The New WOSB Certification and beta.certify.sba.gov

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Introduction and Participant Guide

- NH PTAC –
- Stuff to know before we start
  - Muting
  - Chat function
  - Slides will be posted at www.NHEconomy.com/ptac under Training Presentations
  - Session is being recorded
  - We will post the recording as soon as we're able

A Quick Confession

- Usually (but not always) our presentations are drawn from long experience and diligent study
- Occasionally, we encounter a need to offer training on a new topic, like this one, where our experience is limited
- **We are eager to identify more volunteers to work through this application**

What Will Certification Do for Me?

- Certified WOSB/EDWOSB may be eligible for contract set-asides
  - Set-asides are limited to approved NAICS codes
  - Further limited by "rule of two"
  - Set-asides may become more prevalent once more firms are certified
- May help establish your WOSB status with Primes
  - Relieves them of potential liability if subcontractor misrepresents as a WOSB
  - Eliminates any need for them to do their own due diligence

When is Certification not a factor?

- Contracts in NAICS codes that are not set aside for WOSB or EDWOSB
  - These contracts may or may not count towards Agencies' Small Business Goals, Agencies vary
- Subcontracts with Prime contractors who are willing to accept your undocumented assertion of WOSB status in order to meet their Small Business Subcontracting Goals

  (Self-certification in SAM)

Women's Contracting Program Eligibility

MUST:

- Be a small business in your primary NAICS
- Be at least 51 percent owned and controlled by women who are U.S. citizens
- Have women manage day-to-day operations and also make long-term decisions

- The full eligibility requirements to qualify as a WOSB or an EDWOSB are fully defined in Title 13 Part 127 Subpart B of the Code of Federal Regulations (CFR). Firms can also get a preliminary assessment of whether they qualify at SBA's beta.certify.sba.gov website.

EDWOSB Eligibility Requirements

- To qualify as an economically disadvantaged business within the women's contracting program, a business must:
  - Meet all the requirements of the women's contracting program
  - Be owned and controlled by one or more women, each with a personal net worth less than $750,000
  - Be owned and controlled by one or more women, each with $350,000 or less in adjusted gross income averaged over the previous three years
  - Be owned and controlled by one or more women, each $6 million or less in personal assets
  - *Note that the personal net worth standards align with those of the 8(a) Business Development program (as of July 15, 2020)*

A Presumption of Eligibility for:

- 8(a) Business Development Program companies
  - SBA also accepts a current, valid 8(a) certification if the 8(a) owner(s) are women. Firms must provide their 8(a) certification, annual review letters, or acceptance letter (if in their first year) through beta.certify.sba.gov
    - Meets the same financial criteria as EDWOSB
- CVE – verified veteran-owned small businesses
  - SBA also accepts a current, valid CVE Verification if the owner(s) are women. Firms must submit evidence of verification by the Department of Veterans Affairs and supporting documentation through beta.certify.sba.gov
  - Supporting documentation is "documentation confirming that it is owned and controlled by one or more women"

Are the 8(a) and CVE “Shortcuts” Working?

Maybe

Maybe not

*Third Party Certifications (TPC)

- There are four organizations approved by SBA to provide third-party certification. Contact them to find out about their certification process and any associated costs. They are:
  - El Paso Hispanic Chamber of Commerce
  - National Women Business Owners Corporation
  - U.S. Women's Chamber of Commerce
  - Women's Business Enterprise National Council
- Firms will need to provide proof of their third-party certification through beta.certify.sba.gov for initial processing. Read the instructions carefully to make sure you provide all the necessary information.

Before You Start

- **Engage with your PTAC**
- Confirm eligibility NAICS
- Confirm SAM up to date
  - Woman Owner must be POC!
- Active Login.gov account
  - https://login.gov/
  - *Tip – set up multiple alternative two-factor authentication routes*
- Prepare your documentation
  - Have PTAC Review for possible compliance concerns

Getting Started

- Review Qualifying NAICS Codes
  - Is your primary code WOSB-eligible? (or EDWOSB?)

