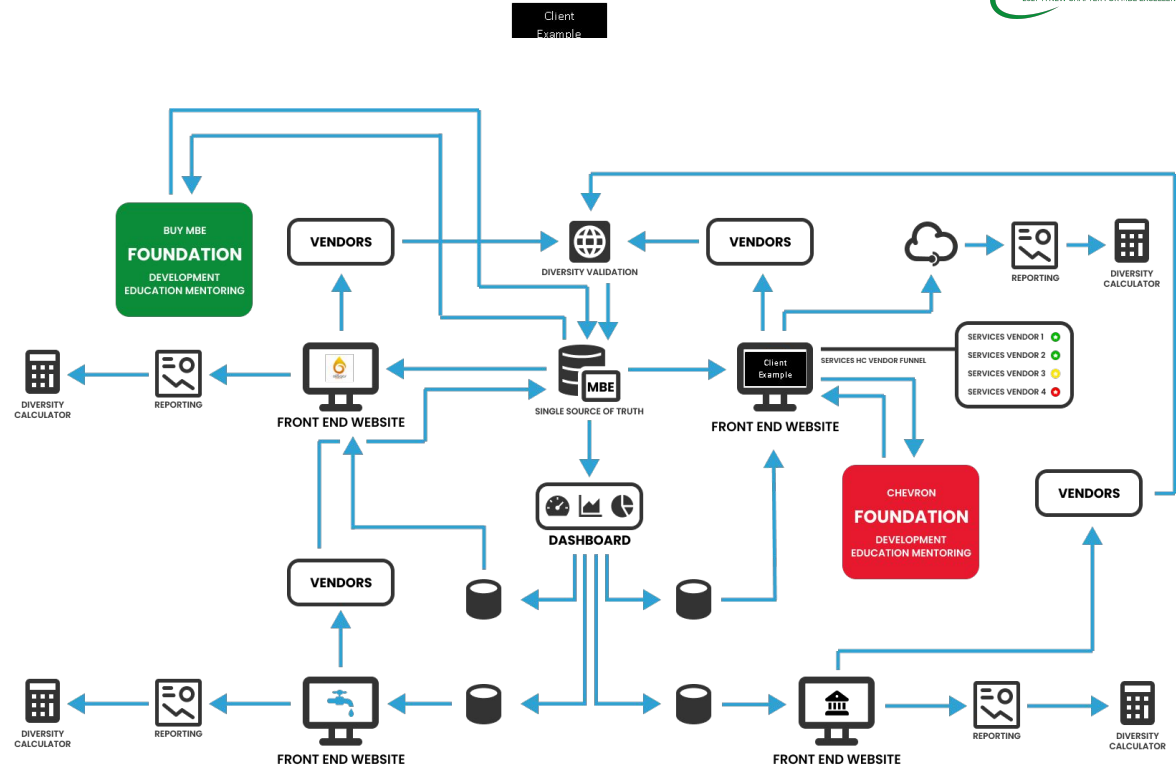


# COMMITMENTS CONT.

Buy-MBE understands the importance of the addition of a foundation committed to promoting company strategies focused on Sustainability that include the following:

- Diversity, Equity, and Inclusion Strategies
- Minority Business Mentoring support
- Community Involvement
- Workforce Development and Training
- Environmental Sustainability
- Climate Change Awareness
- Empowerment of People
- Clean Water Initiatives
- Education
- Biodiversity
- Family/ Culture

**Buy-MBE has the goal of creating a “Best in Class” Foundation to support emerging long-term strategies that promote Buy-MBE Sustainability Initiatives.**



## NET BENEFIT

**Client Example** will appreciate a Net Benefit with the implementation of the Buy-MBE procurement strategy including factors such as:

- Increased opportunities for tax incentives per the Small Business Act
- Increased opportunities for tax incentives at the local and state levels
- Increased contribution to local and state economies
- Increased GDP Production
- Job Creation
- Income and Wage Generation
- Increase in tax revenues



