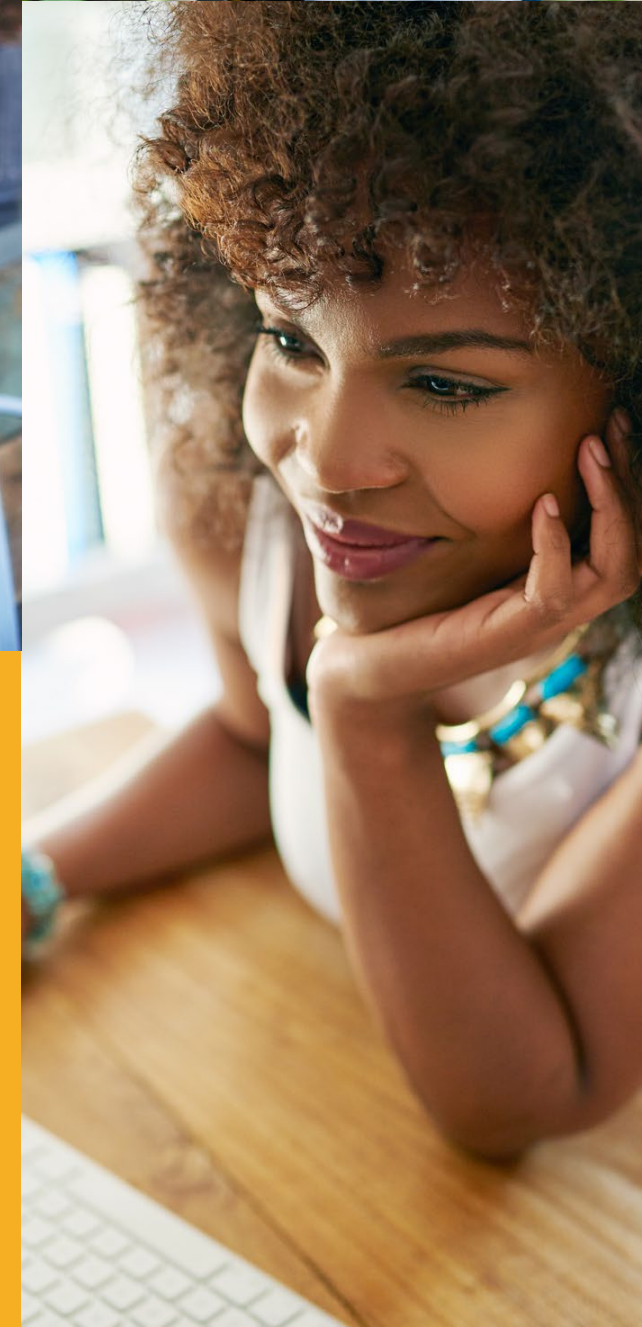# Office of the
Small Business Advocate

Accelerate CA:
Inclusive Innovation Hub Program

Round 3 Pre-Bid Webinar
November 21, 2023

@CaliforniaOSBA on Twitter, LinkedIn, Facebook
Email: calosbaprograms@gobiz.ca.gov

Agenda

1. Kick-off and Welcome

2. Housekeeping

3. CalOSBA Mission & Programs Team

4. About Accelerate CA: Timeline, Background, Priorities, Funding, Eligibility

5. Budget Demonstration

6. Q&A

Housekeeping

- Participants are muted upon entry.

- Please submit your questions in the Q&A box.
  - Highly specific questions can be emailed to calosbaprograms@gobiz.ca.gov directly for assistance.

- The webinar recording, slides, and list of frequently asked questions will be made available following the webinar on https://calosba.ca.gov/grant-and-funding-opportunities/.

CalOSBA Mission & Objectives

Mission: CalOSBA supports economic growth and innovation and ensures that ALL California small businesses and innovative startups have the information and direct support they need to better navigate resources, programs and regulations.

CalOSBA serves as the voice of small business, representing their views and interests across the state and advocating for equitable access to capital, markets, and networks so that all California small businesses successfully start, manage, grow and become more resilient.

