

# CAPABILITY STATEMENT



## ABOUT US

We founded **Aspira-USA** in 2014 as a social-impact company designed to make a meaningful impact in our community by teaching aspiring entrepreneurs—both young and old—how to create wealth by starting and scaling their own businesses.

We have become a federally certified, minority-owned, SBA 8 (a) business development firm that is a recognized resource for best-in-class executive coaching, communication services, and leadership and workforce development training. Additionally, we provide IT and general contracting services through teaming arrangements and strategic partnerships.

## CORE COMPETENCIES

- Business Advisory
- Leadership Development
- Strategic Planning
- Mission Support
- Team Building - Staff Training
- Media Relations
- Printing-on-Demand
- Public Relations
- Graphic Design
- Writing and Editing
- Grant Support
- Stakeholder Engagement
- Photography
- Real Estate Brokerage

## PAST PERFORMANCE

- Richmond, VA; Office of Minority Bus. Dev.: Workshops
- Employ Prince George's: Consulting and business support services.
- National League of Cities: Grant writing.
- DC DOES; DSLBD; Project Opportunity : Entrepreneurship workshops.
- DC Child & Family Services: Computer literacy training.
- DC Alcohol Beverage Cannabis Administration: printing services.

## PARTNERSHIP/CLIENTS

### District of Columbia Government:

- Dept. of Small & Local Bus. Development (DSLBD)
- DC Dept. of Employment Services (DOES)

### City of Richmond, VA:

- Office of Minority Business Development

### Strategic Partners:

- VMA Worldwide, LLC
- Project Opportunity
- Light & Raphael
- Knuckles Williams Contracting, Inc.

## DIFFERENTIATORS

- Vast experience in leadership positions as business owners, C-Suite executives, and corporate board members.
- Senior-level experts developing solutions for our client's most challenging issues.
- SEAL Team-like focus on speed, agility and adaptability.
- Extensive business network in multiple industries.
- Award-winning experience as writers and editors.
- Recipient of the Joseph R. Biden Lifetime Achievement Award (Michel Daley, CEO)

We conduct business in a socially responsible and ethical manner. We strive to uphold the highest standards in our industry, including providing superior service. We treat our customers and the people we work with fairly, with dignity and respect. We maintain the highest level of integrity—to do what we say. We will implement policies that promote diversity, equal opportunity, and fair treatment for everyone.

## COMPANY SNAPSHOT

**Business Name:** Washington Opportunity Institute, LLC

**D.B.A:** Aspira-USA

**Business Phone:** 202-544-4445

**Corporation Type:** LLC

**Year Founded:** 2014

**CAGE Code:** 8X2H5

**Socio-Economic Status:** DSBS, DBE, MBE

**Unique Entity Identifier (UEI):** EK7UES9L6XF5



## NAICS CODES

- 611430:** Prof. and Mgmt. Development Training
- 541611:** Admin. & General Mgmt. Consulting Svcs.
- 541820:** Public Relations Services
- 541430:** Graphic Design Services
- 541512:** Computer System Design Services
- 531210:** Ofcs. of Real Estate Agents & Brokers
- 323111:** Commercial Printing
- 561410:** Document Preparation Services
- 236220:** Comm'l. & Institutional Building Construction

## CERTIFICATIONS



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