

CERTIFICATION COMPARISONS

Certifications can improve visibility and eligibility, but they are not universally beneficial.

This comparison table highlights common federal, state, local, and corporate certifications to help businesses evaluate which programs align with their industry, capacity, and contracting and growth strategies. Not every certification is right for every business. Which best fits your business??

Federal Certifications

<u>Certification</u>	<u>What It Is</u>	<u>Strengths/Pros</u>	<u>Limitations/Cons</u>	<u>Best For</u>
8(a) Business Development Program	SBA program for socially & economically disadvantaged businesses	<ul style="list-style-type: none"> • Sole-source contracts • Competitive set-asides • 9-year program lifecycle • High agency visibility 	<ul style="list-style-type: none"> • Lengthy, documentation-heavy application • One-time participation only • Annual reporting requirements 	Firms with strong capacity seeking federal prime contracts
HUBZone	Location-based SBA program	<ul style="list-style-type: none"> • Competitive pricing advantages • Set-aside & sole-source eligibility • Long-term geographic benefit 	<ul style="list-style-type: none"> • Strict employee residency rules • Ongoing compliance risk if workforce shifts 	Firms operating in designated HUBZone areas

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WOSB/EDWOSB	Women-owned business programs	<ul style="list-style-type: none"> • Set-aside eligibility • Faster approval (especially self-cert path) • Broad agency acceptance 	<ul style="list-style-type: none"> • Limited sole-source use • Competitive pool in some industries 	Professional services, consulting, admin, IT
SDVOSB/VOSB	Veteran-owned programs	<ul style="list-style-type: none"> • Strong VA & DoD preference • Sole-source potential • Clear market demand 	<ul style="list-style-type: none"> • Strict ownership/control rules • Heavily scrutinized 	Veteran-led firms pursuing federal work

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State & Local Certifications

(Example: Michigan)

<u>Certification</u>	<u>What It Is</u>	<u>Strengths/Pros</u>	<u>Limitations/Cons</u>	<u>Best For</u>
MBE	Minority Business Enterprise	<ul style="list-style-type: none"> • Strong access to public & corporate diversity programs • Required for many municipal contracts 	<ul style="list-style-type: none"> • Does not guarantee contract awards • Annual renewals 	Construction, professional services, suppliers
WBE	Women Business Enterprise	<ul style="list-style-type: none"> • Widely recognized by public & private buyers • Corporate supplier diversity demand 	<ul style="list-style-type: none"> • Often used for subcontracting vs prime roles 	Professional services, vendors, suppliers
DBE	Disadvantaged Business Enterprise (DOT-focused)	<ul style="list-style-type: none"> • Mandatory participation on DOT-funded projects • Clear utilization targets 	<ul style="list-style-type: none"> • DOT-specific • Strict compliance & reporting 	Transportation, infrastructure, construction
SBE	Small Business Enterprise	<ul style="list-style-type: none"> • Easier qualification • Broad eligibility 	<ul style="list-style-type: none"> • Limited pricing preference 	Early-stage firms entering public contracting

***Note:** State and local certification programs vary by jurisdiction; examples shown are illustrative.*

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Corporate & Utility Supplier Certifications

<u>Certification</u>	<u>What It Is</u>	<u>Strengths/Pros</u>	<u>Limitations/Cons</u>	<u>Best For</u>
<p>Corporate Supplier Diversity Certifications*</p> <p><small>*Often administered through buyer-specific portals or third-party councils</small></p>	Buyer-specific diversity programs	<ul style="list-style-type: none"> • Direct access to procurement teams • Often required for onboarding 	<ul style="list-style-type: none"> • No standardized process • Value varies by buyer 	Manufacturers, service providers, vendors
Utility Authority Certifications	Utility & infrastructure-focused programs	<ul style="list-style-type: none"> • Required for utility-funded work • Long-term contract pipelines 	<ul style="list-style-type: none"> • Narrow industry scope 	Construction, engineering, environmental firms

Strategic Notes

There are several important things to consider before pursuing certification(s):

- Certifications do not replace readiness, they amplify it;
- Some certifications are market-entry tools, others are scaling tools;
- Over-certifying can create administrative burden without ROI; and
- Certification should align with target buyers, not just eligibility.

Our Approach:

We help clients evaluate which certifications make strategic sense – not just the ones for which they qualify.