



**Division of Minority  
and Women's  
Business Development**

# Certification Made Easy

A “How to” Guide on the NYS MWBE Certification Application Process

A Division of Empire State Development

12/17/2020

# Agenda

- ✓ Welcome and Background
- ✓ Benefits of being NYS MWBE Certified
- ✓ NYS MWBE Eligibility Requirements
- ✓ NYS MWBE Certification Process
- ✓ Additional Assistance

# Division of Minority & Women's Business Development



Division of Minority and Women's  
Business Development

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[www.esd.ny.gov/mwbe.html](http://www.esd.ny.gov/mwbe.html)

## Welcome!

In 2014, Governor Andrew M. Cuomo set a 30% MWBE utilization goal in State contracting opportunities. In Fiscal Year 2019-20, the utilization rate for Minority and Women-Owned Business Enterprises (MWBEs) participating in State contracts increased to 29.51% - the highest in the nation - with MWBEs awarded \$3.14 billion in State contracts!

Our Division aims to meet or exceed this goal through the promotion of equality of economic opportunities for MWBEs and the elimination of barriers to their participation in New York State contracts. We will provide customers with exceptional service, integrity, and accountability using both proven and innovative methods.

This **"Certification Made Easy"** presentation is designed to aid MWBEs in how to best approach the NYS MWBE certification application process.

As always, we look forward to continuing to welcome MWBEs as a New York State certified business!

Jerome A. DuVal  
Executive Vice President & Executive Director  
Division of Minority and Women's Business Development



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# Division of Minority and Women's Business Development (DMWBBD)

**Mission:** To promote equality of economic opportunities for MWBEs and to eliminate barriers to their participation in state contracts.

## Key Objectives:

- ✓ Encourage and assist state agencies to award a fair share of contracts to MWBEs.
- ✓ Review applications by businesses seeking certification and maintain a directory of certified MWBEs.
- ✓ Promote the business development of MWBEs through education and outreach to NYS agencies as well as MWBEs.



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# Benefits of Getting NYS MWBE Certified

- ✓ Become listed in the NYS Directory of Certified MWBE Firms with over 8,800+ MWBEs which is used by prime contractors, consultants, government agencies and private sector companies seeking minority business participation.
- ✓ Access to lending and bonding programs specific to certified MWBE firms.
- ✓ Access to tailored MWBE procurement and/or contracting opportunities.
- ✓ Access to statewide network of support and services for MWBEs: invitations to business development workshops and events, MWBE Training Tuesdays webinars, customized technical assistance, and more.

For more information, please visit: [www.esd.ny.gov/mwbe.html](http://www.esd.ny.gov/mwbe.html)



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# Why do we certify?

- ✓ We maintain the integrity of the program through a comprehensive certification process.
- ✓ Only bona fide minority and women-owned firms receive the MWBE certification.
- ✓ We deter fraud and abuse.
- ✓ We track minority business participation in 97 state agencies.

For more information, please visit: [www.esd.ny.gov/mwbe.html](http://www.esd.ny.gov/mwbe.html)



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# Connect to The Office of Small Business and Technology Development

- ✓ New York Forward Loan Fund <https://esd.ny.gov/nyforwardloans-info>
- ✓ Empire State Digital <https://esd.ny.gov/empire-state-digital>
- ✓ Small Business Lease Assistance <https://esd.ny.gov/new-york-forward-small-business-lease-assistance-partnership>
- ✓ NYSTAR <https://esd.ny.gov/doing-business-ny/innovation-development-support>





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# **NYS MWBE Certification Eligibility Requirements**



# NYS MWBE Eligibility Requirements

Under Article 15-A of the Executive Law, any for-profit firm that is at least fifty-one percent (51%) owned, operated and controlled by citizens or permanent resident aliens who are either a woman and/or minority is eligible for certification.

## List of minority groups who are eligible for certification:

- ✓ Black persons having origins from any of the Black African racial groups.
- ✓ Hispanic persons of Mexican, Puerto Rican, Dominican, Cuban, Central or South American descent of either Native American or Latin American origin, regardless of race.
- ✓ Asian-Pacific persons having origins from the Far East, Southeast Asia or the Pacific Islands.
- ✓ Asian-Indian subcontinent persons having origins from the Indian subcontinent.
- ✓ Native American persons having origins in any of the original peoples of North America.