Objective: Information and Resources | Advocacy | Resilience

CalOSBA Team

CALIFORNIA OFFICE OF THE SMALL BUSINESS ADVOCATE
GRANT PROGRAMS TEAM

TARA LYNN GRAY
DIRECTOR

MICHELLE RADMAND
DEPUTY DIRECTOR

CHRIS EARL
SOUTHERN CALIFORNIA
REGIONAL ADVISOR AND
ASSISTANT DEPUTY DIRECTOR

SHALAWN GARCIA
GRANT PROGRAMS SUPERVISOR

CASSIE FORTES
PROGRAM MANAGER

JOY NORDBY
PROGRAM ANALYST

CAMMIE BO
PROGRAM ANALYST

JESSIKA LOPEZ
PROGRAM ANALYST

GOVERNOR'S OFFICE OF BUSINESS AND ECONOMIC DEVELOPMENT

Accelerate CA Background

Background

- The Program was created in 2013 by Assembly Bill 250, amended in Senate Bill 151, and recently amended in 2022 via Senate Bill 193 to accelerate the startup and growth of technology and science-based firms in key industry areas with a focus on diverse founders, including women, people of color, and underserved geographies and regions.

- Accelerate CA provides $20,000,000 to administer the program.

Goals in Statute

- The Program intends to offer diverse founders the opportunity to develop and accelerate their innovative ideas by serving as a conduit to local resources, access to capital, critical mentorship, and expert training services.

Accelerate CA Priorities

- **Develop access to capital pathways** for innovation-based companies.
- **Provide low and/or no-cost technical assistance** to innovation-based enterprises, early-stage companies, and startups seeking funding.
- **Develop or leverage an existing innovation-focused ecosystem** to provide subject matter expertise, mentorship, resources, and engagement with regional partners.
- **Create inclusive innovation-focused programming** that supports the growth and development of high-scale and high-growth companies.

Accelerate CA Grant Period

February 1, 2024 through January 31, 2025

Accelerate CA Eligibility

RFP Round 3

- RFP Round 3 will be made available to all prospective applicants who are based in the Inland Empire and serve the San Bernardino and Riverside counties, including those who were not awarded during Round 1 or Round 2, following the release of this existing request for proposal (RFP).

Diversity, Equity, and Inclusion Action Plan (DEIAP)

- The plan calls for an actionable strategy and specific steps to diversify the client pool, provide culturally competent outreach, intake, and technical assistance to include unserved, underserved, disinvested, and disadvantaged business groups.

Engagements

- Applicants are expected to host 4 engagements with CalOSBA. Two out of the four engagements must be a site visit and an in-person year-end program assessment by CalOSBA.

Accelerate CA Eligibility

Eligible Applicants shall be one or more of the following:

- A fully accredited institution of higher education

- An economic development organization

- A business support organization, including a workforce development or training organization, incubator or business accelerator, technical assistance provider, chambers of commerce, and networking organization that supports innovation

- An angel or venture capital network

- A business foundation, innovation foundation, science foundation, laboratory research institution, federal laboratory, university laboratory, or research and development facility

- A municipal economic development division or department

- A federal government partner such as a national laboratory

- A for-profit entity with a focus on innovation

- A California Jobs First, formerly known as Community Economic Resilience Fund (CERF), regional stakeholder

Accelerate CA Funding Method

- Applicants are eligible to receive no more than $250,000 for the 2024/2025 program period.

- The Accelerate CA Hub will be compensated on a cost reimbursement basis.

- Applicant may request an up-front advance payment of up to 20% of its total award amount. Request must be stated in the submitted proposal and is subject to approval from CalOSBA.

Accelerate CA Eligible Activities

Technical Assistance, Consulting, and Program Development

Category	Description
Personnel & Fringe	Employee's time providing consulting or training services directly to entrepreneurs and startups (such as through 1:1 consulting time or conducting a workshop or class).
Contractual*	Contractor's time providing consulting or training services directly to entrepreneurs and startups (such as through 1:1 consulting time or conducting a workshop or class).
Program Development**	Employee's time developing and expanding innovation and entrepreneurship programs and preparing services to entrepreneurs (such as market research or program monitoring/evaluation)

*An unlimited portion of the grant award may be used for direct business consulting and training. Hubs may spend the full award on business consulting and training.

