



Introducing The US-MBDA Coronavirus Response and Relief (CRR) Center

Project Director: Elizabeth McGinsky



MBDA & MBDA CRR Overview

Who is the MBDA?

- The U.S. Department of Commerce, Minority Business Development Agency (MBDA) is the only federal agency solely dedicated to the growth and global competitiveness of minority business enterprises.

What are MBDA CRR Centers?

- Utilizes funds from the American Rescue Plan for MBDA Business Centers throughout the USA to implement projects that will assist all BIPOC-owned businesses in preventing, preparing for, and responding to the COVID-19 pandemic.
- Will operate from 7/1/2021-6/30/2022

What is the Philadelphia MBDA CRR Center?

- Operated by The Enterprise Center
- No geographic restrictions on services
- All services are free to BIPOC-owned businesses who engage with MBDA-CRR

Background and Approach

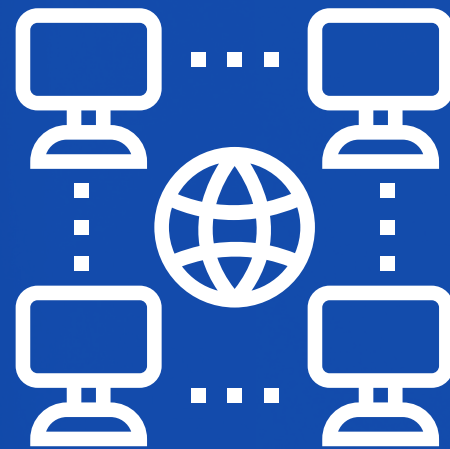
The MBDA CRR Team has extensive experience helping small businesses pivot and recover from COVID-19.

Over the previous year, the team:

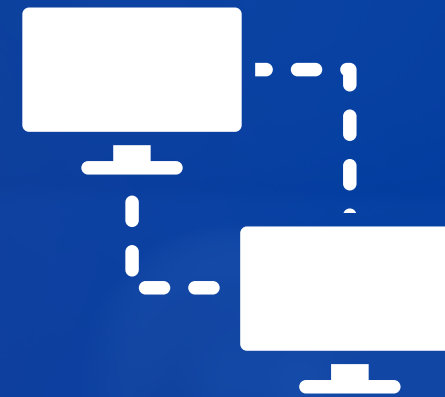
- Assisted **878** small businesses
- Supported small businesses in acquiring over **\$10M** in PPP & grant funding, including partnership with CraftNOW's CapitalNOW initiative
- Facilitated **28** training sessions
- Completed **50** recovery plans for small businesses

Service Model

Interactive virtual workshops
Target of minimum of two per month



Virtual 1-on-1 office hours:
Appointments available throughout the month



About Our Virtual 1-on-1 Office Hours

Choice of consultation services

Personalized consultation

Creative Entrepreneur Accelerator

- Participants are only required to meet with one consultant to fulfill grant requirement, but we encourage you to take advantage of the opportunity to meet with all four through June of 2020



About Our Virtual 1-on-1 Office Hours (Topics)