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# **BUY-MBE APPENDIX**

## SECURITY POLICIES FOR BUY-MBE

### Review Standards:

- PCI compliance requirements for CC data, integrations
- NIST Cybersecurity Framework (CSF)
- CIS Top 20 (18) The 18 CIS Controls ([cisecurity.org](https://www.cisecurity.org))
- ISO/IEC 27001, ISO/IEC 27002 – Security Documentation standards
- ISO 22301:2012, ISO/IEC 27031 – Business Continuity standards
- ISO/IEC 27032
- Consider SOC2
- Seek FISMA level 4 or higher compliance
- ISO/IEC 27701 – Data Privacy management

### Review Laws:

- Review CCPA, CCPA2, VA privacy law
- Review all 50 States' data breach laws and form policy/procedure from them
- Data privacy policy around what data is collected vs submitted
- Terms – Prohibit storage or transmission of PHI (HIPAA context), raw CC/bank accounts, do we allow SSNs? Do we capture any PII (personally identifying information)?

## SECURITY POLICIES FOR BUY-MBE (continued)

### Storage/Hardware

- Data encryption at rest, in transit – no unencrypted network connections permitted outside of Buy-MBE system (external partners, systems, vendors, clients, the public at large)
- Hardware retirement policies with guaranteed wiping of data-bearing devices and storage
- Hardware procurement policies (*requirements for domestic manufacturing if desired*)

### Network Isolation Requirements

- Access control, logging/auditing systems
- Where are databases permitted to run (cloud locations, failovers, colos), and who can access them (domestic employees only, what about contractors, etc)?
- Intrusion detection and mitigation plan documented
- Procedure for handling suspected attacks, data leak, and vendor/client/partner breach o Failover architecture for offsite/cloud takeover in event of primary system failure
  - Security requirements apply equally to failover!



# SECURITY POLICIES FOR BUY-MBE (continued)

## Password Management/Authentication/Authorization

- Strong password (industry standard with X characters minimum) and two factor auth required for all Buy-MBE systems and underlying infrastructure under Buy-MBE control/with access to Buy-MBE data
- Access restrictions and approvals for internal systems
- System Administrator/Network Administrator
- DBA, Developer access restrictions
- Who approves, how are they vetted?
- How are admins of the system (internal to the system admins) approved?
- Chain of authority on everyone!
- Can/should we use a ID-management solution like *Auth0, Okta*?

## Developer Team/Admin Access

- How are privileged users audited to ensure they are compliant with process, not hacking us from inside (60% of attacks are an inside job, source: [IBM](#) )
- What devices are permitted to connect to Buy-MBE systems?
- Bring your own PC / personal devices? Mobile phones? Publicly-accessible systems (gmail) only, or corporate access as well?

## Processes

- Need to build processes for
  - “When we think we’re hacked”
  - “What do we do if a customer/vendor needs something insecure”
  - How are employees, clients, vendors, admins on and off boarded?
  - Bug bounty

## SECURITY POLICIES FOR BUY-MBE (continued)

### External Vendor Dependencies

- Email hosting – Google? Office 365?
- Hosting for main BuyMBE system – Azure?
- Hosting for off site failover – Azure?
- Hosting for non-system brand-connected sites – main “buyambe.com”, landing pages, contact forms
- Colocation and other providers – require SOC 2, other standards?
- What technology dependencies exist on technology?
  - Microsoft.net
  - Docker images
  - Open source software
  - Third party code packages/libraries
  - How are they secured against supply chain attacks?

### Security Posture

- Periodic review of all security guidelines and policies (annually)
  - Review industry standards, especially new standards and new threats
- Select and implement appropriate standards
- Assess effectiveness and monitor, adjust as necessary within period
- Mandatory security training for all privileged users
- Quarterly external audits of system security, policy/procedure