



**MOREHOUSE**  
COLLEGE

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**Entrepreneurship Center**

**2012 Mentor- Protégé Conference**  
**Leveraging HBCU/MI**

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# The College

- **Mission**
  - To develop men with disciplined minds who will lead lives of leadership and service.
- **Background**
  - Private, undergraduate liberal arts college established in 1867
  - Accredited to award the B.A. and B.S. degrees by Southern Association of Colleges and Schools Commission on Colleges (SACS-COCs)
  - Largest independent college for men in the United States
  - Average enrollment of 3,000 students, representing 40 states and 27 countries
  - 26 major offerings through the divisions of Business Administration and Economics, the Humanities and Social Sciences, or Science and Mathematics (including Public Health).
- **Notable Distinctions**
  - Produced 3 Rhodes, 5 Fulbright, 5 Marshall and 5 Luce Scholars.
  - Recognized by *The Wall Street Journal* as one of the top 50 feeder schools in sending students to leading graduate and professional school programs (including science and engineering).
  - Ranked second among top liberal arts colleges in *Washington Monthly's* 2011 College guide
  - Sends more African American males to study abroad than any other college or university in the nation

# The Entrepreneurship Center (MCEC)

- **Background**

- A self-supporting, revenue-generating unit within the Division of Business Administration and Economics
- 2009 Entrepreneurial Advocate of the Year Award by the Minority Business Development Agency (“MBDA”) of the U.S. Department of Commerce
- ISO 9000 Certified

- **Mission**

- To advance the Morehouse legacy of leadership development through curricular, co-curricular and outreach programs that:
  - Expose , motivate and support students to explore entrepreneurship as a career choice and apply entrepreneurial thinking within the discipline
  - Support and strengthen small and minority business development through training, research and consultative services
  - Raise awareness about capacities which exist within the minority business community
  - Research and commission studies

# Morehouse College Entrepreneurship Center (MCEC)



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**Entrepreneurship Center**



Research &  
Commissioned  
Studies



National Internships



Education & Training

MOREHOUSE INNOVATION EXPO 2012

*February 15-16, 2012 Atlanta, GA*



Interdisciplinary Innovation  
Expo | Entrepreneurship  
Conference



Business Plan  
Competition for HBCUs/MIs



Youth Summer  
Camp

U.S. DEPARTMENT OF COMMERCE



Mentor Protégé & Minority  
Business Development

# MCEC – Core Programs

- *DoD Mentor-Protégé*
  - Assists small businesses to compete for prime contract and subcontract awards by partnering with large companies to strengthen infrastructure and operational processes
- *Innovation Expo (formerly Entrepreneurship Conference):*
  - Business Plan Competition to recognize interdisciplinary, team-based innovation in products or services by undergraduate students from HBCUs/MIs.
  - Innovative Creative Entrepreneur (ICE) awards for outstanding contributions to small business innovation.
- *Youth Entrepreneurship Summer (YES)*
  - Provides local high school youth with campus-based entrepreneurial education. Program culminates with Idea Feasibility Competition in which students work in teams to develop and pitch their product or service innovation.
- *Fundamentals of Entrepreneurship*
- *Student Internships*
- *Research and Commissioned Studies*



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**Select**  
**Program Highlights:**  
***Mentor-Protégé***

# Mentor Protégé Program

- *What It Is. . .*
  - Assists small businesses (protégés) to successfully compete for prime contract and subcontract awards by partnering with large companies (Mentors) under individual, project-based Agreements
- *What we do. . .*
  - MCEC is a third-party provider under MPP
  - Contracted by mentor companies to provide training to protégé companies . . .

# Mentor-Protégé Program (cont'd)

## Customers (partial list)

- HP Enterprise Services
- Lockheed Martin
- Raytheon
- Stanley & Associates
- Tech-Masters
- Booz Allen Hamilton
- DynCorp International
- Thomas & Herbert

# Mentor-Protégé Program

## Protégés<sub>(partial list)</sub>

- GRS – Alexandria, VA
- Entys Inc. - Irving, TX
- V-Tech Solutions – Silver Springs, MD
- Barrister Global Network – Hammond, LA
- Makai Engineer – Honolulu, HI
- Aegisound – Blacksburg, VA
- Victory Global Solutions – Columbia, MD
- TechGuard Securities – Dayton, OH
- B&G Solutions – Grey Bull, WY
- ACTI – Port Angeles, WA

# Mentor-Protégé Program

## Business Services (partial list)

- **Process Management**
  - CMMI consultation and Appraisal
  - ISO Certification
  - Organizational Assessments
  - System Audits
- **Technical Assistance**
  - Business Development
  - Marketing Presentation Skills
  - Human Resources
  - Business Research
- **Professional Training**
  - Cisco Certification
  - MCSE
  - Security+/SCNP/SCNA
  - Project Management Certification
  - Management Training
  - Customer Services
  - Financial Management Training



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**Select  
Program Highlights:  
Research &  
Commissioned *Studies***

# Research & Commissioned Studies

- *Army Capabilities Integration Center (ARCIC)* . 
  - Army-wide think tank
    - leads development and integration of force capabilities across the Doctrine, Organization, Training, Materiel, Leadership & Education, Personnel, and Facilities (DOTMLPF) for the Army to support Joint Force Commanders
  - In March 2011, MCEC was commissioned to undertake study on *role of social media as a management tool to improve organizational effectiveness and to inform the senior-level decision-making process.*



- Study led by Partners for Educational Development, Inc., an Atlanta-based, African-American woman-owned higher education consulting firm.
- Methodology included secondary literature review, pulled from a diverse array of popular, scholarly and web-based sources, coupled with in-depth case study analyses.
- Study concluded with key findings and observations and a six-point plan to strategic utilization.



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**Value-Added  
Proposition and  
Growth Priorities**

# MCEC Growth Priorities

- Strengthening niche areas
  - Business Plan Competition
    - expanding reach and engagement to support greater numbers of historically under-represented students at the undergraduate levels
    - piloting initiative to support student small business start-ups
  - Integrating entrepreneurship in curricular and co-curricular programs -- across all disciplines
  - Small/minority-business development
  - Working with other HBCUs/MIs to strengthen administrative and academic infrastructure to support entrepreneurship and contracts
  - Research and scholarship to document and disseminate the MCEC model and examine nature, role and impact of minority innovation

# MCEC Value Proposition

- Foster a strategic partnership with one of the nation's top undergraduate institution (HBCU)
- Access to talented faculty and students
- Opportunity to grow and sustain minority businesses
- Gain a competitive advantage for your organization



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## Entrepreneurship Center

Doing Business With Morehouse College

Entrepreneurship Center

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