

## Capabilities Statement

[www.optimalsolutionsgroup.com](http://www.optimalsolutionsgroup.com)

### Why Optimal?

- Innovative and rigorous small minority-owned (SDB) **policy research, data analytics and software development firm** (founded in 2000).
- Located at and collaborates with the University of Maryland.
- Successfully completed over **300 evaluations, analytics and software projects** as a prime contractor.
- Developed Real-Time Framework, which includes agencies' evaluation guidelines — policy leader in data collection, analysis, and visualization by **enabling real-time, evidence-based decision-making** through rigorous methods, technology and standards-based streamlined processes.
- We have 15 years of experience in **advanced AI/ML, analytics and robotic process automation** experience, skills and tools.

### Core Competencies

- Survey Research and Qualitative Analysis
- Evaluation Design and Implementation
- Economic Research, Development & Consulting Services
- Data Science, Analytics, and SaaS
- Custom Computer Programming and Software Development Services

### Client Base

- U.S. Department of Education
- U.S. Small Business Administration
- U.S. Department of Labor
- U.S. Health and Human Services
- U.S. Department of Housing and Urban Development
- U.S. Agency of International Development
- U.S. Department of Agriculture
- U.S. National Institute for Standards and Technology
- Maryland State Department of Education
- Maryland Health Care Commission (Sub to Abt Global)
- Maryland Health Services Cost Review (Sub to NORC)

### Select Past Performances

- SBA Evaluation BPA holder for 10+ years/20+ task orders SBA Vets Boots-to-Business evaluation
- SBA Woman-Owned Business Evaluation
- Green Jobs Report for Ford Foundation
- SBA Evaluation of Jobs and Innovation Accelerator Challenge
- SBA Emerging Leaders Evaluation
- SBA Regional Innovation Cluster Evaluation
- Fatherhood in Public Housing Evaluation
- USAID data collection/ analysis/reporting 50+ countries and studies in 24 countries
- ED/NCES statistical support 15+ years
- NIST Manufacturing Extension Partnership BPA holder
- USDA AI for Acquisitions

### Contact Information

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### Company Information

**UEI:** WR4LJXNPX627

**Cage Code:** 3COL6

**Tax ID:** 52-2216205

**NAICS Codes:** 541720, 541611,  
541990, 541511, 541512

### Contract Vehicles

**OASIS Pool 1 SB**  
Contract #47QRAD21D1012

**GSA MAS**  
Contract #47QRAA18D00GN

**ED PRESTO IDIQ**  
Contract #91990023D0039

**SBA BPA**  
Contract #73351023A0017

**DOL BPA**  
Contract #1605C2-23-A-0023

**DHS BPA**  
Contract #70RDAD23A00000004

**NIST MEP BPA**  
Contract No.  
47QRAA18D00GN/1333ND21ANB8003

## Core Areas of Expertise

**Education.** Optimal has been a partner with the U.S. Department of Education since 2002. Optimal provides the following support centers within the Institute of Education Sciences (IES): program and implementation evaluations, developing web tools to catalog and visualize data, meetings support, expert recruitment, coordination of grant reviews, collecting administrative data, supporting randomized control trials, developing analysis plans, study participant recruitment, and report writing.

**Health.** Optimal's Health Policy Research Center (HPRC) provides objective research and evaluation on salient health issues. The projects completed by HPRC staff range from determining the potential effects of new initiatives and policies on various stakeholders to evaluating the outcomes and impacts of existing programs.

**International Practice.** Optimal's International Practice (IP) provides research and analysis to enhance evidence-based decision-making in the international development and public policy disciplines. IP projects cover a range of economic development issues, including education, public health, entrepreneurship, export promotion, agriculture, and global food security.

**Workforce Development.** The Workforce Development and Social Policy Research Center (WDSRPC) conducts program evaluation and technical assistance on child welfare, youth development, adolescent risk behavior, job training, workforce development, welfare policy, family formation, and child support.

**Housing, Economic Development and Transportation.** The Housing, Economic Development and Transportation Research Center (HEDTRC) performs research and technical assistance work designed to inform policymakers and practitioners in the planning and development fields. Clients include local, state, and federal government agencies and organizations in the private and non-profit sectors.

## Project Highlights

### U.S. Small Business Administration

For over a decade, Optimal has designed and implemented non-experimental, quasi-experimental, and experimental evaluations for the SBA chief evaluation officer. These evaluations include instrument design, data collection, analysis and reporting across a range of topics: national procurement scorecard, Scaling-Up America Initiative, Regional Innovation Cluster and Jobs and Innovation Accelerator Challenge, the Emerging Leaders Initiative, and programs for woman-owned, Native American-owned, Veteran owned, 8(a) Business Development program, and HUBZone program.

### Centers for Medicare & Medicaid Services

For more than 15 years, Optimal has conducted studies and provided technical assistance to multiple CMS divisions that included a myriad of technical approaches: case study analysis, systematic reviews, cost analysis, economic analysis, performance measurement and measurement development, process/policy/program analysis, risk assessment and analysis.

### U.S. Department of Education

For close to 20 years, Optimal has provided research, evaluation, and technical assistance services across ED. These studies have included topics on early reading teaching instruction, charter schools, postsecondary education, service obligations systems, National Assessment of Education Progress reporting, adult education, development of statistical standards, and statistical and writing style guidelines.

## Analytics Tools Developed by Optimal

Optimal created ReVelo in order to automate data validation, harmonization and linking. Data analysis is embedded and also customized reporting whether dashboards, style-guide conforming reports, or emails. Built for researcher, analyst and reporting needs.

ReVelo™



Links education administrative and contextual data with interactive dashboards



Website accessibility, usability, plain language testing, organizational reporting



OptiBot  
Customized Content and Data Synthesis ChatBot



USAID SART  
FROM THE AMERICAN PEOPLE

Auto linked and harmonized administrative and secondary data using ETL across 50+ countries



Automated data collection, validation, analysis & reporting across multiple CMS healthcare learning models

AcquisitionAI

Streamlined Market Research and Analysis

CommentsAI

Automated Comments Processing