

All Small Mentor-Protégé Program (ASMPP)

The purpose of the Small Business Administration's (SBA's) new program is to develop strong protégé firms through mentor-provided business development assistance, and to help protégés successfully compete for government contracts.

This assistance may include technical and/or management assistance; financial assistance in the form of equity investments and/or loans; subcontracts (either from the mentor to the protégé or from the protégé to the mentor); trade education; and/or assistance in performing prime contracts with the Government through joint venture arrangements.

Please note that a Mentor-Protégé relationship should be established before starting this application – the ASMPP is not a matching program. [Link to SBA All Small Mentor Protégé Program](#)

Eligibility Requirements for the Protégé

To meet the program's eligibility requirements, prospective protégés must either: 1) qualify as small for the size standard corresponding to their primary North American Industry Classification System (NAICS) code; or 2) qualify as small under their secondary NAICs code(s) and identify that they are seeking business development assistance under that specific secondary code.

In determining a business's size, the SBA counts the receipts, employees, or other measure of size for the business in question, and all of its domestic and foreign affiliates, regardless of whether those affiliates are organized for profit.

How to Apply

Prospective applicants must register in the [System for Award Management \(SAM\)](#) prior to submitting their All Small Mentor-Protégé Program (ASMPP) application. **Wisconsin Procurement Institute staff can provide free assistance with the System for Award Management (www.sam.gov) registration process.**

Applications are only accepted through the online portal: Certify.SBA.gov. ASMPP approval and processing is conducted in SBA HQ. SBA District Offices have no formal review or approval role in the process. Paper submittals will not be accepted.

Additionally, both prospective Protégés and Mentors are required to complete an [online training module](#) on the SBA website as part of the application process.

Please note - participation in ASMPP requires annual reporting and an evaluation process.

Sample All Small Mentor-Protégé Program Agreement

https://www.sba.gov/sites/default/files/articles/Sample_Mentor_-_Protege_Agreement_Template.pdf

For questions and assistance please contact Wisconsin Procurement Institute

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