



Michigan Hispanic Fund and HBeX Program Presentation



**COUNCIL OF
SUPPLIER DIVERSITY
PROFESSIONALS**

Friday, March 15, 2024



MARK MORENO

EXECUTIVE DIRECTOR, MHCC





The Mission

The mission of MHCC is to promote economic advancement, growth, and sustainability for the Hispanic Business Community by enabling access to business opportunities and developmental resources through strategic initiatives.

MHCC achieves its mission by advocating for and enabling access to business opportunities and resources associated with the Business-to-Business supply chain.

[@www.mhcc.org](http://www.mhcc.org)

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MHCC Team



Mark Moreno
Executive Director



Laura Geftos
Programs & Events
Director



Laura Huber
Business Manager



Patricia Nava
Business Development &
Communications Director



Michigan Hispanic Fund (MHF) – 501c3 Foundation of the MHCC

The Mission of the Michigan Hispanic Fund is to encourage, support and promote the growth of minority Hispanic businesses. The MHF accomplishes this by conducting the following activities:

1. Provide education, mentorship, leadership, technical training, and entrepreneurial skills support to struggling minority individuals in the Hispanic business community by sponsoring conferences, workshops, and other training sessions.
2. Educate Hispanic small and mid-sized business owners and managers in learning how to identify appropriate demand and supply chain opportunities, to apply proven marketing techniques, and understand and research consumer behavior trends to accelerate growth and sustainability.
3. Provide a network for the discussion of public policy issues affecting Hispanic businesses and enable them to learn how to navigate proposed and new business legislative developments in the local, state and federal arenas.



JEFF WYATT

TREASURER & FINANCE COMMITTEE, MHCC
Senior Director DWH



DWH & HBeX PROGRAM



HBeX[®]

**HISPANIC
BUSINESS
EXCELLENCE**

**An innovation of
The Michigan Hispanic Chamber of Commerce**

**Grow Your
Business
through the
HBeX
Program.**

About HBeX

The HBeX Program was created in 2015 to assist Hispanic Business Enterprises (“HBE”) to become essential partners in the manufacturing and mechanical contracting supply chain. Since its inception, the program has advised almost a dozen HBEs in Operational Excellence, Financial Planning, Cashflow Modeling and Business Development. In 2021, the HBeX Program expanded its portfolio to Four New Programs with customized engagements for companies as small as \$1 million in revenue.



Operational Certification Grants

Available for HBE's with any annual revenue. The program provides assistance towards the cost of operational certifications (ex. TS-16949, ISO 14644-1: 2015, ITAR, AS9001:2016). Ideal for companies looking to expand or transition into a new market or industry which requires specialized training or certifications.



Business Bootcamp

Ideally suited for companies ranging from \$1 million to \$5 million in revenue. The Business Bootcamp will include the development of a strategic planning and management system called a Balanced Scorecard and provide ongoing business and financial consulting for a year. The program includes:

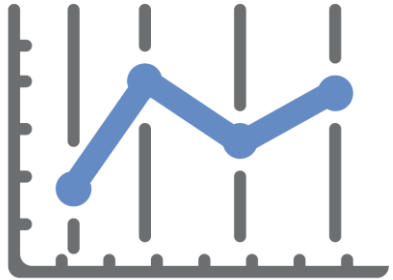
- Development of a Balanced Scorecard to align the day-to-day work that everyone is doing with strategy, along with assisting in the prioritization, measurement and progress monitoring of projects, products, and services;
- Development of a twelve (12) month business improvement plan aligned with the Balanced Scorecard; and
- Business owner coaching in all areas of the business.



Financial Reporting Model

Implementation of a robust Financial Reporting Model which will provide a framework to create monthly financials, analyze variances and create key metrics which are viewable on a dashboard. Ideally suited for companies with \$5 million or more in revenue and who are looking to establish a strong financial foundation for expansion and scaling of growth. The program includes:

- Development of a customized model to track trends, analyze monthly performance against budget;
- A model which incorporates data from operations into overall viewpoints for leadership and ownership and aids in communication with economic stakeholders and financial partners; and
- Training Company personnel on updating and maintaining the model on a monthly basis.



13-Week Cash Flow Forecasting Model

Implementation of a cash flow model can be used to predict the economic impact of various strategic scenarios, allow the Company to have increased visibility in predicting and identifying opportunities to improve its cash flow and improved communication with its bank which can assist in challenging and times of growth. While a 13-week cash flow forecast model should be utilized by everyone, this model is ideally suited for companies with \$5 million in revenue or larger. The program includes:

- Development of a customized cash flow model for ongoing use within the Company;
- A comprehensive tool tying in a Company's receivables, payables and upcoming financial commitments; and
- Training Company personnel on updating and maintaining the model on a weekly basis.



Business Assessment

This is the HBeX program's most comprehensive business analysis and the original program. Because of the type of engagement and depth of analysis provided within this program, a business assessment is best utilized for companies of annual revenue of \$10 million or higher. This program will assess the strengths, weaknesses, opportunities, and threats of a Company and includes:

- Comprehensive assessment of operations, finance, leadership and sales;
- Gathering qualitative and quantitative data through interviews with key employees and stakeholders;
- Company will receive a report which includes value creation and continuous improvement recommendations; and
- Engagement takes approximately 4 weeks.

HBeX Participants





All companies
experience
change.
Plan for it,
with us.

The HBeX Program was launched by the generosity of the DTE Foundation, NEI, USHCC and Comerica Bank. The programs offered and business development assistance are provided by highly trained and specialized consultants paid for by the program.

If you have questions about these programs, please reach out to infohbex@gmail.com

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Thank You!
Gracias!

