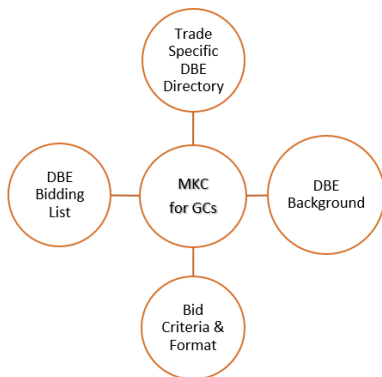
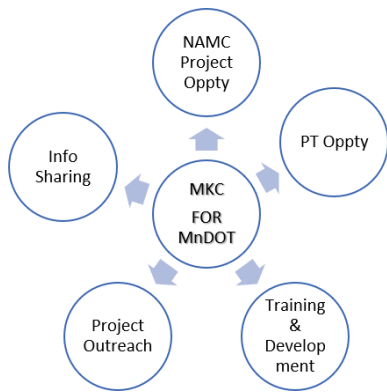
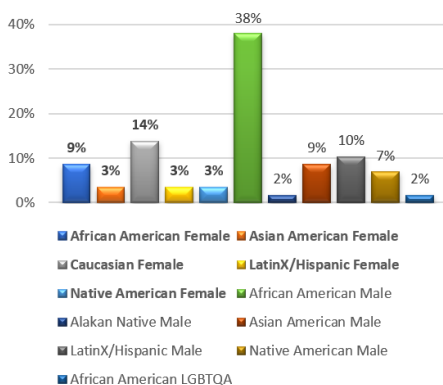


MKC SERVICES TO DBES, MNDOT, & GCS



MKC CLIENT DEMOGRAPHICS AT SBRC



CASE STUDY: Minnesota Department of Transportation

CHALLENGE

In the fall of 2016, MnDOT put forth an RFP to find a consultant to develop a Center that can provide workshops and 1on1 technical support. MnDOT had challenges engaging Disadvantaged Business Enterprise (DBE), Minority and Women Owned Businesses and further issues with participation designed to help them develop their business.

SUMMARY:

MKC's background in developing entrepreneur programs and its understanding of horizontal and commercial construction was a match for MnDOT.

MKC was awarded the contract in March 2017 and opened MnDOT's Small Business Resource Center (SBRC) in May 2017. MKC incorporated its Get in the Know marketing campaign to market the SBRC (outside of its contract) to bring awareness to the services provided. Nearly 86% of MKC's clients at the SBRC are Minority owned businesses.

MKC supports certified small businesses by offering business foundation workshops, while guiding these businesses, through the DOT and other government agencies' - procurement processes. MKC guides small businesses on how to find, review, propose/compile, and submit their bids using each agencies portal. MKC also offers industry specific workshops and 1on1 business coaching, technical assistance, along with construction related mentoring, at the SBRC. Finally, MKC has a solid grasp of the procurement processes of the Minnesota Unified Certification Program (MnUCP) partners - which includes the City of Minneapolis, Met Council, MnDOT and Metropolitan Airport Commission - further supporting small businesses in their certification process.

On July 2019, MKC received its 3rd contract expanding the space to include a "shared space/incubator". Today, the SBRC has become the "HUB and one-stop shop" for DBE firms.

THE RESULTS

Since opening the doors of the SBRC in May 2017, MKC has impacted over 250+ minority and woman owned businesses. MKC's target audience showed that its attendees were predominantly minorities - regardless of gender (86%). The study also showed that 32% of the participants were women owned businesses.

In October 2020, MKC enlisted Clark Consulting Group to conduct its triennial performance evaluation.

The survey reflected that MKC assisted *210 small, minority, women and disadvantaged business. 127 received contracts totaling nearly \$423M.* Note: In MKC's inaugural year, 30 firms received contracts totaling \$3.5M.

ABOUT MKC

MKC develops entrepreneur ecosystem from start up studios/think-tanks to incubators/accelerators. We leverage our patent pending Entrepreneur on the Rise learning/development system - which includes 80+ license ready business & construction curriculum, CEO Focus NOW leadership group platform, and Work Experience Builder (mentoring program), to develop our ecosystems, helping small businesses succeed. MKC also offers DBECenter.com - a procurement platform for certified small businesses - which streamlines the process of finding DBEs to assist General Contractors and Government agencies with meeting contracting goals.

MKC's core clients include, but are not limited to government agencies, private corporations, industry associations, and small businesses. Along with our entrepreneurial programs, MKC also provide policy and procurement process development, strategic planning, leadership training, and community engagement.

ACCOLADES

- 2021 Minneapolis/St. Paul Business Journal Women in Business
- Co-Founder of Construction Connection to Community
- Patent-pending holder for DBECenter.com - an innovative solution to government procurement of services from certified small business
- Patent-pending holder for Entrepreneurs on the Rise - a start up studio and incubator/accelerator entrepreneur ecosystem building concept
- Patent-pending holder for FAB -Working Capital Loan Fund

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HOW MKC DID IT

THE RESOURCE CENTER

MKC designed and presently manages MnDOT's 2,500 square foot SBRC. MKC was tasked to design the raw space, the programmatic services, license its' curricula, and offer 1on1 technical assistance to DBEs focusing on highway heavy.

MNUCP - DBE CERTIFICATION & ORIENTATION

MKC provides workshops to educate small business owners about becoming a federally certified DBE. MKC provides 1on1 assistance in completing the DBE Application and reviewing the required documents prior to submission. After a firm becomes certified, MKC provides an orientation workshop to "walk DBEs through" the various procurement portals at the federal, state, and local levels.

WORKSHOPS & TRAINING SESSIONS

MKC provides approximately 25 interactive workshops a year covering a myriad of topics in business development and construction.

1ON1 TECHNICAL ASSISTANCE

MKC provides individual technical assistance sessions for small businesses - from developing their business foundations to industry related support services. MKC combines its GOST process and project + construction management (PM+CM) methodologies when assisting these firms.

BID ASSIMILATION & SUBMISSION SUPPORT (BASS)

MKC provides 1on1 technical assistance for highway heavy and commercial construction DBE firms. MKC offered plan reading, job costing, and estimating support. MKC also provides step by step bid submission processes for various agencies.

BUSINESS DEVELOPMENT COACHING

MKC develops an individual firms customized "Path to Success", which include MKC's Strategy, Marketing and Core Competency (SMC) entrepreneur model. Plans traditionally include a series of workshops and 1on1 technical assistance to develop the firm's strategic planning, management, and financials/budgeting (S), marketing and branding (M), and industry/core competency growth and expansion plan (C). Core competency can include both education and technical training related to the firm's trade.

NETWORK EVENTS & LUNCH & LEARNS

MKC facilitated networking events including MnDOT and General Contractor meet and greets, as well as lunch and learns for DBEs. Various industries, including construction, technology, sales, professional/trade associations, and business supportive services were among the guests at these events.