



## Uply Media, Inc. – Capabilities Statement



### Company Overview:

Uply Media, Inc. is a registered **Federal Government Contractor** (UEI: YPE4G8X18N67, CAGE Code: 9WMV4) and **SBIR.gov SBC Registered** (SBC Control ID: SBC\_002658262), specializing in providing **advanced technology solutions, cybersecurity, custom software development, and media and public relations services**. As an **SBA Certified Service-Disabled Veteran-Owned Small Business (SDVOSB)**, we are committed to delivering **innovative, secure, and research-driven solutions** that meet the evolving needs of **federal agencies, publicly traded companies, and private sector clients**. Our expertise spans across artificial intelligence (AI), strategic media, cybersecurity, and custom IT solutions, positioning us as leaders in both technology and communications.

### Core Competencies:

- **AI Innovation & R&D:** Uply Media, Inc. leads the way in AI-based technologies that drive **automation**, improve **data processing**, and enhance decision-making for complex operations. Our R&D efforts focus on building **cutting-edge AI systems** that are critical for government and private sector innovation.
- **Cybersecurity Solutions:** Offering advanced, integrated cybersecurity solutions that safeguard sensitive data, defend against evolving threats, and ensure compliance with federal security standards (FISMA, NIST). Our services include threat detection, prevention, network security architecture, and incident response.
- **Custom Software Development:** Developing secure, scalable, and customized software solutions tailored to the specific operational requirements of federal agencies and private clients. This includes **database development, cloud-based solutions, and specialized government functionality software**.
- **IT Consulting & Infrastructure:** Providing comprehensive IT strategy consulting, including **cloud migration, network infrastructure design, and IT operations optimization** to ensure seamless federal agency performance.
- **Media, Public Relations & Digital Strategy:** We create data-driven **PR strategies**, digital media campaigns, and **crisis management** services that elevate public communications for federal agencies and private organizations. This includes media buying, content optimization, and campaign strategy development.
- **Research & Development:** Conducting high-level research in **emerging technologies, cybersecurity, and data science** to create innovative solutions that drive the future of federal operations and corporate strategies.

## Service Offerings by Uply Media, Inc.:

### AI Solutions

- **EcoRegulate AI:** Automates environmental compliance, cutting costs and increasing accuracy.
- **CompliFinancial AI:** Provides financial compliance solutions to streamline processes and reduce risk.
- **HealthShield AI:** Delivers AI-powered healthcare analytics for improved diagnostics and data management.
- **TradeHaven AI:** Optimizes global trade operations through predictive analytics and AI-driven insights.

### Cybersecurity & IT Solutions

- **541512 – Computer Systems Design Services:** Uply Media, Inc. designs and integrates advanced, secure computer systems tailored to government needs, including secure network architecture and system-wide cybersecurity measures.
- **541511 – Custom Computer Programming Services:** Our team delivers custom software and database solutions, ensuring high-performance functionality that meets government and compliance standards.

### Marketing & Communications

- **541613 – Marketing Consulting Services:** We provide strategic marketing and digital transformation solutions to engage target audiences effectively through in-depth market research and data-driven campaigns.
- **541810 – Advertising Agencies:** Crafting and executing comprehensive advertising campaigns across digital and traditional platforms, ensuring maximum reach and impact.
- **541820 – Public Relations Agencies:** Uply Media, Inc. manages public communication strategies, including media relations, press release distribution, and reputation management.
- **541830 – Media Buying Agencies:** Offering expert media buying services, securing optimal ad placements, and negotiating contracts for extensive marketing campaigns and public announcements.

### Consulting & Training

- **541611 – Administrative and General Management Consulting:** Providing strategic operational planning, process optimization, and management consulting for enhanced organizational performance.
- **611430 – Professional & Management Development Training:** Developing specialized training programs in cybersecurity, leadership, and professional development to upskill federal employees and maintain compliance with regulatory standards.

### Additional Technical Consulting

- **541690 – Other Scientific and Technical Consulting Services:** Delivering expert consulting

on data security, emerging technologies, and IT solutions that require specialized technical knowledge.

- **518210 – Data Processing, Hosting, and Related Services:** Providing secure, cloud-based hosting and data management solutions that ensure the integrity and security of federal data.

### Differentiators

- **SBA Certified SDVOSB:** Uply Media, Inc. is a Service-Disabled Veteran-Owned Small Business, ensuring a high level of commitment and adherence to quality and compliance in all services provided.
- **AI Innovation & Cybersecurity Leadership:** We deliver AI-driven solutions and advanced cybersecurity services tailored to federal and private sector clients, ensuring that operations are efficient, secure, and future-proof.
- **Research-Driven Solutions:** Our focus on **research and development** in AI, cybersecurity, and IT infrastructure ensures that we offer cutting-edge solutions that lead to operational improvements and innovation for our clients.
- **Cost-Effective Procurement:** Our solutions comply with **FAR, FISMA, NIST**, and other federal regulations, streamlining procurement processes and ensuring cost-effective operations.