    (Over 500 total codes)
  - Applicable only when bidding set-aside contracts, or when Prime Contractor requires it.
- What secondary codes should you list?
- Have your SAM up-to-date, particularly for NAICS
  - https://www.sam.gov/

Check Your Eligibility and Understanding your Options

- If you know **for certain** that you're eligible, you may skip this step
- If you're not sure, you can take a simple test at: https://beta.certify.sba.gov/am-i-eligible/
- SBA Certification Options table https://www.sba.gov/sites/default/files/2020-06/SBA_WOSB_Table_508_v8.pdf

Gather Your Documents

- Document Checklists: https://beta.certify.sba.gov/prepare/
  - Citizenship: Passport, birth certificate or certificate of naturalization
  - Ownership: "Corporate" documents based on business: Sole Proprietor, Partnership, LLC, Corporation
    - LLC requires Operating Agreement (even if single member)
  - Control: Up-to-date Resume including your position as the Business Owner with Control over day-to-day operations as well as long-term decisions, technical license
  - Economic Disadvantage **(if seeking EDWOSB):** Personal and corporate financial docs (extensive list)
  - TPC, 8(a) or CVE documents if applicable

Other Data You Will Need at Hand

- Login.gov account (used for SAM Registration)
- Your **UEI** (was DUNS), **EIN/TIN**, and **MPIN**
  - (must be exact match to SAM)
- Your primary NAICS code (per SAM)
- Annual Revenue for each of the last 3 or 5 years (can choose 3 or 5 year average)
- Number of employees (past 12 months)

Log in and Claim Business

- https://beta.certify.sba.gov/
  - Log in with login.gov (same as you use for SAM)
- Claim your Business
  - You will need ***UEI (formerly DUNS)***, **TIN** and **MPIN**.
  - TIN format is 9 digits*, no spaces or dashes
- Steps listed at https://beta.certify.sba.gov/external-user-guide.pdf - pages 4-12.

Eligibility

- Size by Primary NAICS (from SAM)
- Business Type
  - Must be for-profit and confirm info from SAM
- Debarment (lack thereof)
- Citizenship
- You can walk through these elements on pages 13-16 of the User Guide

Delegates

"A delegate is a person enabled by the applicant to input responses and documents on the applicant's behalf. **However, the applicant is directly responsible and must complete the application's attestation questions and electronically sign the application before submission**."

