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## Company Overview

Alexia, Dave, and Ajay founded "A Positive Future" (APF) in 2020 in California. We seek to uplift communities, develop innovative, high-tech, and eco-friendly solutions. We are customer-advocates with expertise in all aspects of digital solutions and take a systemic approach in addressing issues and pain points. We built our company to be multifunctional and versatile, and we go beyond asking obvious questions, to probe all facets and understand motivations, issues, and the client's domain; we aim to develop better solutions.

We have garnered numerous referrals and repeat business.

## Core Competencies

- **Full-Stack, Mobile, & Web Development:** Angular, Laravel, Ionic, SQL Server, MySQL
- **Web Development and Social Media:** WordPress, eCommerce, Custom website design and development, Ongoing maintenance
- **Marketing, Branding, & SEO Optimization:** Digital marketing services, Marketing Strategy Development, Branding services, and Strategies to improve a website's visibility and search engine ranking
- **Business/Infrastructure:** Strategy and Business Development, Project Management, and Department Management
- **Content Development:** Social media development, copy writing, management, and advertising

## Differentiators



### Innovative System-Level Thinkers:

We deliver tailored, comprehensive solutions with a holistic focus, backed by startup experience and two patents in network router technology and electronic TV program guides.



### Extensive Industry Experience:

With over 30 years of experience across high-tech, non-profit, and traditional industries, along with 10+ years in startup investment, our leadership brings deep expertise in both regulated and non-regulated sectors, including board roles in trauma recovery and ethical AI advancement.



### Purpose-Driven Approach:

We empower businesses through expert support and a dedicated team committed to positive change. Our skilled professionals provide tailored solutions to help businesses thrive. We believe in fostering growth and success for all our partners.



### Proven Track Record of Success:

Our team has completed over 50 client projects, with expertise in design, development, disaster recovery solutions, and process development for software design control, compliant with FDA Title 21 CFR Part 820 and ISO 13485 standards.



### Diverse sector/ownership Expertise:

Our leadership and team members bring diverse experience from sectors such as biotech, healthcare, finance, and media, having worked with top companies like IBM, Illumina, and ThermoFisher, equipping us with broad expertise and versatile skills to meet diverse client needs.

## Company Data

CAGE Code:

**9WY16**

UEI:

**RGYRSJ2N9PZ3**

Service Area: California  
Accepts Gov Credit Cards  
Disaster Response Registry

Primary NAICS Code

**541511**

Custom Computer Programming Services

Other NAICS Codes

513210 | 541430 | 541512

541611 | 541613 | 611420

PSC Codes

7A20 | 7A21 | 7B21 | 7B22 | 7D20

7E20 | 7E21 | DA01 | DA10 | DB02

DB10 | DD01 | DE01 | DE02 | DE10

DE11 | DF01 | DF10 | DH01 | DH10

Past Performances

**Impact Innovator**

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U.S. Small Business Administration

WOSB CERTIFIED

In Process