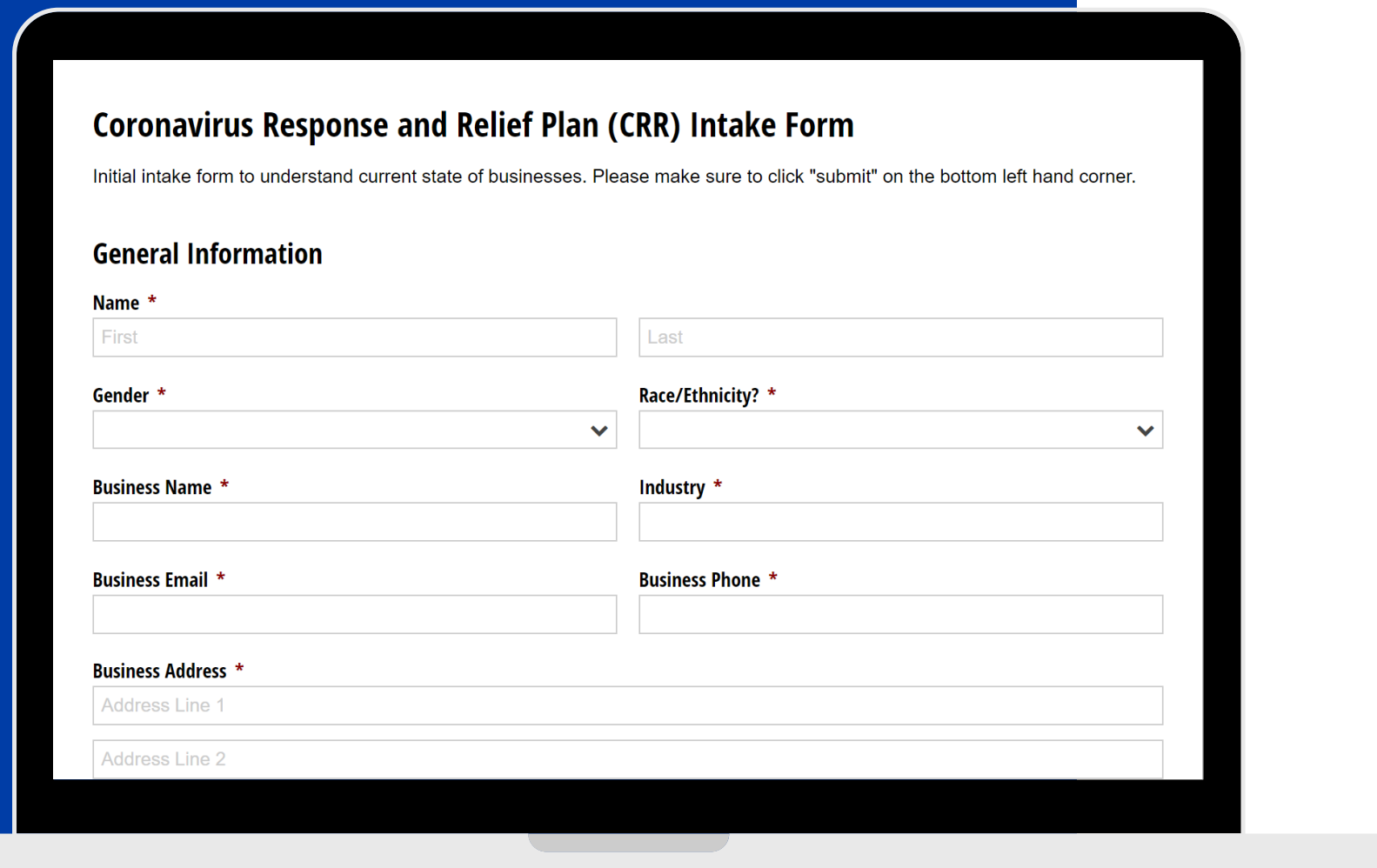
1 Digital Marketing:
Website, Social Media, and Online Advertising

2 Accounting & Finance:
Capital Access, Accounting platforms (such as Quickbooks and Wave), Financial Reporting

3 Business Taxes
Determining the right tax forms for business structure, reviewing tax forms for accuracy

4 Business Development
Revenue generation, new products & services, profitability

Process to Access Our Virtual Office Hours



Coronavirus Response and Relief Plan (CRR) Intake Form
Initial intake form to understand current state of businesses. Please make sure to click "submit" on the bottom left hand corner.