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# NYS MWBE Eligibility Requirements

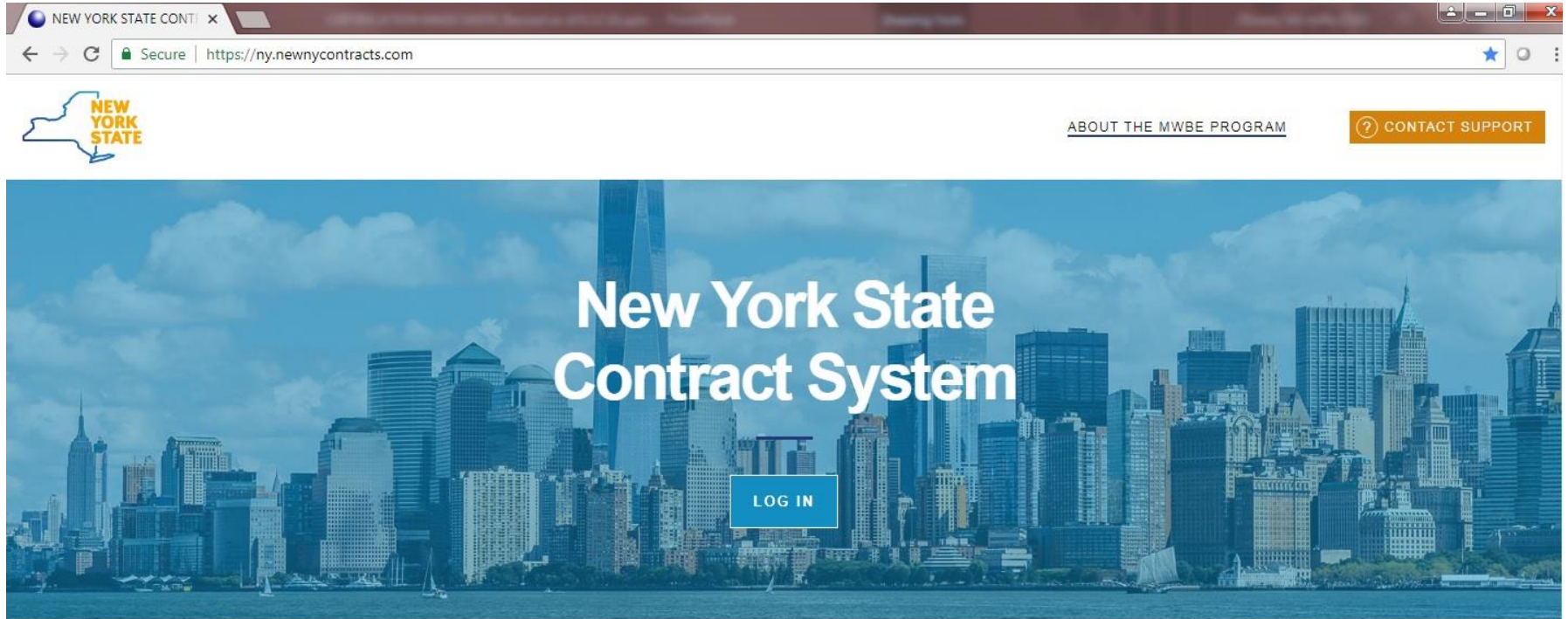
- ✓ **Ownership, Operation and Control:** All firms seeking MBE, WBE or MWBE certification must be independently owned, operated and controlled by minority and/or women members. The ownership must be real, substantial and continuing, and the minority and/or women members must exercise the authority to independently control the day-to-day business decisions.
- ✓ **Personal Net Worth (PNW) Restriction:** Each minority or woman owner upon whom certification is based, cannot have a personal net worth exceeding \$15 million after allowable deductions.
- ✓ **Small Business Restriction:** The firm cannot exceed 300 employees (full-time or part-time).
- ✓ **Independent, Active, and In Business One Year:** The firm must operate independently of other firms, must demonstrate business activity and, generally, the business is required to be in operation for at least one year.
- ✓ **Out of State Applicants:** Firm is to be currently certified as a MWBE in their home state, *should a similar process exists*, and before applying for MWBE certification, firm must be registered and authorized to conduct business in the State of New York, and have a presence in New York. All applicants must have the **'Authority to do Business in New York State'** from the New York State Department of State prior to submitting an application for MWBE certification.

