

**The National Business League (NBL)
National Black Supplier Development Program**

APPLICATION GUIDELINES (2023/24)

The National Business League's National Black Supplier Development Program (NBSDP) offers a unique blend of knowledge transfer, mentoring, and advocacy to create detailed growth plans and bring business opportunities to fruition for selected companies. The program focuses on six foundational areas for growth:

1. **Knowledge Transfer:** Participants will have access to readings, videos, workshops, and lectures on best practices in the following areas:
 - Growth Planning
 - Branding & Developing Brand Story
 - Customer Creation Systems
 - Building Capacity and Capabilities
 - Developing an Employee-Centric Company
 - Financial Management
2. **Mentoring:** Companies will receive one-on-one sessions with a seasoned, successful entrepreneur, and/or an experienced professional consultant to guide them through the development and execution of their growth plan.
3. **Advocacy:** Each company will be paired with a 'champion' from the program's corporate partners. The champion will provide insights on how to do business with the partner company, present business opportunities, facilitate introductions, and advocate for the company to receive contracts.

Program Structure:

The NBSDP program spans four months and includes the following components:

1. **Online Learning:** Participants will spend approximately 15 hours per month mastering the program materials on NBL's online Learning Management Platform.
2. **In-Person Workshops:** Participants will attend four full days of in-person workshops and networking sessions. Travel and accommodations will be required on the following dates:
 - September 7th - 8th
 - November 15th - 16th
3. **One-on-One Mentoring:** Companies will receive approximately 20 hours of one-on-one mentoring and coaching throughout the program.

Application Requirements:

Completing this application requires dedication and commitment, taking approximately 1 hour of your time. The application process is designed to help you grow your business and connect with valuable resources and learning opportunities. It centers on developing a detailed growth plan to accelerate your company's growth. The NBL and its corporate partners will use the data from this application to assess your company's maturity, scalability, and capabilities.

To start the application process, prepare the following information:

Descriptive Information on Company:

- Name of Company
- Contact Information
- Years in Business
- Number of Employees
- Number of Locations
- Industry
- Primary & Secondary NAIC codes
- Array of Certifications
- Awards, Press, Referrals (can upload)

Descriptive Information on Founder/CEO:

- Name
- Contact Information
- Detailed Resume (can upload)
- Name of Administrative Assistant
- Contact Information of Administrative Assistant

Descriptive Information on Products/Services:

- Product/Service Description
- Customer Products Solved
- Competitive Advantages
- Value Proposition Statement
- Description of Target Markets
- Product/Service Quality Certifications

Key Elements of a Growth Plan:

- Mission Statement
- Core Values
- Revenues, Profit Margins, and Growth Rates from 2020
- Projected Revenues for 2028
- Business Model
- Financial Management Strategy

Application Timeline:

- Application Deadline: August 11, 2023 (midnight EST)
- Virtual Interviews with Finalists: August 14th - August 28th, 2023

- Announcement of Selected Companies: August 31, 2023
- Orientation for Selected Companies: September 7th - September 8th, 2023

Completing this application is the first step towards gaining admission to this nationally recognized program. We look forward to receiving your application and potentially welcoming you to the NBSDP Collective.

For any inquiries or assistance, please contact:

Dr. Forrest Carter, Ph.D.

National Director

National Black Supplier Program

The National Business League

Founded by Booker T. Washington (August 23, 1900)

Celebrating 123 Years of Legacy

National Headquarter Office

104 South Elm Street, Suite 1900

Tuskegee, Alabama 36083

(c) (517) 974-8741

(e) fcarter@nationalbusinessleague.org

(w) www.nationalbusinessleague.org

Regional Offices: Atlanta, GA | Detroit, MI | Los Angeles, CA | Washington, DC | Cape Town, SA