General Information

Name *
First Last

Gender * **Race/Ethnicity? ***

Business Name * **Industry ***

Business Email * **Business Phone ***

Business Address *
Address Line 1
Address Line 2

1. [Fill out our intake form](#)

- We need this info to match you with the best consultant for your needs

2. Receive calend.ly link via email

3. Click on calend.ly link

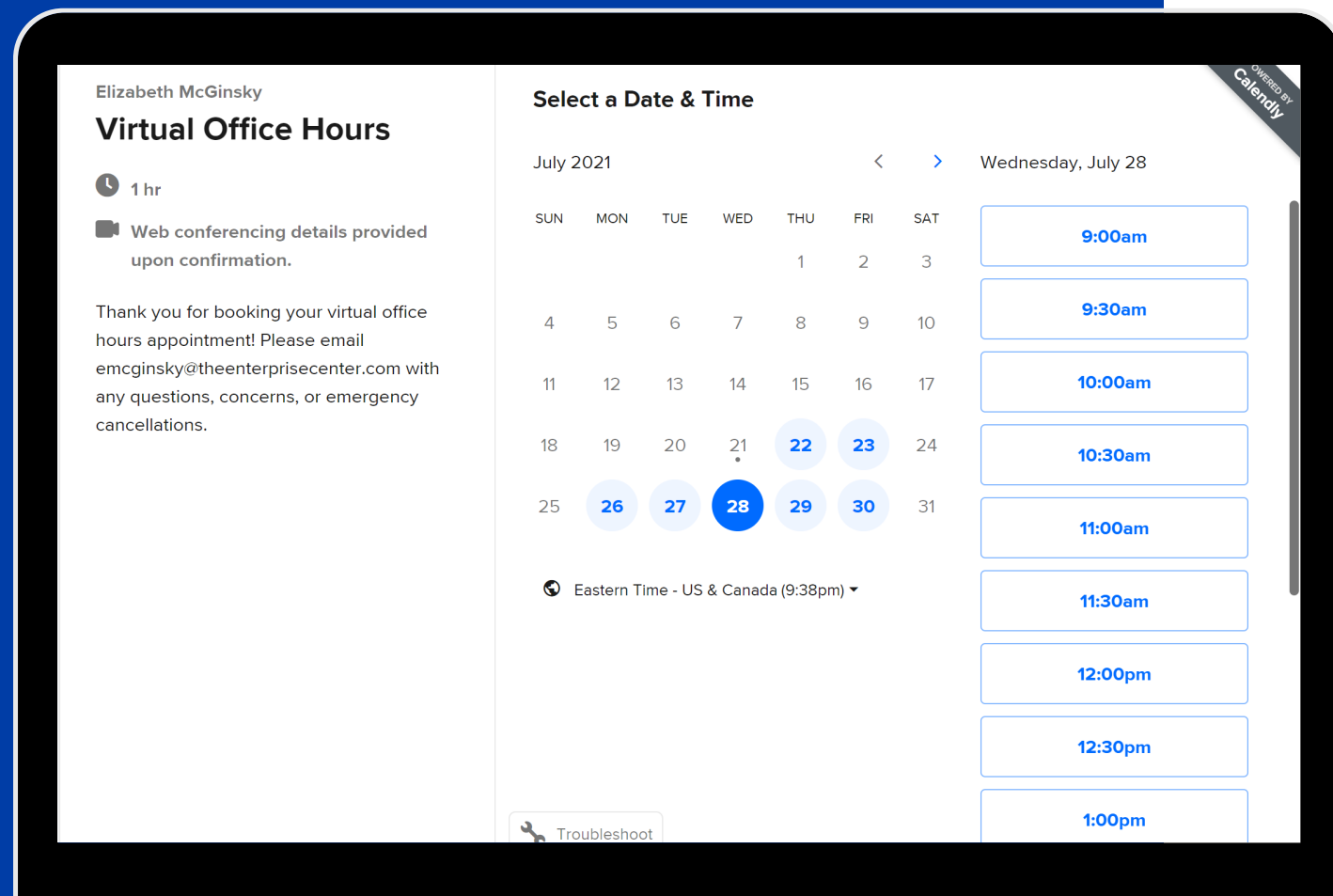
4. Schedule your 1 hour slot

5. You will automatically receive a Zoom link via email

6. Use that link to access your appointment at the designated meeting time

7. Have a great, productive meeting!

Process to Access Our Virtual Office Hours



The screenshot shows a web interface for booking virtual office hours. On the left, the header identifies the user as Elizabeth McGinsky. Below this, it states 'Virtual Office Hours' and '1 hr'. A note mentions that web conferencing details will be provided upon confirmation. A thank-you message follows, asking the user to email emcginsky@theenterprisecenter.com for any questions or cancellations. The main section is titled 'Select a Date & Time' and features a calendar for July 2021. The date Wednesday, July 28 is selected. To the right of the calendar is a list of time slots: 9:00am, 9:30am, 10:00am, 10:30am, 11:00am, 11:30am, 12:00pm, 12:30pm, and 1:00pm. The time zone is set to Eastern Time - US & Canada (9:38pm). A 'Troubleshoot' link is visible at the bottom left of the calendar area.

Elizabeth McGinsky
Virtual Office Hours

🕒 1 hr

📺 Web conferencing details provided upon confirmation.

Thank you for booking your virtual office hours appointment! Please email emcginsky@theenterprisecenter.com with any questions, concerns, or emergency cancellations.

Select a Date & Time

July 2021 < > Wednesday, July 28

SUN	MON	TUE	WED	THU	FRI	SAT
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