### NAICS Codes

- **518210:** Computing Infrastructure Providers, Data Processing, Web Hosting
- **541511:** Custom Computer Programming Services
- **541512:** Computer Systems Design Services
- **541611:** Administrative & General Management Consulting
- **541613:** Marketing Consulting Services
- **541810:** Advertising Agencies
- **541820:** Public Relations Agencies
- **541990:** Other Professional, Scientific, and Technical Services
- **611430:** Professional & Management Development Training
- **541830:** Media Buying Agencies

### Past Performance, References, and Expertise:

#### AI Solutions by Uply Media, Inc. (OpenAI Platform)

Uply Media, Inc. develops cutting-edge AI solutions for financial compliance, global trade optimization, and environmental regulation management, serving sectors such as finance, healthcare, and logistics. These AI-powered tools help clients streamline compliance processes, reduce risks, and make data-driven decisions.

- Impact: Our AI solutions have reduced compliance risks by up to 30% and improved decision-making efficiency by 25%.
- Contract: UplyMediaAI-2024-OpenAI
- Start Date: 02/01/2024
- End Date: Ongoing
- Value: \$10.5 million+

- Contact Name: OpenAI
- Contact Phone: (800) 217-3145
- Website: [Uply Media AI Solutions](#)
- Highlight: **EcoRegulate AI** – This solution automates environmental compliance, ensuring efficient regulatory management in the manufacturing, energy, and logistics industries. It has helped clients reduce compliance-related costs by 20%.

### **CHARMPOSH® (Amazon Fashion Partnership)**

CHARMPOSH®, a registered trademark owned by Uply Media, Inc., is a premier fashion brand featured on Amazon with a brand evaluation of over \$1 million. Since 2018, the partnership has grown, catering to a high-end clientele and enhancing the Amazon Fashion marketplace through exclusive offerings.

- Impact: CHARMPOSH® has achieved a 35% increase in sales growth annually.
- Contract: CHARMPO-2023-Fashion
- Start Date: 06/01/2018
- End Date: Ongoing
- Value: \$1,000,000 (Estimate)
- Contact Name: Amazon Corporate Office
- Contact Phone: (206) 266-1000
- Website: [Amazon Fashion](#)

### **Expertise:**

#### **Enhancing Federal Agency Communications (Micro-Purchases)**

Uply Media, Inc. provides AI-driven communication solutions tailored for federal agencies to improve both internal and external messaging. Our tools increase engagement, ensure compliance with federal standards, and deliver cost-effective results through micro-purchases.

- Impact: Companies using our solutions report a 40% improvement in communication efficiency and a 25% reduction in communication-related costs.
- Key Features: Streamlined messaging, interactive content, and secure compliance.
- Benefits: Increased efficiency, enhanced engagement, and cost-effective solutions that scale across departments.

#### **Faceless Impact Video Solutions (Micro-Purchases)**

Our AI-powered platform creates high-quality, interactive video content, ideal for federal training modules, public awareness campaigns, and internal communications. These services comply with federal procurement standards and are available through simplified acquisition procedures.

- FAR Compliance: FAR 15.603 (Unsolicited Proposals), FAR Part 13 (Simplified Acquisition).
- Impact: Increased audience engagement by 50% and improved training effectiveness for federal employees.
- Scalability: Ideal for agency-wide implementation or specialized use cases.

#### **Cybersecurity and Computer Programming Solutions**

Uply Media, Inc. offers advanced cybersecurity services to protect sensitive federal data, secure IT infrastructure, and ensure compliance with FISMA, NIST, and other federal security standards. Our

custom software development and IT consulting services meet the unique security challenges of federal agencies.

- Impact: Our solutions have prevented data breaches and secure IT infrastructure for agencies, reducing cyber risks by 35%.
- Key Services: Secure software development, IT infrastructure protection, and compliance management.

### **Marketing, Media, and Public Relations Solutions**

We specialize in public relations, media strategies, and SEO solutions tailored to federal communication and outreach initiatives. Our research-driven approach enhances brand visibility, improves public awareness, and ensures that federal messaging reaches the intended audience.

- SEO Solutions: Advanced strategies to boost federal websites' search engine rankings, increasing traffic by up to 50%.
- Public Relations: Research-based campaigns designed to engage the public and manage reputation effectively.
- Media and Content Creation: Rich, engaging content that supports federal agency goals.

### **Benefits to Federal Agencies:**

- 1.Compliance and Security: All solutions adhere to federal standards, ensuring compliance with FAR, FISMA, NIST, and other regulations.
- 2.Cost-Effective: Our tools are available through micro-purchase options, streamlining procurement and maximizing budget efficiency.
- 3.Scalability: Whether for large federal departments or smaller divisions, our solutions are scalable and adaptable to meet the needs of different agencies.
- 4.Measurable Impact: Our solutions have delivered tangible results, from reducing compliance costs to increasing efficiency in communications, cybersecurity, and media engagement.

Contact Uply Media, Inc. today to learn how our solutions can help your agency enhance communication, streamline operations, and achieve compliance while optimizing budget utilization.

Visit: [Uply Media, Inc.: Federal Government Solutions Micro Purchases](#)

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