



JEDE Update: Emerging Small Businesses – Success Story

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Silicon Valley Consulting Group – Quick Background

We are a niche Strategy, Management, and Technology Advisory firm formed in 2019

- Serve both Private and Public sector customers on their Business Transformation Initiatives.
- State of California certified Micro Business with following credentials: -
 - Minority Business Enterprise (MBE)
 - Disadvantaged Business Enterprise (DBE)
 - Small and Local Emerging Business (SLEB)
 - California Multiple Award Schedule (CMAS) & IT MSA Contract Holder
 - Preferred Technology Partner for California Dept. of Technology
 - Proud member of CA DGS's Small Business Advisory Council (SBAC)
 - Federal 8(a) certification – In Approval Cycle

Silicon Valley Consulting Group – Rapidly Scaling Business Model

- **State of California** – Technology, Executive, and Program Management services.
- **Broadband Middle Mile Initiative (BMMI)**: Signed into Law by Governor via SB156
 - Leading program management services for the state’s historic, multiyear, and mission critical \$3 Billion Broadband Middle Mile Initiative (BMMI) which expands the state’s broadband fiber infrastructure and increases internet connectivity.
 - This initiative will bridge the digital divide in California with primary objective of providing equitable access to high-speed broadband service and prioritize inclusion of unserved and underserved populations, anchor institutions, tribal entities, and agricultural regions.
 - Key Stakeholders: [Middle Mile Advisory Committee](#), CDT, Caltrans, CPUC, DOF, TPA
- **CalSTRS**
 - Leading executive technology advisory services for a large-scale Data Modernization program

Silicon Valley Consulting Group – Rapidly Scaling Business Model

- **Private Sector** – Continues to be our key revenue generating industry
- **High Tech Manufacturing & Semi Conductor Industry**
 - Collaborating with C-suite & leading strategic technology and business transformation initiatives for Fortune 500 corporations with global operations
- **High Tech Software – Software as a Service (SaaS) Industry**
 - Collaborating with C-suite & leading strategic technology and business transformation initiatives for established software firms as well as high growth and scaling start ups.

Success Story: State & Small/Emerging Businesses Partnership

California is setting an example for Championing SB/DVBE/Emerging Businesses Causes

- Department of General Services (DGS) – SBAC and SB/DVBE Leadership support
 - Significant focus to evaluate and implement SBAC recommendations highlighting challenges faced by SB and Emerging business community
 - Appropriate accommodations in state senate bills (AB1574) to account for SB and Emerging businesses needs
 - Tremendous DGS leadership & SBAC business leadership support to review and action joint recommendations
- State Assembly – JEDE Small Business Roundtable – Asm Cervantes, Chair
 - Providing a collaborative forum for SB and Emerging businesses to bring forward recommendations
 - Extensive support for SB community and broad visibility into current issues and challenges
- Department of Technology (CDT) Procurement Division – Role model for Micro & Emerging Businesses
 - High degree of importance given to ensure meaningful debriefs to vendors
 - Commitment & empathy towards small & emerging businesses – ***Should be recognized officially***
 - Transparent procurement process provides encouragement & extra motivation for SB & Emerging businesses
 - Possible candidate as an example/baseline for other state departments

Success Story: State & Small/Emerging Businesses Partnership

Silicon Valley Consulting Group Approach – BMMI Program

- We were provided concrete feedback via debrief on a losing bid
 - Made our team fully aware where we missed the mark & the improvements that we needed to stand a chance
- Historic Broadband Middle-Mile Initiative (BMMI) Bid
 - Put our heart and soul into the response, used all the tools available and tribal knowledge gained via JEDE, SBAC etc. with sole focus & objective of making the state successful on this critical, historic, and politically sensitive program.
 - Only competed with ourselves, stitched together a compelling proposal and a solid team, went over and beyond, to the point where we clearly differentiated ourselves from the closest competition by miles
 - Received exceptional kudos and positive feedback from State leadership during interviews and onboarding for having the strategic vision, passion and drive to ensure BMMI program and State success
 - Specifically invited by the State CIO and OBDL Deputy Director to introduce our team to Middle Mile Advisory Committee (MMAC)
 - [Zoom Link to MMAC Meeting 10/20/2021](#) – Silicon Valley Consulting Group intro starting at 13-minute mark
 - [Link to MMAC Website](#) – Chaired by State CIO Director Amy Tong, **Key Members:** Senators Lena Gonzalez & Mike McGuire; Assemblymembers Sharon Quirk-Silva & Jim Wood, Gov Ops Secretary, Yolanda Richardson, Directors and senior state leaders from DOF, Caltrans, & CPUC

Success Story: State & Small/Emerging Businesses Partnership

Key to Success for New and Emerging Businesses

- Leverage Available Debriefs whenever possible
 - Request debriefs and spend time to understand where we missed the mark
- Conduct Independent Research
 - PRA review and research
- Strive to stay motivated and get better
 - Use constructive feedback received during debriefs to address key fallouts on new bid responses
- Use Downtime to build strong network and relationships
 - Vendor communitive welcomed us with open arms and provided mentoring and coaching
- Keep Minimum Operating Expenses
 - Form a Corp, LLP, or LLC etc. at an appropriate time – Does not need to be in place on day 1. Seek Tax accountant guidance

Our Moral Obligation

State of California does a lot for Small and Emerging business community

It is our moral and social obligation to make the State successful in its key and critical strategic initiatives

Our Commitment

1st step in our Commitment – Minority Primed BMMI Program Management

- ❖ Social responsibility driven selection of diverse cultural team
- ❖ Top two leaders on our team are well accomplished & successful women
- ❖ Additional opportunities & capabilities for our DVBE partner on the program
- ❖ Commitment to mentor other emerging businesses and opening further opportunities

Our Long Term Commitment – Play our part to ensure State meets its goals and objectives

- ❖ Serve as a mentor to other similar emerging businesses on their state contracting journey
- ❖ Collaborate across stakeholders to lead awareness sessions for broader SB community
- ❖ Commit to continue to build and develop firm's culturally diverse talent pool
- ❖ Continue to champion SB/DVBE/Minority causes across various platforms

How to Reach Us

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