🕒 Eastern Time - US & Canada (9:38pm) ▼

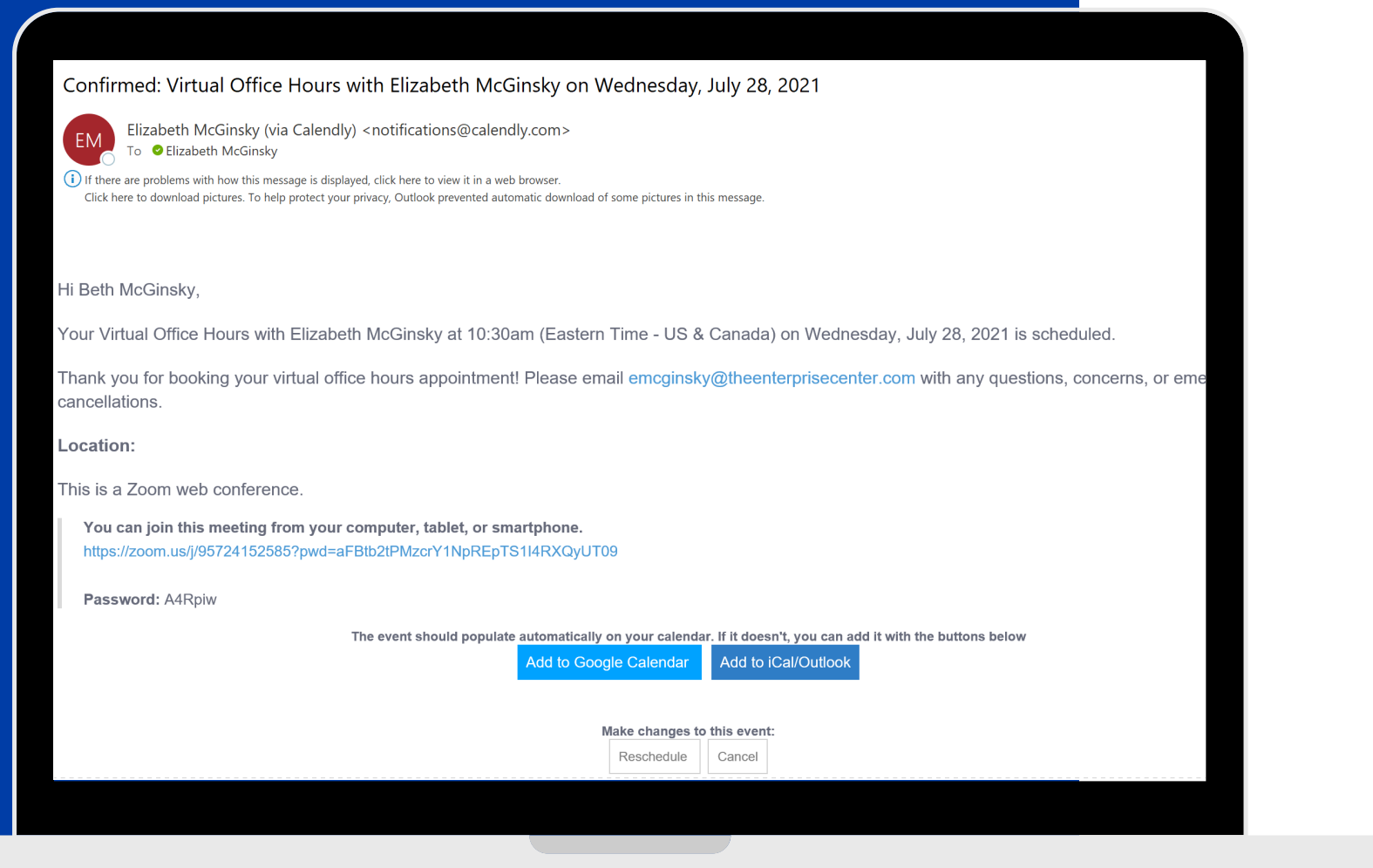
🔧 Troubleshoot

Powered by Calendly

1. Fill out our intake form
 - We need this info to match you with the best consultant for your needs
2. **Receive calend.ly link via email**
3. **Click on calend.ly link**
4. **Schedule your 1 hour slot**
5. You will automatically receive a Zoom link via email
6. Use that link to access your appointment at the designated meeting time
7. Have a great, productive meeting!

Process to Access Our Virtual Office Hours

1. Fill out our intake form
 - We need this info to match you with the best consultant for your needs
2. Receive calend.ly link via email
3. Click on calend.ly link
4. Schedule your 1 hour slot
5. **You will automatically receive a Zoom link via email**
6. **Use that link to access your appointment at the designated meeting time**