For more information on how to become **authorized to do business in New York**, go to the Department of State, Division of Corporations, call (518) 473-2492 or email: [corporations@dos.state.ny.us](mailto:corporations@dos.state.ny.us).



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# Starting a NYS MWBE Application



<https://ny.newnycontracts.com/>



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# NYS MWBE Certification: Certify with New York

## About

New York State is working harder than ever to make this state the gateway to attract and grow Minority and Women-Owned Business Enterprises (MWBEs).

The New York State Contract System ("NYSCS") enables users to apply for NYS MWBE certification, search for NYS MWBE certified firms, and easily interact with our State agencies and authorities.

## MWBE Certification

Apply for NYS MWBE certification or recertification in New York State, or update your vendor profile.

**CERTIFY OR RECERTIFY WITH NEW YORK**

**UPDATE YOUR PROFILE**

## NYS Directory of Certified Firms

Search the NYS MWBE Directory of Certified Firms.

## NYS Bid and Grant Opportunities

Find contracting opportunities in New York State.

**VIEW OPPORTUNITIES**

## NYS Program Notices and Trainings

Find and register for upcoming MWBE events, trainings, webinars and program related notices.

**FIND OUTREACH AND SUPPORT**

## MWBE Program Announcement

The New York State Department of Economic Development has extended the certification period from three (3) to five (5) years for all currently certified NYS MWBEs. To obtain your updated MWBE Certificate and Approval Letter log into your account with your

## MWBE Program Information and Resources

Find additional information and resources through Empire State Development and the Division of Minority and Women's Development (DMWBD).

**LEARN MORE**

## Account Access

Lookup Vendor accounts or reset user passwords

**VENDOR ACCOUNT LOOKUP**

**FORGOT PASSWORD**

## System Training

Learn how to fully utilize our system with a live trainer

**TRAINING**

# NYS MWBE Certification: New Certification

## New York State Contract System

### Online M/WBE Certification

Welcome! Thank you for your interest in [New York State's Minority and Women's Business Enterprise \(MWBE\) Certification Program](#). MWBE certification is administered by Empire State Development's Division of Minority and Women's Business Development (DMWBD). The mission of DMWBD is to promote equality of economic opportunities for MWBEs and to eliminate barriers to their participation in State contracts.

How MWBE Certification benefits your firm:

- Your certified firm is listed in the public [Directory of Certified Minority and Women-Owned Business Enterprises](#)
- Your firm attracts new business
- Your firm can access MWBE procurement and/or contracting opportunities with NYS Agencies and Authorities.
- Your firm can access a statewide network of services and support for MWBEs: invitations for business development workshops, webinars, classes and customized technical assistance targeted to MWBEs.
- You can access lending and bonding programs created for state certified MWBEs.

For additional information on NYS MWBE Certification requirements, and for assistance, [click here](#).

If you require technical assistance while completing the application, please use our [online support form](#).

To continue, please select an option below:

**Option 1**  
**New Certification**

Your firm is not currently certified with New York State and will submit a New or Fast Track application

» [Create Account](#)

**Option 2**  
**Recertification or  
Vendor Profile Update**

Your firm is currently certified and you would like to update your profile or submit a recertification application.

If you know your username and password for this system: » [Login](#)

If you need to lookup your account:  
» [Lookup Account](#)

After logging in to your account, click the **Apply for Certification** link on the right side of the page or select **View > My Certifications** from the left menu.

#### Need Help?

[Download the user manual](#)

[Sign up for a Training Class](#)

If you wish to become certified as a Disadvantaged Business Enterprise (DBE) in the State of New York [go to the NYSUCP Certification portal](#).

# Complete a Vendor Profile

- ✓ Public profile that acts as an electronic business card!
  - ✓ Accessible to NYS agencies and authorities as well as prime contractors.
  - ✓ May lead to potential business opportunities!
- ✓ Be sure to keep your business information current!
- ✓ The Vendor Profile is **not** the same as the certification application.