See User Guide pages 16-17

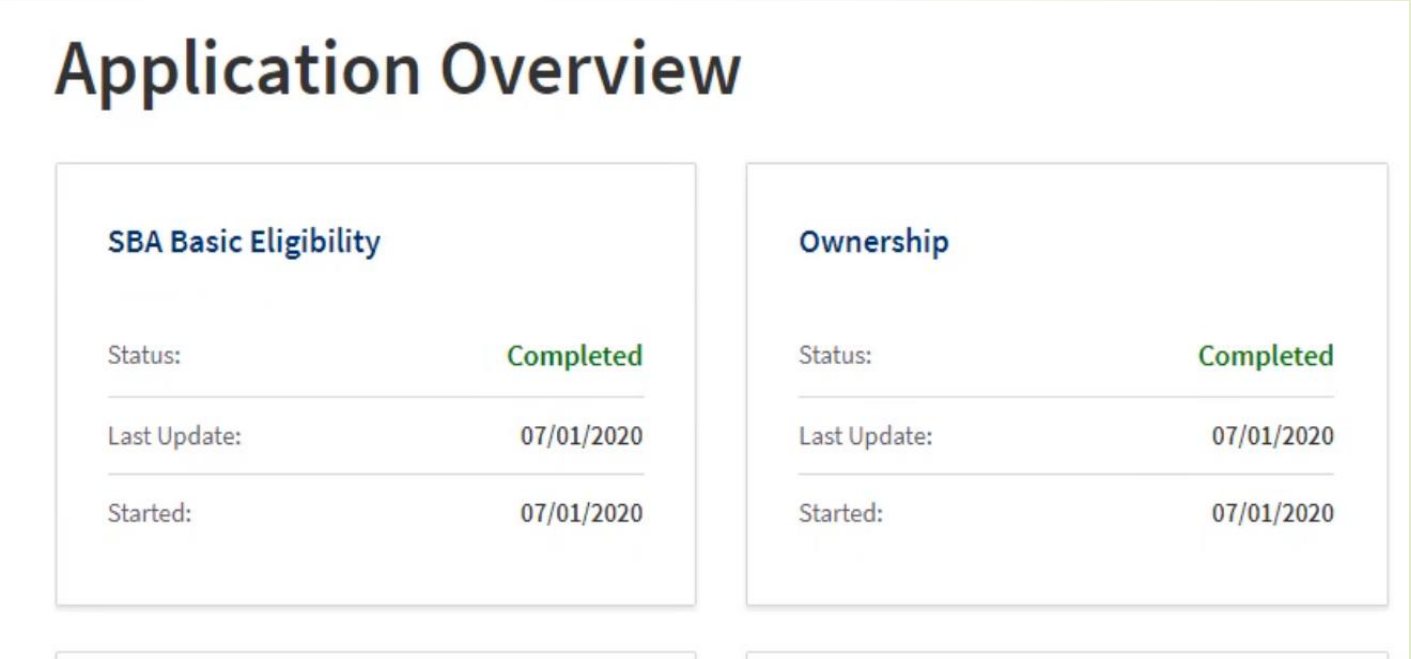
Document Ownership by Women

Differs by Type of Entity

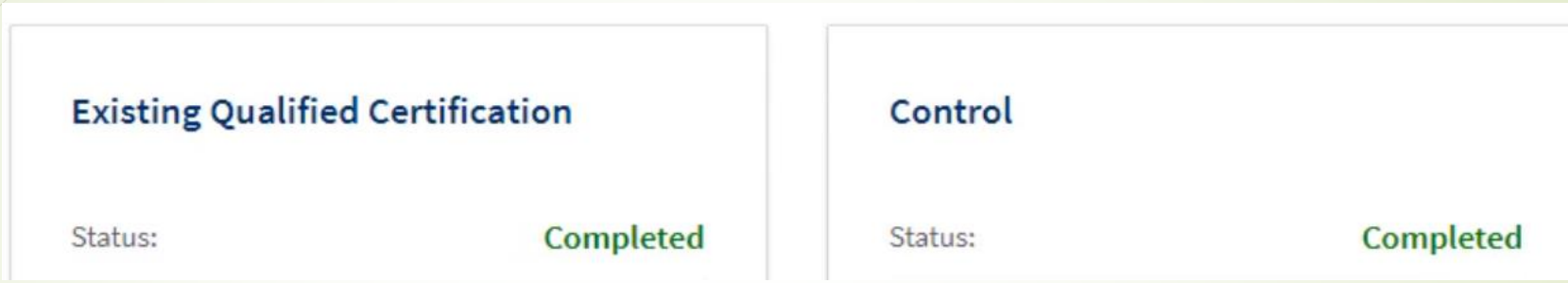
- Accept the WOSB Application Program Certification Declaration
- Select if firm owned 51% by women
- Select if firm owned 51% by ED women
  - Select No if applying for **WOSB only**
  - A lot more documentation required
- Confirm Direct Ownership (or trust information)
- User Guide pages 18 – 24

Cards

- Each section of the beta.certify application is referred to as a "card" by SBA
- Select card to answer questions and upload documents
- Each section must be completed before the next card appears



Existing Qualified Certification "Card"



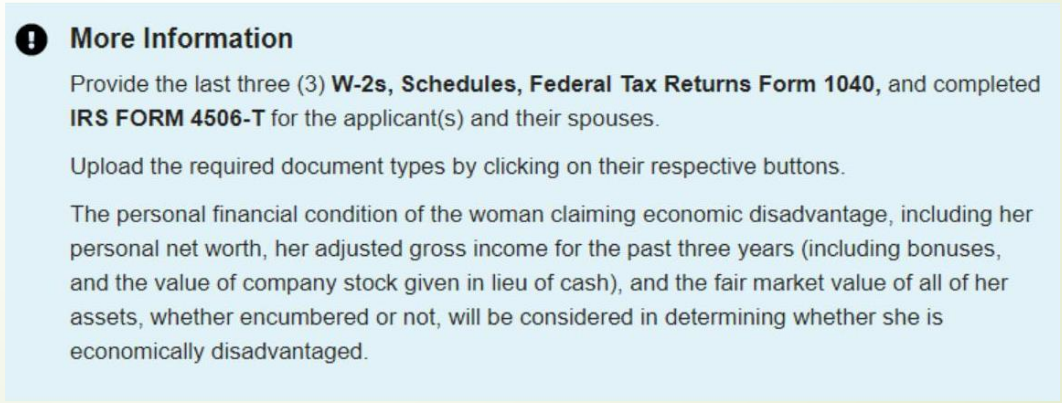
- After ownership information
- Detailed on User Guide Pages 25 – 28
  - 8(a)
  - Third Party
  - CVE

