

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.

COMPANY SNAPSHOT

Business Name: Washington Opportunity Institute, LLC

D.B.A: Aspira-USA

Business Phone: 202-544-4445

Corporation Type: LLC

Year Founded: 2014

Socio-Economic Status: DSBS, DBE, MBE



NIPG CODES

- 91500:** Communications & Media Services
- 91573:** Public Information Services
- 91800:** Consulting Services
- 92416:** Course Dev. Services, Instructional/Training
- 92418:** Educational Services, Alternate
- 92460:** Not-for-credit classes, Workshops, etc.
- 92464:** Partnering Workshop Facilitation Services
- 95290:** Training and Instruction (for clients, not staff)
- 96146:** Interpreter Services (Hearing Impaired)
- 96161:** Public Speaking Services
- 96676:** Print-on demand Services

CERTIFICATIONS



PARTNERSHIP/CLIENTS

District of Columbia Government:

- Dept. of Small & Local Bus. Development (DSLBD)

City of Richmond, VA:

- Office of Minority Business Development

Strategic Partners:

- VMA Worldwide, LLC
- Project Opportunity
- Light & Raphael
- Knuckles Williams Contractors, Inc
- Pinnacle Craftsmen, LLC

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.

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