

Game-changing opportunity is within reach

for diverse-owned businesses that get certified

The doors are wide open. For companies owned and operated by individuals in historically underrepresented groups, the landscape of opportunity has never been so promising or so stable. See how investing in third-party certification can offer a powerful new outlook for your business.



OVER ^{\$}83 BILLION

is spent each year with diverse suppliers of BDR companies.¹

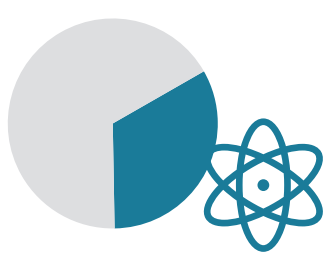
There's a big opportunity to win new business with big business.

Leading American corporations want to work with companies like yours. They devote serious money to diverse-owned businesses that supply products, materials and services. Of the Fortune 500, 28 companies spend at least \$1 billion each year with diverse suppliers.¹ The group is known as the Billion Dollar Roundtable (BDR).

The opportunity is broad for diverse-owned businesses.

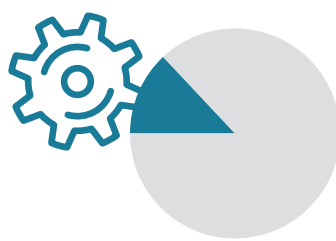
There is a place for businesses like yours in the supply chain because BDR companies work with diverse suppliers of all sizes in nearly every industry. Diverse suppliers provide real estate and manufacturing, technology and transport, professional cleaning services, professional scientific services and much more.

Of minority businesses,



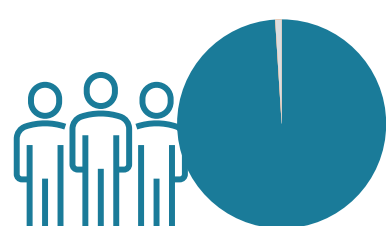
33%

provide professional and scientific services.²



13%

are manufacturers.²



99%

have fewer than 500 employees.³

The opportunity is stable and growing.

You can be confident that this opportunity is here to stay. For more than a decade, BDR companies steadily increased their spending with diverse-owned businesses. In 2020, several BDR companies stepped up with additional significant, long-term commitments to diverse-owned businesses.



BDR spending with diverse suppliers has increased

150%

since 2010.¹

The opportunity is more than just new business.

Certification gives your company access to a world of resources and support. This includes introductions to major companies' purchasing agents who can advise about working with big businesses. Certification can also provide a community of peers with whom you can discuss ideas and build long-term relationships, plus funding opportunities to help your business grow.



Networking



Mentoring



Access to capital



Third-party certification makes everything possible.

The opportunity is only available if your business gets certified.

Invest for the long term by getting your business certified today. Third-party organizations are here to help verify that your business is at least 51% owned and operated by individuals in historically underrepresented groups, which include women, veterans, service-disabled veterans, people with disabilities, the LGBT community and minorities, such as Black, Latinx, Asian and Native American people.

Seize the opportunity and change the game. [Explore the certification process now.](#)



¹Membership Statistics, Billion Dollar Roundtable

²NMSDC Facts and Figures, National Minority Supplier Development Council

³Small Business Facts, U.S. Small Business Administration Office of Advocacy, May 2019.

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