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# **NYS MWBE Certification Application Process**

# Submit NEW MWBE Certification Application

## Select an Option

[You have been revoked, denied, or instructed to submit a new application.](#)

[You would like to update your certification profile or report a change.](#)

[Your firm has been or is currently certified by New York State.](#)

[Your firm has never been certified by New York State.](#)

**Step 1**

[Your firm is based in New York State and is currently certified as an MBE and/or WBE by one of the entities listed below.](#)

(New York City Small Business Services, New York City School Construction Authority, The Port Authority of New York & New Jersey, New York & New Jersey Minority Supplier Development Council, Inc., Upstate New York Regional Minority Purchasing Council, Inc., The Women's President Educational Organization, Erie County & City of Buffalo Joint Certification Committee)

[Your firm is certified as a Disadvantaged Business Enterprise \(DBE\) in the U.S. DOT program from anywhere in the country.](#)

[Your firm is certified as a Federal 8\(a\) Disadvantaged Business with U.S. Small Business Administration.](#)

[Your firm is not certified by any of the New York agencies listed above, is not a DBE, and is not Federal 8\(a\) firm.](#)

[Submit a new MWBE application.](#)

NYS MWBE Certification: New ...

**Step 2**

[Return to Certification List](#)



# Certification Application- Company Profile

**Certification Application: Main Summary** [Help & Tools](#)

Main Documents Signature Submit Utilities Cert List

**B2Gnow Test Prime Vendor3** Status: **Incomplete**  
Type: **New MBE Application** Started: 9/30/20  
App #: 3062248

0% complete

Fill in each of the sections noted below by clicking the **Fill In** buttons; edit a completed section by clicking **Edit**. You can complete the sections in any order, and the system will save your information as you go. Once all sections have been completed, the application will be complete and you will be able to sign and submit.

The Contact Person noted below is the only user authorized to access this application. If someone else needs access, change the contact by clicking the drop down menu or grant them access on the Utilities tab.

**New MBE Application Information**

TYPE	New MBE Application
CERTIFYING AGENCY	New York State
BUSINESS NAME	B2Gnow Test Prime Vendor3
CURRENT STATUS	<b>Incomplete</b>
APPLICATION NUMBER	3062248
DATE FOR DELETION	12/29/2020 (Extend)
CONTACT PERSON	B2Gnow TestPrime3 (Add user not on list)

This is the assigned user for this New MBE Application. To ensure security of the record, only YOU have access unless you reassign it to another user for completion or explicitly grant access by clicking the Utilities tab and adding a user to the Access List.

**Sections and Documentation**

COMPANY PROFILE	<input type="button" value="Fill In"/>	<b>Incomplete:</b> 1 completed of 18 required; 0 completed of 8 optional
OWNERSHIP INFORMATION FOR SOLE PROPRIETORSHIP	<input type="button" value="Fill In"/>	<b>Incomplete:</b> 0 completed of 3 required; 0 completed of 0 optional
COMMODITIES AND SERVICES	<input type="button" value="Fill In"/>	<b>Incomplete:</b> 0 completed of 4 required; 0 completed of 8 optional