**Program Development costs are limited to a maximum of 15% of the total grant award.

Accelerate CA Eligible Activities

Research & Marketing

- **Research**: Time and contracts to assess small business and startup service needs in a designated Accelerate CA Hub region or to research and develop a pilot project or other planned service. Research may not include the cost of research tools, software, or reports for individual startups and advisory services. We encourage the use of partnerships and existing best practices for any large research expenditure.

- **Marketing**: Time and contracts to conduct targeted outreach to underserved entrepreneurs such as print media (i.e., flyers, brochures, and pullup banners), digital media (i.e., social media ads), and purchases/subscriptions to data, marketing services and other technology tools to support outreach and expansion activities (i.e., MailChimp, Constant Contact, Hootsuite, etc.). This may also include outreach activities and events to brand, attract, and support necessary networking activities in the ecosystem. We encourage the use of partnerships and research-driven, proven high-impact approaches for any large marketing or outreach expenditures.

Marketing and research costs (labor and non-labor) are limited to a maximum of 10% of the total grant award.

Accelerate CA Eligible Activities

Travel & Supplies

- **Travel**:** Travel expenses related to personnel travel for direct consulting, training, and program development. This may include expenses for transportation (i.e., mileage, car rental, rail, or air). Travel does not include per diem, lodging, or meals/subsistence expenses.

  - All language referenced in the program announcements stands as it relates to per diem, lodging, and transportation.

- **Supplies:** Supplies may include products or technology to conduct direct consulting, training, or webinars. Supplies may not be for administrative or overhead expenses.

**Travel costs are limited to a maximum of 5% of the total grant award.

Accelerate CA Ineligible Activities

- Administrative salary unassociated with the Program

- Contract bonuses

- Rent and other fixed overhead expenses

- Travel expenses for per diem, lodging, and meals/subsistence expenses

- Food and beverage

- Supplies not related to consulting, training, program development, marketing, or research

- Indirect or overhead costs (The grant agreements in the Accelerate CA Program are not subject to the model agreement provisions developed pursuant to Chapter 14.27 (commencing with Section 67325) of Part 40 of Division 5 of Title 3 of the Education Code)

- Other items that are banned by the State of California, GO-Biz, or CalOSBA as deemed inappropriate or inconsistent with statutory or programmatic requirements

Diversity Equity and Inclusion Action Plan

- **Include a distinct and actionable strategy** to provide technical assistance services to underrepresented individuals and business groups.

- **Include target populations and geographies** (e.g., rural businesses), in-language services, disparities addressed and associated data points.

- **Describe the outreach strategy** including the steps taken to reach underserved businesses (including but not limited to minority, rural, and other hard-to reach business owners).

- **Detail partnerships with community-based organizations** and the roles that the partners play with specifics on how these partner promote the goal of expanding capacity, reach, locations, and in-language capabilities.

Accelerate CA Award Process

- Applicants will receive via email either a "Notice of Intent to Award" or a "Notice of Non-Selection".

- Applicants who receive a Notice of Non-Selection on **December 29, 2023** may appeal. Appeal submissions are due **January 5, 2024 by 5:00 PM PST.** Appeal guidelines are outlined in the Program Announcement.

- Notices of Intent to Award will include instructions for any required revisions. Applicants must submit the requested information within **five (5) business days** of receiving the Notice.

- CalOSBA may conduct follow up calls, if deemed necessary, to discuss the proposal.

- CalOSBA will send a grant agreement to be signed by the signatory designated in the application. If multiple signatories are required, please provide this information to CalOSBA along with routing order. Once the grant agreement has been signed by the Awardee, it will be routed back to CalOSBA for final execution.

Accelerate CA Application Process

- Letter of Intent to Apply must be submitted via email to calosbaprograms@gobiz.ca.gov, copying Program Manager, Cassie Fortes, Cassie.Fortes@gobiz.ca.gov by **November 30, 2023 by 5:00PM PST.**

- Applications must be submitted via email to calosbaprograms@gobiz.ca.gov, copying Program Manager, Cassie Fortes, Cassie.Fortes@gobiz.ca.gov by **December 18, 2023 by 5:00PM PST.**

- No late submissions will be accepted.

