

## Business Forward B2B Program

### PURPOSE:

Consideration of partnership agreement with Professional Business Providers to provide workshops, trainings, evaluations, and/or consultations for multiple Oakland County Business Forward small business clients.

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### SUMMARY AND BACKGROUND

Oakland Thrive is committed to strengthening the vitality of Oakland County's economy and has established the Business Forward program to help support and strengthen the small business community.

Business Forward will establish a pool of qualified providers to provide professional services for multiple Business Forward small business clients.

Business Forward Consultants will connect our small business clients with partner organizations and professional business providers to provide tailored strategies and services including one-on-one consultations, trainings, seminars, and workshops.

Business Forward is seeking professional business providers to provide **FREE** info sessions, general trainings, and/or be part of an expert panel to share information and answer questions.

Specified series training and/or one-on-one consultations (up to 2 hours) will be available and paid through Business Forward.

Small Businesses will pick the designated providers via training sessions or through an approved provider master list.

## MINIMUM QUALIFICATIONS

- The business must currently be registered as a legal entity in the State of Michigan -Department of Licensing and Regulatory Affairs (LARA)
- The Business must be located in Oakland County and serve Oakland County small businesses.
- The Business must have the experience, education, certifications and/or qualifications affiliated with their business.

## REQUIRED DOCUMENTS

Each submission must be accompanied by a cover letter. An individual who is authorized to bind the firm contractually shall sign the letter, which will be considered an integral part of the submission. The letter must certify that all the information contained in the submission is accurate and complete. The letter shall also state that the submission was prepared solely by the firm.

- **Brief description of your firm including:** overall scope of business consultation services and relevant recent history (2-3 years)
- **Firm Experience:** Describe your firm's qualifications, years in industry, and specific experience in serving in the selected consultation area (e.g. legal, business financial/accounting, marketing, advertising, information technology...)
- **Key Personnel:** Identify the key personnel who will be serving Business Forward and provide their resume, professional references, relevant experiences, and contact information.
- Include all applicable licenses/certifications held by personnel performing the services
- **Provide a list of three (3) references that contains the following information:** Business name and contact information including email and phone number and how they know the business.
- **Provide your fee structure/schedule (Per hour and/or by event):**
  - One on One Consultation (2hr max)
  - Specific Trainings/workshops (2 hours or 1/2 Day). Please specify Virtual and/or In person
  - Please provide a list of topics you and your firm can train on.
- **Conflict of Interest (If applicable):**
  - Describe and declare if your firm has any contractual agreements, relationships, retainers or other employment that your firm or any employee has with any Oakland County elected official, appointed employee, or employee.

## SCOPE OF SERVICES

The qualified firm(s) will be expected to have the ability to conduct a consultation and offer sound advice or service relating to the small business' questions in a minimum of one of the following areas: legal, financial/accounting, marketing, advertising, information technology, sales, real estate, leadership/management, manufacturing, supply chain, logistics, business planning, and translation services. The qualified firm must also inform the small business if they cannot help and/or offer an alternate solution.

**If selected, the firm(s) selected for this engagement shall provide additional qualifications as needed of the general responsibilities and duties identified below at the request of Oakland Thrive:**

- Be available to provide advice on business related matters, as requested, on an as-needed basis to Oakland County small businesses when referred by Business Forward
- Monitor the market conditions and advise the small business of possible solutions in the consultation.
- Provide articles or other materials, as appropriate to the small business.
- Provide an itemized invoice of no more than 2 billable hours for payment per client per client. Any additional hours will be the sole responsibility of small business and must be agreed upon in writing before incurring those hours.

### **Responsibilities and duties related to Oakland Thrive:**

- Provide a direct Oakland Thrive contact to the qualified firm.
- Establish a reliable method for the small business client to contact the qualified firm (e.g.: Web form, Email, Phone number).

## SUBMISSION PROCESS

In order to be considered for qualification your firm must send the following documents to:  
**B2B@oaklandthrive.org**

## SELECTION PROCESS

The responses to the application will be reviewed by an evaluation committee on a consensus basis for inclusion in the small business consultant pool. The criteria used to evaluate responsive proposals shall include, but are not limited to:

- Cover letter and commitment
- Overall experience small business consulting
- Experience and availability of professionals providing consultation services
- Certifications and Licenses
- Fair Fee Schedule (based on market analysis)
- Development of additional innovative ideas or additional services

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Oakland Thrive reserves the right to review, revise, add/remove firms and/or terminate the agreement at any time, dependent on program funding and small business participation. Partnership is free for professional providers at this time. In order to ensure long term sustainability of this program, a partnership subscription may be required in the future. Any and all changes will be communicated in writing.

All documents and information submitted will be reviewed to determine responsiveness (thorough and complete). Non-responsive proposals will be rejected without evaluation. Responsive proposals will be reviewed and scored by an evaluation committee pursuant to the grading scale provided. Oakland Thrive reserves the right to request clarifying information, and request an interview with firm as it deems necessary.

## PAYMENT

After providing services for a small business client, professional business provider shall submit an invoice (no more than 2 billable hours per client) along with the provided Oakland Thrive Assessment and recommended next steps for the small business in order receive payment. You should expect a payment from Oakland Thrive within two weeks, up to 30 days.

## ATTACHMENT

[Memorandum of Agreement \(MOA\)](#)