7. **Have a great, productive meeting!**



What happens after your consultation?

Consultant sends CRR Center team notes

CRR Center submits referral form to GPCA team, who makes final funding decisions

Businesses are welcome to continue meeting with consultants for free

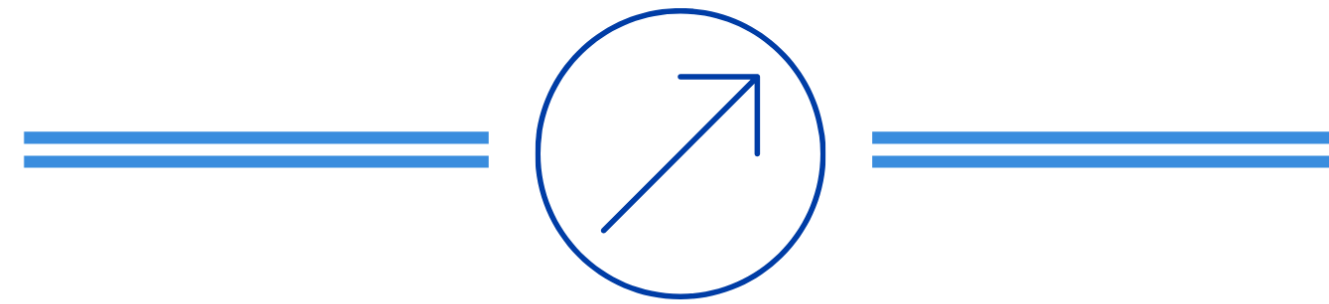


Testimonial

"As of this afternoon, I have met with all 4 business consultants and absolutely plan on following up. They all gave me such amazing recommendations and I have quite a bit of homework to do. The time and opportunity to meet have been invaluable and I'm really excited for what it has the potential to do for my business." GPCA participant



Questions?



MBDA CRR CENTER

CORONAVIRUS RESPONSE AND RELIEF

Thank you!

Contact:

mbdacrr@theenterprisecenter.com

emcginsky@theenterprisecenter.com