Company Profile –  
Click “Process” and  
begin

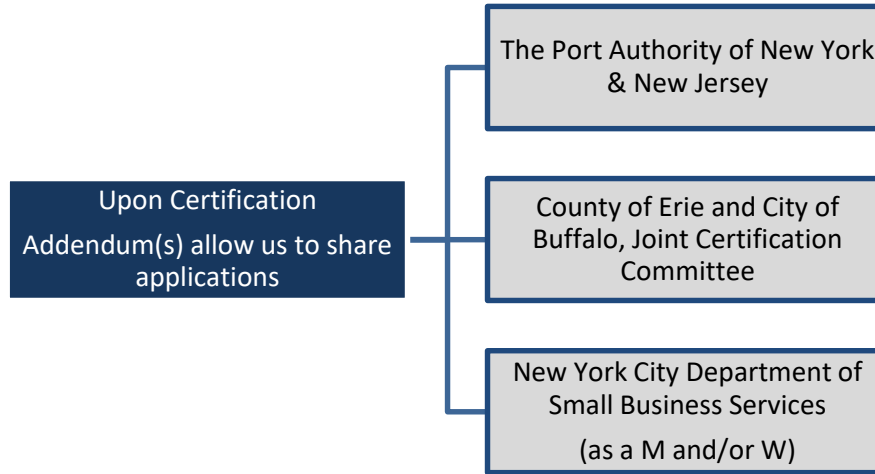


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# Mandatory Documents

<b>Proof of Citizenship and Gender:</b> Birth records; U.S. passports, Military Records; Green cards	<b>Sole Proprietorships:</b> Business Certificate from the County Clerk
<b>Proof of Capital Contributions:</b> Cancelled checks or bank statements, purchase agreements, proof of equipment purchases.	
<b>Proof of Business Activity:</b> Current contracts, bids, invoices and proof of payment from clients and work in the NYS.	<b>LLCs:</b> Articles of Organization, Operating Agreement, Application for Authority (out-of-state firms only)
<b>Business Documents:</b> Loans and credit agreements, leases; supply agreements.	
<b>Personal and Business Taxes:</b> Complete copies of the most recent personal and business taxes.	<b>Corporations:</b> Certificate of Incorporation, Corporate By-Laws, Application of Authority (out-of-state firms only)
<b>Professional Background:</b> Owner's resume(s), professional licensure, permits, certifications.	

# Addendums: “One Stop” Certification Application



**Note:** Addendums are for New York based firms only except regarding The Port Authority of New York and New Jersey, in which case New Jersey based firms will be accepted.

# FAST TRACK Applications

## New York State based firms certified by:

- ✓ County of Erie and City of Buffalo, Joint Certification Committee
- ✓ New York City Department of Small Business Services
- ✓ The Port Authority of New York & New Jersey (*\*NJ based companies also eligible*)
- ✓ New York & New Jersey Minority Supplier Development Council, Inc. (*\*NJ based companies also eligible*)
- ✓ Women President's Educational Organization (Women's Business Enterprise National Council – NY Chapter)

**Certified as a Disadvantaged Business Entity (DBE)** with any Federally funded transportation agency in the U.S.

**Certified as Federal 8(a) Disadvantaged Business** with U.S. Small Business Administration

The above certifications must be current and have more than three (3) remaining months before expiration to be eligible for a FAST TRACK Application.



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# FAST TRACK Applications – Documentation

NYS MWBE Fast Track Application	Disadvantaged Business Enterprise (DBE)	Federal 8(a) Business Development Program
Copy of application submitted to Fast Track partner	All documents ( <i>except PNW information</i> ) listed under ‘NYS MWBE Fast Track’ application plus:	All documents ( <i>except PNW information</i> ) listed under ‘NYS MWBE Fast Track’ application plus:
Copy of the Certification Letter from the Fast Track partner	Signed New York State DBE Certified Release of Information Form	Certificate of Authority to Do Business in New York State
Signed and notarized DMWBD Certification Application Affidavit	Certificate of Authority to Do Business in New York State	
Personal Net Worth Affidavits		





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# Commodity Codes

# NYS MWBE Commodity Codes



# Assigning NYS MWBE Commodity Codes

- ✓ Product & Service codes: Certified firms may receive a combination of codes from 1 to 3 different product code sets that apply to their specific output.
  - ✓ NIGP for product and/or services
  - ✓ CSI for building construction
- ✓ Industry code: Certified firms will receive relevant NAICS industry codes.



# Submitting a NYS MWBE Application

## Certification Application: Submit New MBE Application

Help & Tools 

Main Documents Signature **Submit** Utilities Cert List

Certification Made Easy

Status: **Complete & Signed, Pending Submission** > [Submit Application](#)

Type: New MBE Application

Started: 10/2/2020

App #: 5178228

98% complete

### Submit Your New MBE Application

OR

### View Your New MBE Application

If you are ready to submit your application, check the box below and click **Submit Application**. Once submitted, the application cannot be edited.

- By submitting this certification application, I acknowledge individually, and on behalf of the applicant business, the policies, rules, and requirements of the program.

 **Submit New MBE Application** 

**View and Print New MBE Application**

### Edit Your New MBE Application

**Edit New MBE Application**

**Note:**  
Once an application is submitted, no changes can be made. Please ensure that all information is correct and accurate.

