



Startte is a **Federal and State certified woman-owned small business (WOSB)** based in Falls Church, Virginia. We are a creative, digital marketing, software and technology agency catering to commercial, non-profit and government agencies. It is our business to strategize ways to enhance your current technologies, refine or establish processes, and create targeted communications and outreach campaigns.

Leadership

Alison Oleson's background is in spearheading business efficiency planning, communications, advertising, public relations, and launching digital marketing and outreach campaigns. She has consulting experience for a variety of technical and healthcare organizations in satellite/communications, mobile Electronic Health Records (EHR), aviation, disability/accessibility, Defense, and digital analytics.

Services

We help our clients create the metrics and visualize the data that are used to monitor the success of their business and the impact of our own work. We specialize in working with our clients to systematically select the most appropriate technology and platforms to support their goals. We want your back-office applications, website, mobile applications, brand, and data to be highly usable, promote collaboration, and work seamlessly together.

Data Visualization	Branding	User Experience	Usability & Accessibility
Adding visual context and meaning to data through infographics, GIS, and interactive applications and websites	Identity building, marketing strategy, positioning and collateral design	Building cohesive experiences across websites, mobile apps, social media, prototypes and products	Information architecture, usability and Section 508 testing of mobile and web applications
Social Media	Process Improvement	Software & Mobile	Security and Privacy
Strategy, digital PR, content creation and platform optimization	Strategies, metrics and technologies to streamline your organization and achieve its goals	Systems engineering, custom applications, or integrating off-the-shelf products	Best practices for FISMA, RMF and HIPAA compliance including PIV/CAC integration, and federated logins

Company Details

Registered Company Name:	Startte, Inc.	Corporation Type:	LLC
Year Incorporated:	January 1, 2013	DUNS Number:	079715631
State of Incorporation:	Virginia	NAICS	541613, 541511, 541430

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Who We Work With

Department of Defense – Computer Accommodations Program: Branding, User Experience (UX), Social Media, Data Visualization, Usability and Accessibility, and Training Development

Department of Labor – Chief Information Officer (OCIO): Department of Homeland Security (DHS) Trusted Tester (TT) Section 508 Compliance and Testing

Department of Labor – Employment Training Administration and OCIO: Software Development, Sitecore CMS Development, Branding, User Experience, and Section 508 Compliance

Department of Homeland Security – Customs and Border Protection: Drupal CMS Development, User Experience, Software Development, and Section 508 compliance

Department of Homeland Security – Transportation Security Administration: User Experience, Training Development, and Branding

General Service Administration – FEDSIM: Web-based Training Development, Graphic Design, Section 508 Compliance and User Experience

Department of Agriculture – Wildlife Services: Custom .NET and Mobile Application Development, Azure Architecture, and User Experience

Health and Human Services – National Institutes of Health: WordPress CMS and Custom Web development

Capital One: Infographic Design for Integrating Security Best Practices into Agile Development Framework

Fairfax Country Public Schools: Branding

Health and Human Services – Federal Occupational Health (FOH): Training Aid Development and Graphic Design

