

Client Engagement

Information



Louisiana MBDA Business Center

618 Harding Blvd
Baton Rouge, LA 70807

2022

www.louisianambdacenter.com
225.771.4359



MINORITY BUSINESS DEVELOPMENT AGENCY
BUSINESSCENTER
U.S. DEPARTMENT OF COMMERCE

Louisiana MBDA Business Center
Operated by Southern University Law Center



About *Us*

The Louisiana MBDA Business Center (Center) works with existing businesses that are 51% owned and controlled by a minority ethnic group or a woman. We focus on securing domestic public and/or private contracts and financing transactions, exports, and job creation for "eligible minority-owned businesses."

The Core Team

Charletta Fortson, Esq.

Executive Director

Charles Rice, Esq.

Business Attorney & Legal Consultant

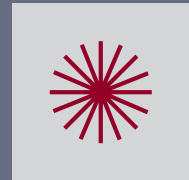
Marina Biragova, Esq.

IP Attorney & Legal Consultant

Angela Bruns-Turner

Banking & Financial Relations
Consultant

What



We Do

Access to Capital

Global Business Development

Access to Contracts

Strategic Business Consulting

Access to Markets

Certification Assistance

Webinars, Training, and more

Business Development Consultants

Tyra Banks

tbanks@louisianambdcenter.com

Rinaldi Jacobs

rjacobs@louisianambdcenter.com

Don Lawhorn

dlawhorn@louisianambdcenter.com



Our Programs

Once you become a client of the Louisiana MBDA Business Center, you will have access to several programs offered to assist MBEs with growing their organizations.

01 **DiversifyLA**

DiversifyLA is a program that focuses on contracting within the public and private sectors. It allows suppliers (MBEs) to be matched with buyers' procurement opportunities. It also provides MBE clients with access to Govology - an on-demand training platform for firms that want to participate in B2G.

02 **Financial R.E.A.D.**

The Financial R.E.A.D. program has three primary objectives : to provide MBEs with access to capital; to provide financial training to assist MBEs with understanding the language of finance and business performance; and to ensure MBEs are prepared to qualify for the various types of capital resources.

03 **Legal T.R.A.C.**

The purpose of the Legal T.R.A.C. program is to provide small minority-owned businesses with resources to ensure legal compliance. We do this through training, risk assessment, and consultation.



Step - 01

Become a client

To become a client, complete the Client Engagement Letter on our website: **Getting Started** page.

Step - 02

Develop strategic plan with your consultant

Once you submit the Client Engagement Letter, the Center will contact you to schedule a meeting with your consultant.

Step - 03

Determine if certifications are right for your firm

Most opportunities require your firm to have a certification. Work with your consultant to determine the certifications that are most relevant based on your firm's goals.

Client Onboarding



Certifications

Hudson Certification - State

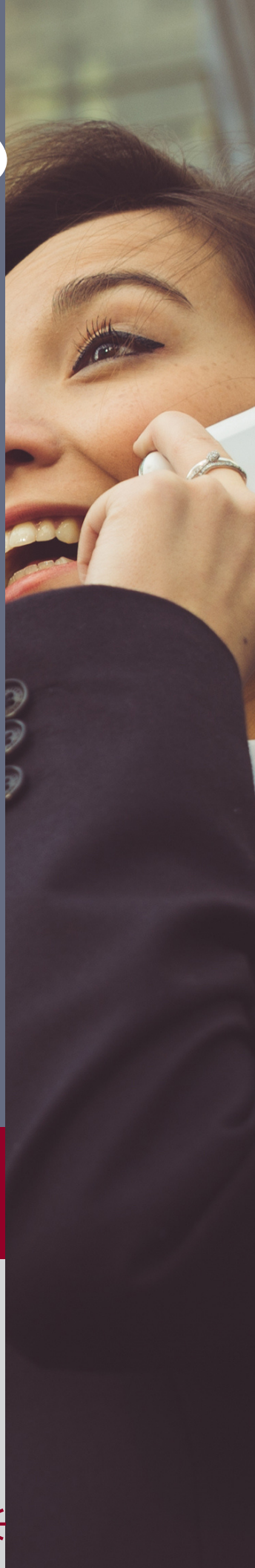
Minority Business Enterprise (MBE) - Private Sector

Disadvantaged Business Enterprise (DBE) - Federal Sector

Woman Owned Small Business (WSOB) - Federal

8A Certification - Federal

HUBZone Certification - Federal



Step - 04

Consider joining DiversifyLA

DiversifyLA is an exclusive benefit for the Center's clients. Once registered, (www.DiversifyLA.com), you'll be able to view available opportunities. Once registered, you'll also gain access to a bid-matching system to see available procurement opportunities throughout the state.



Step - 05

Consider signing-up for Govology

Govology is an on-demand training platform offered free of charge to the Center's clients. Govology is for those firms that want to participate in government contracting.

Step - 06

Have ongoing meetings with your consultant

Establish a schedule with your consultant to complete the goals identified in your strategic plan.





MINORITY BUSINESS DEVELOPMENT AGENCY
BUSINESSCENTER
U.S. DEPARTMENT OF COMMERCE

618 Harding Blvd
Baton Rouge, LA 70807
225.771.4359
www.louisianambdacenter.com