



Starttte has over 25 years of experience providing leading-edge creative, digital, software and technology solutions to commercial, non-profit and government agencies. Our business model is to strategize ways to modernize and enhance your current technologies, refine or establish process, and create targeted communications and outreach campaigns that provide the desired results for our customers. Based in Falls Church, Virginia, Starttte is a **Federal and State certified small, woman-owned business.**

Leadership

Alison Oleson's background is in spearheading business efficiency planning, communications, advertising, public relations, launching digital outreach campaigns and elevating technology solutions. 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 specialize in working with our clients to systematically select the most appropriate technology and platforms to support their goals. We help our clients visualize data and then create the metrics that are used to monitor the success of their business and the impact of our own work. We want your back-office applications, website, mobile applications, brand, and data to be highly usable, promote collaboration, and work seamlessly together.

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

Company Details

Registered Company Name:	Starttte, LLC	Unique Entity Identifier:	KNKXM1LCJNN5
Year Incorporated:	January 1, 2013	DUNS Number and Cage Code	079715631 and 7JC97
State of Incorporation:	Virginia	NAICS	541613, 541511, 541512, 541430, 611710, 541910, 541870, 541690, 541430





Who We Work With

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

Department of Labor – Chief Information Officer: Usability and Accessibility

Department of Labor – Employment Training Administration: Software Development, Usability and Accessibility, Branding, User Experience and Data Visualization

Department of Homeland Security – Customs and Border Protection: Web Development, User Experience, Software Development, Branding

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

Department of Homeland Security – Office of Homeland Security Statistics: Custom Web Development and User Experience

General Service Administration – FEDSIM: User Experience, Training Development, eLearning Support

Department of Agriculture – Animal Plant Health Inspection Services (APHIS): Custom Software Development of Operations and Reporting System (OARS)

Health and Human Services – National Institutes of Health: Custom Web Development, COVIDVu

Emory University’s Rollings School of Public Health – AIDSvu and HEPvu: Website usability and analytics

Capital One: Branding, User Experience

Fairfax Country Public Schools: Branding