Ownership and Control

- Relatively straightforward:
  - Control of long-term decision making and day-to-day management/administration
  - Highest officer
  - Managerial experience
  - Upload resume
  - Technical expertise or License?
- Explained on User Guide pages 28 – 30

Economic Disadvantage

- **User Guide Pages 30 – 52!!!**
- Only has value in certain NAICS
- Automatic for 8(a)
- **Do not** pursue this unless you need to! It's huge!
- NOTE: IRS Form 4506-T: Request for transcript – why? (IDK)



More Information

Provide the last three (3) **W-2s, Schedules, Federal Tax Returns Form 1040,** and completed **IRS FORM 4506-T** for the applicant(s) and their spouses.

Upload the required document types by clicking on their respective buttons.

The personal financial condition of the woman claiming economic disadvantage, including her personal net worth, her adjusted gross income for the past three years (including bonuses, and the value of company stock given in lieu of cash), and the fair market value of all of her assets, whether encumbered or not, will be considered in determining whether she is economically disadvantaged.

Personal Summary

- User Guide Pages 53 - 54
- Invitees - Individual Contributors
  - Relevant if multiple women owners to achieve 51%
  - If EDWOSB, must document that all women comprising 51% ownership qualifies
  - If EDWOSB, must include spouse's financial information (if applicable, married or legally separated)
- Invitees – Board Members
  - "Each individual participating on the board of the WOSB/EDWOSB firm must complete an application."

Attestation and Submission

- User Guide Pages 57 – 60
- **Can only be done by the applicant** – not a delegate