Required Documents

Document	Description	Allowed File Type
Proposal Narrative	Required questions available in the Program Announcement.	.PDF
Proposal Client Data	Metric goals for the program year.	.XLS .XLSX
Letters of Support	At least 1 from a county economic development agency or corporation, and 1 educational institution and/or federal laboratory	.PDF
Proposed Budget	Required itemized budget template linked in the Program Announcement.	.XLS .XLSX
Resumes or CV	Required for Accelerate CA Hub Coordinator Applicant and all primary staff that will be managing the program.	.PDF

Required Documents

Document	Description	Allowed File Upload Type
Organization Chart	Demonstration of leadership structure and program management as proposed in the Scope of Work.	.PDF .DOC .DOCX
Calendar of Events	List must include the 4 required engagements with CalOSBA with event titles, dates/times, and brief event descriptions.	.PDF .DOC .DOCX
STD.204 Payee Data Record *	Document required for state contracting/grant awarding. *Address provided is where payments will be remitted.*	.PDF
STD.21 Drug-Free Workplace Certification *	Document required for state contracting/grant awarding.	.PDF

* Before uploading STD forms, verify the following:
- All sections of the STD.204 must be fully completed.
- The STD.204 and STD.21 documents are signed <u>within two-weeks</u> of each other.
- The FEIN numbers are complete and match on both forms.
- The STD.204 Section 6 is pre-filled with CalOSBA office information (linked in Program Announcement).

Budget Template Tutorial

Timeline

Date	Description
September 2022	Funds allocated in Budget Act 2022
November 15, 2023	Program Announcement Release and RFP application period opens
November 27, 2023 by 5:00PM PST	Deadline to submit additional questions
November 28, 2023	Answers to questions posted on https://calosba.ca.gov/grant-and-funding-opportunities/
November 30, 2023 by 5:00PM PST	Deadline to submit Letter of Intent to apply. Email PDF on letterhead to calosbaprograms@gobiz.ca.gov, copying Cassie.Fortes@gobiz.ca.gov
December 18, 2023 by 5:00PM PST	RFP application period closes. All submissions must be received via email at calosbaprograms@gobiz.ca.gov copying cassie.fortes@gobiz.ca.gov. *No late submissions will be accepted.*
December 29, 2024	Notice to Non-Selection sent via email
January 5, 2024 by 5:00 PM PST	Deadline to submit appeals
January 15, 2024	Notice of Intent to Award sent via email
February 1, 2024	Grant program begins
January 1, 2026	All funds must be exhausted
June 30, 2026	Any unused money by the Accelerate CA Hub as of the January 1, 2026 expenditure date, must be returned to CalOSBA.
June 30, 2027	Grant program ends

Questions

- **Letters of Support: If we are an educational institution, do we need 2 letters from a county economic development agency? Or another educational institution?**
  A. Please submit Letter of Support from one of the following: a county economic development agency or corporation, and federal laboratory.

- **References – what form of citation do you require? AP? If we are citing our own website, may we simply hyperlink to it?**
  A. Both APA and hyperlinks are acceptable.

- **If a new applicant, do we need to report past performance?**
  A. Do your best to give us a baseline of your past performance. If you have no past performance, then state what your goals will be in this space.

- **How do I report statistics?**
  A. We recommend using the templates provided in the RFP as a tool to aid in establishing the goals.

- **If no demographic reporting was conducted in the past, how do you recommend we respond to the Client Data spreadsheet?**
  A. Please complete the categories that your performance will be measured upon.

Questions

- **Are attachments included in the 15-page limit?**
  A. Attachments are not included in the 15-page limit. If you intend to include more detail on specific attachments within the narrative, then this would count toward your 15-page limit.

- **Can participants extend their work to other regions?**
  A. Yes, participants can extend beyond their primary region(s) and are encouraged to illustrate their overall geographic footprint in their proposal.

- **Are you looking for specific industry focus proposals?**
  A. No, there is not a specific industry focus for this program. Instead, we are seeking proposals with unique initiatives that address opportunities, gaps, and challenges specific to the industry and/or region(s) you serve.

- **Can funds be used to provide grants to small businesses?**
  A. No, funds awarded to designated Accelerate CA Hubs shall not be used to deliver grants to small businesses.

Q&A and Wrap-Up

For unanswered questions, please submit via email to:

calosbaprograms@gobiz.ca.gov

Cc: Cassie.Fortes@gobiz.ca.gov

THANK YOU

@CaliforniaOSBA   @CaliforniaOSBA   calosbprograms@gobiz.ca.gov