# Status of a NYS MWBE Application

## Vendor Profile: Certifications

Help & Tools 

- General
- Public Profile
- Users
- Commodity Codes
- Contacts
- Employees
- Certifications**
- Contracts
- Workforce Comp/EEO
- Questionnaires

B2Gnow Test Prime Vendor3

System Vendor Number: 20440896

Apply/Renew/Update Certification

Request Missing Certification

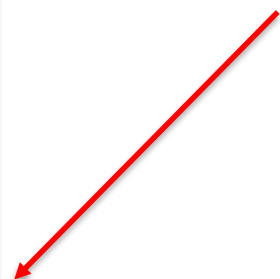
### Current Certifications

No current certifications

### Applications

Status	Application Number	App Type	Organization	Dates	Contact	Actions
Received & In Process	9730712	Annual Review	Maryland Department of Transportation	Started: 10/19/2018 Submitted: 10/19/2018 Received: 11/19/2018	B2Gnow TestPrime3	<a href="#">View</a>
Processing Complete	7154615	Uniform Certification Application	Maryland Department of Transportation	Started: 10/18/2018 Submitted: 10/18/2018 Received: 10/18/2018	B2Gnow TestPrime3	<a href="#">View</a>
Completed & Signed, Pending Submission	5178228	New MBE Application	New York State	Started: 10/2/2020	B2Gnow TestPrime3	<a href="#">Fill In</a>

Click "Fill In"



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# Extending Application Submission Deadline

## Certification Application: Main Summary

Help & Tools 

**Main** Documents Signature Submit Utilities Cert List

Certification Made Easy Status: **Complete & Signed, Pending Submission > [Submit Application](#)**

Type: **New MBE Application** Started: 10/2/2020

App #: 5178228

test2.gob2g.com says

Extend the date for deletion by one week?

OK Cancel

Need Help?

[User manual](#)

[Sign up for a Training Class](#)

### New MBE Application Information

TYPE	New MBE Application
CERTIFYING AGENCY	New York State
BUSINESS NAME	Certification Made Easy
CURRENT STATUS	<b>Complete &amp; Signed, Pending Submission &gt; <a href="#">Submit Application</a></b>
APPLICATION NUMBER	5178228
DATE FOR DELETION	<b>12/31/2020 (Extend)</b>
CONTACT PERSON	B2Gnow TestPrime3 <a href="#">(Add user not on list)</a>

This is the assigned user for this New MBE Application. To ensure security of the record, only YOU have access unless you reassign it to another user for completion or explicitly grant access by clicking the Utilities tab and adding a user to the Access List.

Firms can click on the 'Extend' button if more than 90 days are needed to complete the application process.

Please note that clicking 'Extend' is not indefinite and can be done a maximum of 12 times.

Kindly contact [MWBECertification@esd.ny.gov](mailto:MWBECertification@esd.ny.gov) or call (212)803-2414 if more time is needed.



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# Avoiding Common Documentation Shortfalls

- ✓ Personal Net Worth Statement left blank or incomplete. Even if a negative amount, please submit this information.
- ✓ Current signed lease or deed.
  - ✓ Home based businesses are not exempt from this requirement.
  - ✓ Suppliers need to provide proof of warehouse location and an inventory list.
- ✓ Submit licenses, certificates, permits, etc., if required to conduct business.
- ✓ Signed Contracts & Proof of payment
  - ✓ Contracts should be signed & reflect scope of work.
  - ✓ Invoices and proof of payment must be submitted.

# Free Technical Assistance

- ✓ **Entrepreneurship Assistance Centers (EAC)** – Helps entrepreneurs with their new and startup businesses, including assistance with NYS MWBE Certification, provides access to capital information, seminars, workshops, assistance with government contracting, and more. For information and locations: <https://esd.ny.gov/entrepreneurship-assistance-centers>
- ✓ **Procurement Technical Assistance Centers (PTAC)** – Helps firms with certification, including assistance with NYS MWBE Certification, government contracting, provides seminars, workshops, and other business services,. For more information and location: <https://www.aptac-us.org/find-a-ptac/?state=NY#>
- ✓ **Small Business Development Centers (SBDC)** – Helps individuals and businesses with NYS MWBE Certification, business planning, government contracting, export & import, and more. For more information and locations: <http://www.nyssbdc.org/locations.html>



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# Thank You

## Contact

Certification Unit

[MWBECertification@esd.ny.gov](mailto:MWBECertification@esd.ny.gov)

(212) 803-2414

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[www.esd.ny.gov/mwbe.html](http://www.esd.ny.gov/mwbe.html)

NYS MWBE COVID-19 Resource Page

<https://esd.ny.gov/mwbe-covid19-resources>



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