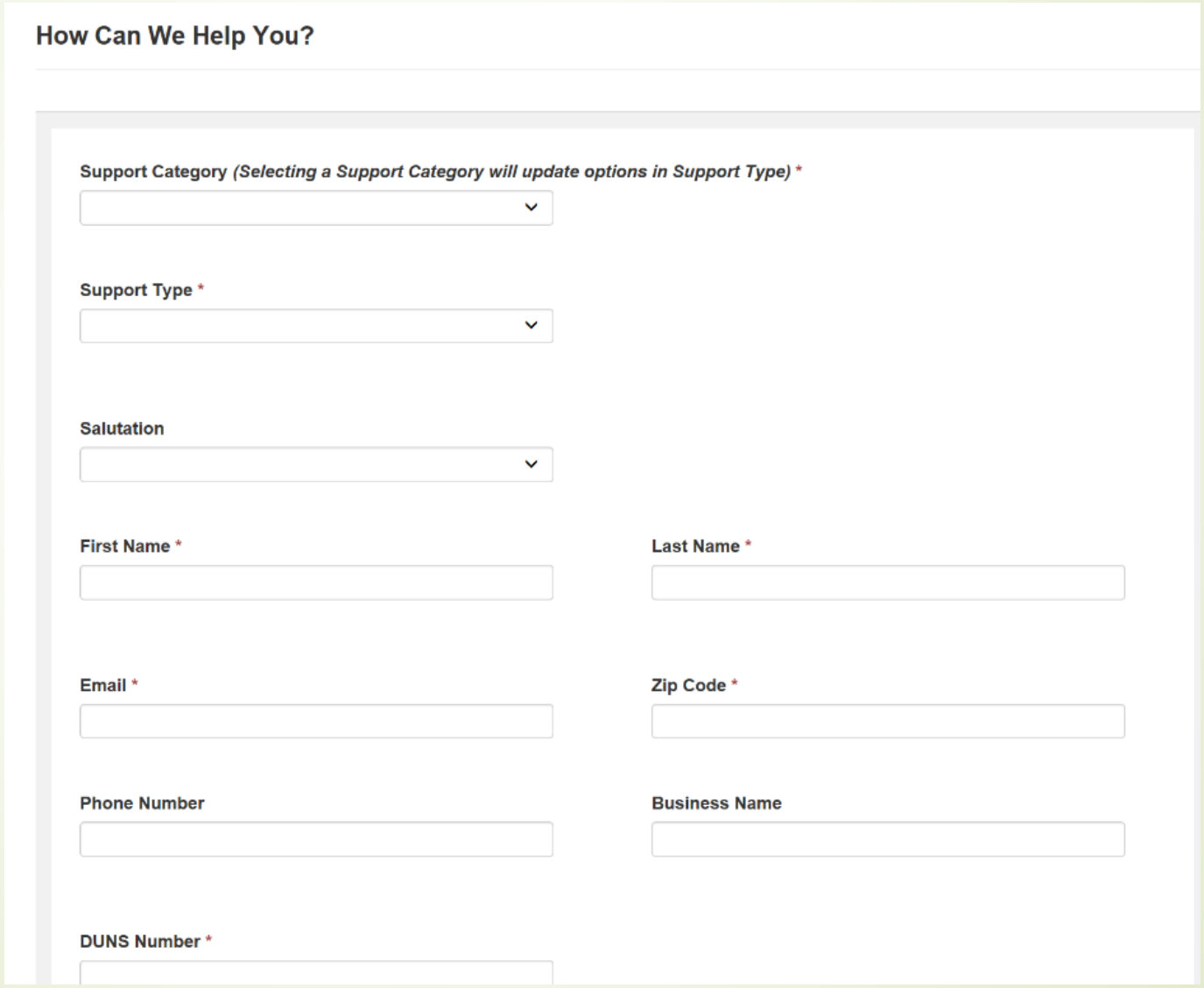
Messages and Profile

- Messages - allows two-way communication with SBA
- Profile –
  - allows password changes, email additions
  - two-factor authentication methods, generate new backup codes
  - Can revoke SBA consent
  - Remembered browsers?
  - Account history

Help

- User Guide Pages 63 – 64
- Instructions are provided on how to use the “help” utility (when logged in)
- Straightforward, click New Request, enter a title (for your reference mostly) and select support type. Provide description and submit.
- Approximately week or two before receiving response has been experience.

