

START SMART

Mission-Critical Consulting & Training

CAPABILITY STATEMENT

COMPANY OVERVIEW

Start Smart, LLC, is a national provider of mission-critical consulting and training solutions for government, corporate, educational and non-profit organizations. We have built an impeccable reputation for creating and delivering value for our clients by taking a holistic, strategic and analytical approach to improving organizational outcomes.

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

OUR VALUES

We will engage in no transaction that does not benefit everyone involved.

CORE COMPETENCIES

Our award-winning consulting and training solutions delivered by our team, on-demand or as a turnkey solution include:

- Supplier diversity program development, management and compliance;
- Professional and administrative project staffing support;
- In-person, virtual and on-demand corporate training;
- Training program development and management; and
- Disaster readiness and recovery planning, management and support.

KEY DIFFERENTIATORS

- Values-centered leadership
- Deep expertise and innovation in our core practice areas
- Powerful culture of creative problem-solving, collaboration and accountability on every engagement
- Agile responsiveness to changes in customer needs

ACTIVE PROJECTS AND PAST PERFORMANCE

Supplier Diversity Compliance Consulting

- \$310M Charity Hospital redevelopment, New Orleans, LA
- \$810M LSU Highland/Main cogeneration power plant, Baton Rouge, LA
- \$120M B.W. Cooper, Phase II redevelopment, New Orleans, LA

Leadership, Management and Workforce Development Training

- S.E. LA Veterans (VA) Hospital
- Southern Regional MSDC
- City/Parish of East Baton Rouge
- City of New Orleans

Professional and Administrative Support Staffing

- United Healthcare
- Louisiana MBEC
- City of New Orleans
- HANO/Faubourg Lafitte

Custom Training Program Authoring and Program Management

- TruFund Financial Services
- Mississippi Development Authority
- Housing Authority of New Orleans

Contractor's College Training and Program Management

- Capital One Bank
- East Baton Rouge Parish Schools
- City/Parish of East Baton Rouge
- City of New Orleans
- Terrebonne Parish EDA
- Southern University SBDC



COMPANY INFORMATION

Company	Start Smart, LLC LA Charter ID: 35879178K
CAGE Code	50HQ6
DUNS Number	60-0851146
Primary Point of Contact	Norman D. Roussell, MBA- CEO
Cell Phone	504.957.7510
Email	NDRoussell@StartSmartLLC.com
Headquarters	7240 Crowder Blvd., Suite 300 New Orleans, LA 70127-1923
Office Fax	504.324.1110 504.321.9822
Website	www.StartSmartLLC.com
Service Area	Nationwide
Certifications	HUBZone- U.S. SBA DBE- U.S. DOTD (LA, MS & TX) SBE- U.S. DOTD MBE- SRMSDC

NAICS Codes:

- 541611: Management Consulting Services
- 561320: Professional and Administrative Staffing
- 561499: All Other Business Support Services
- 611430: Professional Development Training

U.S. DOTD Work Codes:

- C10: Management
- C11: Planning
- C17: Supportive Services
- C46: Training Development

PSC Codes:

- R408: Program Management and Support Services
- R699: Other Administrative Support Services
- U004: Scientific and Management Education
- U008: Training and Curriculum Development

NIGP Codes:

- 918-21: Business Consulting
- 918-38: Education and Training Consulting
- 918-75: Management Consulting
- 952-90: Training and Instructional Services