

# START SMART

## CAPABILITIES STATEMENT

### COMPANY OVERVIEW

Start Smart is a national provider of corporate and business development training and consulting 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

<b>Company</b>	START SMART, LLC
<b>LA Charter ID</b>	35879178K
<b>DUNS Number</b>	60-0851146
<b>CAGE Code</b>	50HQ6
<b>SAM Entity ID</b>	SQKJHC3CRM23
<b>Point of Contact</b>	Norman D. Roussell, MBA- CEO
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<b>Toll Free</b>	(800) 224-7902
<b>Headquarters</b>	10555 Lake Forest Blvd. Suites 7B (Office) 7N (Training Center) New Orleans, LA 70127 (504) 324-1110
<b>Regional Offices</b>	1325 G St., NW, Suite 500 Washington, DC 20005  626 N. Alafaya Trail Suite 206 #1047 Orlando, FL 32828  3343 Peachtree Rd., N.E. Suite 145-1713 Atlanta, GA 30326  1130 South Canal St., Suite 1949 Chicago, IL 60607
<b>Certifications</b>	U.S. DOTD DBE: LA, CA, CO, FL, GA, IL, KY, MD, MO, MS, OH, TN & TX NMSDC MBE (National) LA 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