Help, when not logged in

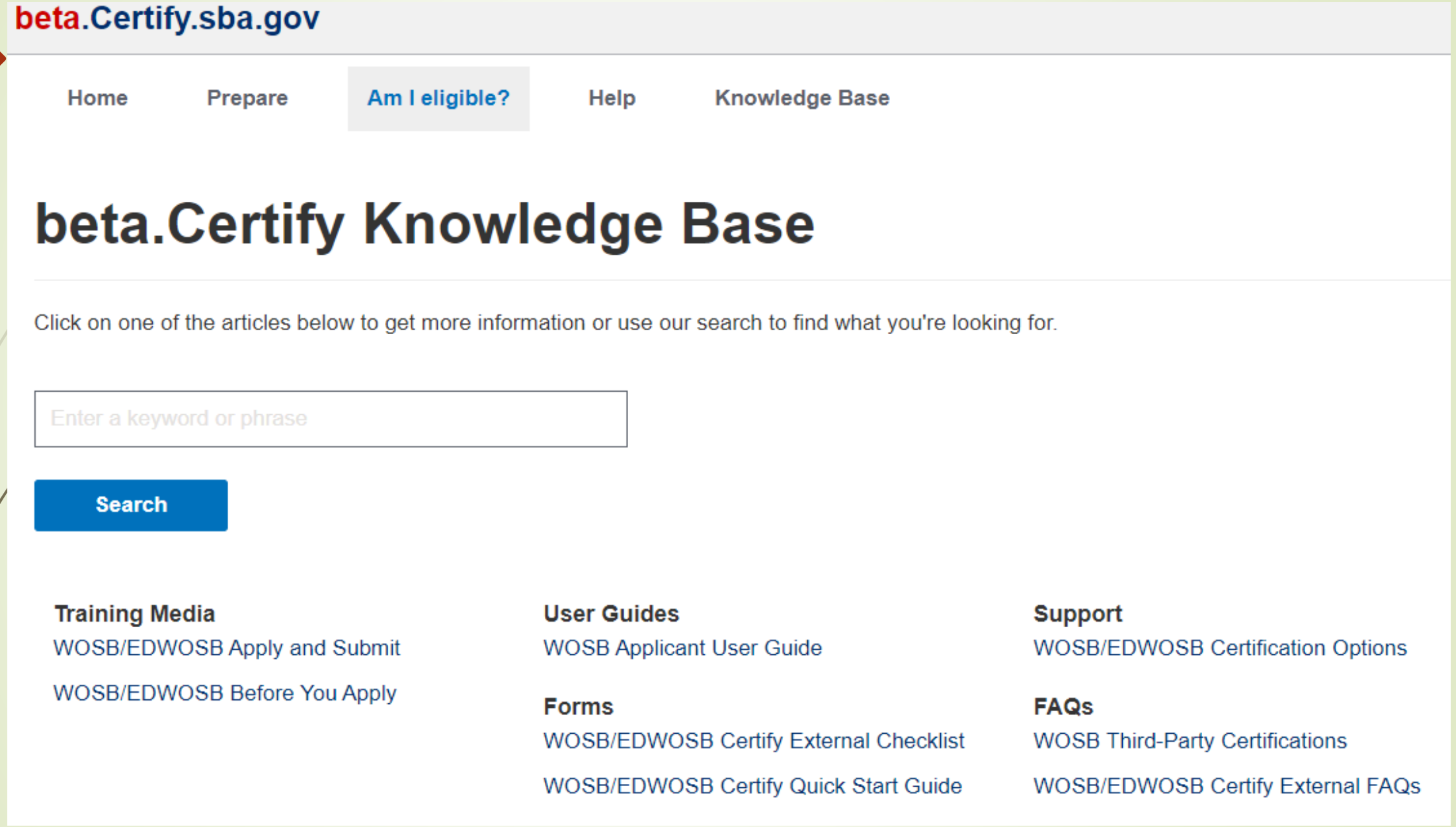


Request for Information and Deficiency Letters

- User Guide Pages 65 – 67
  - You may receive requests for more information
  - Instructions on how to respond are detailed here, completed in system

