



RightSource Services

Proposed Cohort-Based Small Business Training Program

We propose a structured, cohort-based small business technical assistance program designed to support corporate supplier diversity and procurement goals. This initiative provides targeted training, mentorship, and procurement readiness support to small businesses across various industries, enhancing their ability to engage in corporate supply chains.

Key Program Features & Measurable Outcomes

- **Quarterly Cohorts:** Each cohort would enroll 10-12 small businesses, with an expected graduation rate of 6-8 businesses per cycle.
- **Bid Readiness:** At least three graduates submit proposals within three months of completing the program.
- **Prime Contractor Engagement Opportunity:** Prime suppliers participate in mentorship roles to help small businesses navigate subcontracting opportunities.
- **Ongoing Support:** Graduates receive continued networking opportunities, solicitation reviews, and matchmaking with prime contractors.

Each cohort would include six structured sessions over six weeks, with 2.5-hour classes and assigned coursework (~2 hours per session) to ensure active participation. Additionally, each small business will receive one-on-one support for bid development, proposal writing, and certification navigation.

Core Training Topics Covered

- **Getting Contract-Ready** (Understanding licensing, bonding, and insurance requirements)
- **Certifications: Why and Which Ones?** (Targeted certifications for corporate and government contract eligibility)
- **Anatomy of a Solicitation** (Breaking down procurement documents, including scopes of work)
- **Marketing to Primes** (Building visibility and subcontracting opportunities)
- **Navigating Procurement Platforms** (Supplier registration systems, proposal writing, and submission portals)
- **Subcontracting & Teaming Agreements** (Strategic partnerships for securing contracts)
- **Pricing Strategies & Compliance** (Cost structures, financial reporting, and meeting contract requirements)

Tuition & Cost Structure

The typical tuition per enrolled student in a cohort ranges from \$1,500 to \$2,500, depending on course structure and the level of writing support offered. Writing support can include:

1. **Response Template Creation** – A general response document each participant creates with guidance from an adviser.
2. **Focus on Key Proposal Components** – Creating key sections such as Key Personnel, Past Performance Descriptions, etc.
3. **Proposal Review** – Reviewing drafted proposals for coherence and responsiveness, with recommendations for edits.
4. **Proposal Writing** – Providing direct support on a specific proposal for submission.



RightSource Services

Expanding Procurement Accessibility & Streamlining Processes

Beyond training, we also see opportunities to help corporations improve procurement accessibility and enhance small business engagement strategies. We'd love to explore the following:

1. **Clarifying Scopes of Work & Bid Structures**
 - Ensuring that solicitations are structured to maximize small business participation without overly restrictive requirements.
 - Simplifying response documentation for contracts under a certain threshold to make them more accessible to small businesses.
2. **Developing Digital Resources for Small Businesses**
 - Providing response templates for commonly issued solicitations to simplify the response process while ensuring proposals lend themselves to consistent evaluation.
 - Creating step-by-step tutorials and document examples to simplify the certification and/or registration process.
3. **Strengthening Prime-Small Business Engagement**
 - Establishing a structured subcontractor matchmaking and mentorship pipeline.
 - Evaluating how primes currently select subcontractors and identifying ways to streamline the process for accessibility and effectiveness.
4. **Targeted Outreach & Strategic Partnerships**
 - Collaborating on recruitment efforts, leveraging established relationships with Small Business Development Centers (SBDCs), workforce development offices, and industry chambers.
 - Customizing cohort selection based on NAICS codes most relevant to procurement needs, ensuring the most qualified small businesses participate.

Proven Results & Impact

Through our cohort programs and other small business support initiatives, we have achieved significant success:

- Over \$13 million in small business contract wins in the past 2 years in LA County alone through training programs we've facilitated.
- 1,500+ small businesses trained in procurement best practices through structured workshops and direct advising.
- Successful collaborations with agencies and organizations that help small businesses enter competitive procurement environments.

We see this proposal as a starting point for discussion and would welcome the opportunity to meet with you and your team to explore how we can tailor this program to best support your small business engagement goals. There is significant flexibility to customize the program to align with your specific objectives.