

START SMART

CAPABILITIES STATEMENT

COMPANY OVERVIEW

Start Smart is a national provider of corporate and business development training for Fortune 500, government, small business, and non-profit clients. Our team has built an impeccable reputation for creating and delivering value for clients by taking a holistic, strategic and analytical approach to improving organizational outcomes through training.

At Start Smart, our mission is simple. We are dedicated to helping clients build more competitive and higher-performing organizations.

OUR VALUES

Ethical, honest, trustworthy, respectful and responsible are the values by which we operate. As a result, we will engage in no transaction that does not benefit everyone involved.

CORE COMPETENCIES

We offer clients a total training solution through our inventory of award-winning workshops and training programs delivered by our team or as a turnkey solution. Since we own our intellectual property, we can develop customized training without the extraordinary cost of starting from scratch. Our training solutions include:

- In-person, virtual, on-demand, and turnkey workshops and courses
- Training program authoring, management and reporting
- Professional and administrative training program staffing and support

KEY DIFFERENTIATORS

- Values-centered leadership
- Deep expertise in customized training program development
- Powerful culture of creative problem-solving, collaboration and accountability on every engagement
- Agile responsiveness to changes in customer needs

CLIENTS AND PAST PERFORMANCE

Employee Development Training

Client: City of New Orleans, New Orleans, LA

Our team conducts health and wellness and staff leadership development workshops for City of New Orleans employees.

Senior Health and Wellness Training

Client: Louisiana State University Retirees, Baton Rouge, LA

Our team conducts virtual and in-person workshops to teach LSU retirees simple, but effective health and wellness strategies for healthier aging.

Healthcare Employees Leadership Training

Client: Southeast LA Veterans Administration Hospital, New Orleans, LA

Our team conducts in-person leadership development workshops as a part of the VA's employee leadership development program.

Business Development Training

Client: New Orleans Regional Transit Authority (NORTA), New Orleans, LA

Our team conducts business development workshops for small and merging firms seeking to do business with NORTA.

Past Healthcare, Leadership and Business Development Training Clients

- Capital One Bank
- City/Parish of East Baton Rouge
- New Orleans Regional Transit Authority
- ASCEND Los Angeles
- Mississippi Development Authority
- TruFund Financial Services
- Goodwork Network
- GNO, Inc.
- U.S. Minority Business Development Agency



COMPANY INFORMATION

Company	START SMART, LLC
LA Charter ID	35879178K
DUNS Number	60-0851146
CAGE Code	50HQ6
SAM Entity ID	SQKJHC3CRM23
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Certifications	U.S. DOTD DBE: LA, CA, CO, FL, GA, IL, KY, MD, MO, MS, OH, TN & TX NMSDC MBE (National) LED Hudson Initiative

NAICS Codes

- 611430: Professional Development Training
- 541611: Management Consulting Services
- 561320: Professional and Administrative Staffing

U.S. DOTD Work Codes

- C46: Training Development
- C10: Management
- C17: Supportive Services

PSC Codes

- U008: Training and Curriculum Development
- R408: Program Management and Support Services

NIGP Codes

- 952-90: Training and Instructional Services
- 918-38: Education and Training Consulting
- 918-75: Management Consulting