Helpful Resources

- Knowledge base – **user guides** https://beta.certify.sba.gov/knowledgebase/
- Specific FAQs within Knowledgebase
  - General
  - Application processing
  - Document issues
- FAQ (2020) https://www.sba.gov/sites/default/files/2020-06/SBA_WOSB_FAQ_508_v10.pdf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Home
Prepare
Am I eligible?
Help
Knowledge Base
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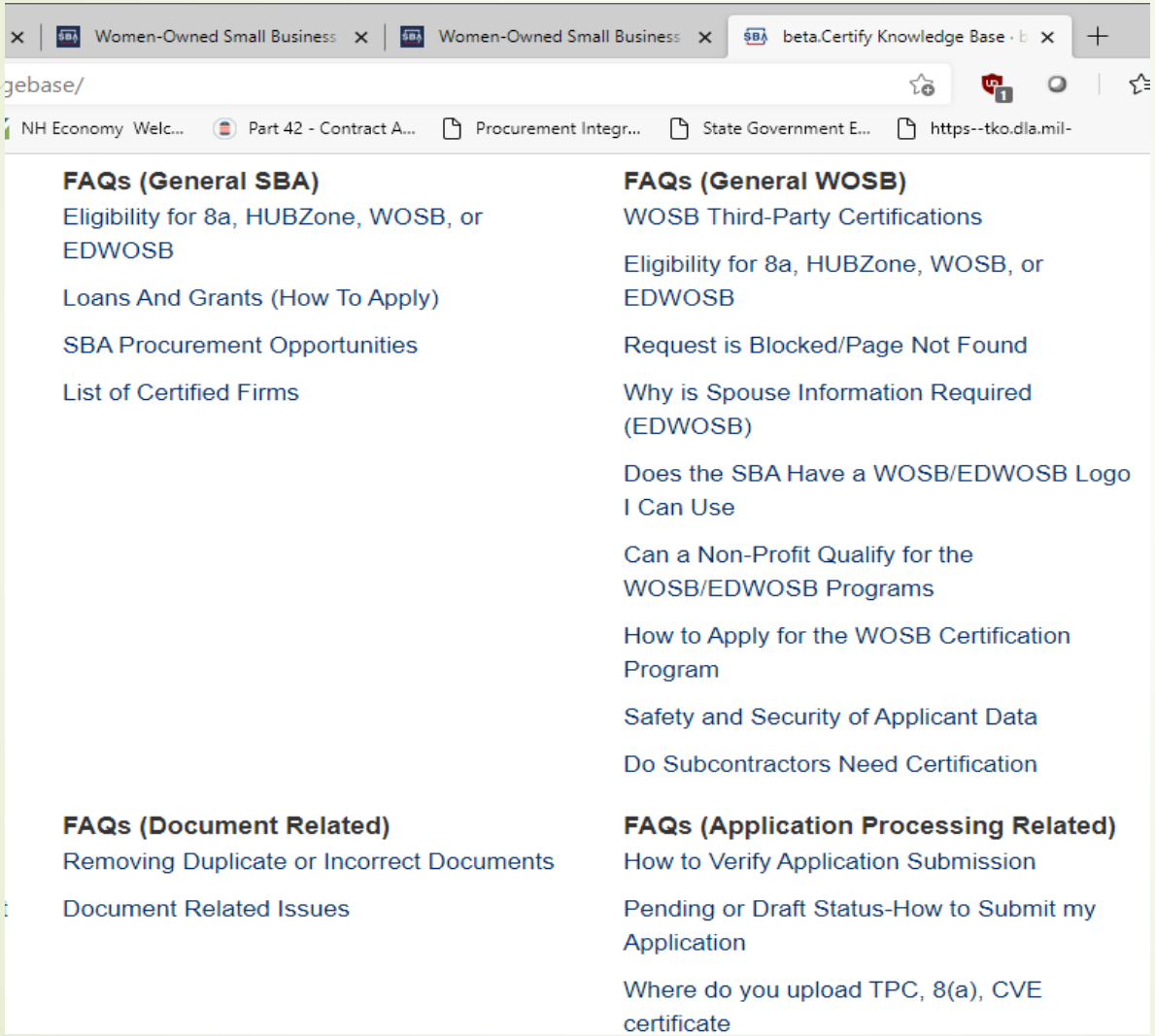
WOSB/EDWOSB Apply and Submit
WOSB/EDWOSB Before You Apply
User Guides
WOSB Applicant User Guide
Forms
WOSB/EDWOSB Certify External Checklist
WOSB/EDWOSB Certify Quick Start Guide
Support
WOSB/EDWOSB Certification Options
FAQs
WOSB Third-Party Certifications
WOSB/EDWOSB Certify External FAQs

Knowledgebase FAQs



User Guide "Cheat Sheet"
-an abridged table of contents.

- Create your Account, Claim Your Business and Log in – Pages 4 - 12
- Eligibility – Pages 13 -16
- Delegates – Pages 16 - 17
- Document Ownership by Women – Pages 18 - 24
- Prior Certifications (8(a), TPC, CVE) – Pages 25 - 28
- Ownership Control – Pages 28 - 30
- Economic Disadvantage – Pages 30 - 53
- Invitees/Individual Contributors – Pages 53 - 57
- Attestation and Submission – Pages 57 - 60
- Messages and Profile – Pages 60 - 63
- Help – Pages 63 - 64
- Request for Information and Deficiency Letters – Pages 65 - 67

Shameless Commercial:

- NH PTAC offers free assistance with all this & more.
- You must have a physical presence in New Hampshire.
- You have to sign up online.
- To continue "active client" status, you have to use us as a resource
- Please login to eCenter periodically to update your information and complete any pending surveys!

How do I get started with NH PTAC?

- Go to the website and answer our questionnaire (www.nheconomy.com/ptac)
- email us at: govcontracting@livefree.nh.gov
- Meet with us in Concord (currently via Zoom)
- Request a site visit – we'll come to you.

- Not in NH? Find your PTAC here

BEA

New Hampshire
PROCUREMENT TECHNICAL ASSISTANCE CENTER