

# Capability Statement

LW BUSINESS INNOVATIONS LLC  
 MANAGEMENT CONSULTING · SYSTEMS DESIGN · PROFESSIONAL DEVELOPMENT TRAINING

<b>CAGE</b>	<b>UEI</b>
<b>176W5</b>	<b>JFB9YYAELZE5</b>
<b>CERTIFICATION</b>	<b>ENTITY</b>
<b>SDB</b>	<b>Maryland LLC</b>

## COMPANY OVERVIEW

LW Business Innovations LLC is a Maryland-based professional services and corporate strategy firm providing specialized management consulting, operational systems engineering, and workforce capacity-building support. We assist government agencies, prime contractors, and corporate enterprises in optimizing internal workflows, aligning multi-stakeholder strategic initiatives, and deploying scalable digital infrastructures. By combining institutional management rigor with deep systems execution, we dismantle operational complexity into clear, repeatable processes that drive organizational growth and programmatic readiness.

## PRINCIPAL CONSULTANT

### Lucy Were, Founder & Principal Consultant

Kenya and Germany rooted, U.S. based digital marketing, AI automation, and business systems consultant. She supports service businesses, multi-location brands, and government-adjacent organizations with brand strategy, paid media, web and landing page optimization, SEO-ready content, analytics, and AI-powered automation. Her approach blends creative storytelling with data-driven execution to help organizations increase visibility, recover lost revenue, and scale with repeatable systems.

## CORE COMPETENCIES

**Administrative & General Management Consulting**

- Strategic Planning & Advisory:** Long-term strategic plans, business frameworks, and growth maps for service-centric organizations
- Operations Optimization:** Engineering business readiness solutions, streamlining administrative structures, and mapping customer pathways
- Service & Offer Development:** Formalizing technical service matrices and target performance pipelines

**Public Relations & Strategic Communications**

- Media Relations & Distribution:** Drafting, formatting, and distributing corporate press releases to targeted media syndicates
- Digital PR & Syndication:** Securing online media pickup and publication placement to boost organizational authority
- Campaign Message Architecture:** Crafting public narratives aligned with organizational goals and compliance guidelines

**Computer Systems Design & Digital Infrastructure**

- Web & E-Commerce Architectures:** Custom software deployment, landing page development, and end-to-end Shopify configuration
- Process Automation & AI Tools:** Smart digital systems, workflow automations, and AI-supported data processes
- Data Systems Integration:** GA4 traffic capture mechanisms and granular user journey analysis

**Professional Development Training & Educational Support**

- Capacity-Building Programs:** Targeted small business readiness training and public-sector entry guidance
- Curriculum Development:** Custom instructional materials, knowledge kits (e.g., GovCon Starter Kit), and structured regulatory resources
- Workforce Readiness:** Plain-English frameworks for cross-functional teams entering government procurement

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**PAST PERFORMANCE**

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**PUBLIC MARKETPLACE TECHNICAL ASSISTANCE & RESOURCE DESIGN**

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<b>Corporate &amp; Small Business Capacity Building</b>	Developed the GovCon Starter Kit and corresponding beginner guidance series, translating complex regulatory frameworks into plain-English learning resources to accelerate vendor marketplace readiness.
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**SYSTEMS ENGINEERING, OPERATIONS & AUTOMATION CONTROL**

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<b>Multi-Location Hospitality Enterprise</b>	Directed long-term digital architecture audits, automated inquiry infrastructures, customer relationship flows, email marketing mechanics, and continuous multi-site operational alignment.
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<b>International Hospitality Launch (Germany)</b>	Managed end-to-end start-up operations, financial logistics, multi-national business regulations, and strict compliance environments for a commercial restaurant entity in Western Europe.
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<b>Diaspora Consulting Platform</b>	Structured cross-border client onboarding workflows, built formal service delivery pathways, and drafted internal standard operating procedures (SOPs).
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**PROFESSIONAL SERVICES POSITIONING & TECHNICAL VISIBILITY**

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<b>Analytics &amp; Technology Firm</b>	Governed targeted search visibility architecture (SEO), platform analytics infrastructure design, digital asset tracking, and strategic technology positioning. Executed a targeted digital PR campaign securing widespread online media pickup and network syndication.
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<b>Consumer Products E-Commerce Brand</b>	Engineered specialized e-commerce platforms, redesigned multi-tiered site navigations, and optimized secure transaction flows for scaling consumer product lines.
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## KEY DIFFERENTIATORS

### Operational + Digital Lifecycle Perspective

We map the complete ecosystem — unifying the programmatic message, technological stack, user path, automated tracking, and follow-up analytics.



### Systems Simplification Frameworks

We translate highly technical, regulatory, or complex data processes into plain-English blueprints that cross-functional teams can



immediately execute.

### Strategic Resource Scaling

Active membership with the MD Apex Accelerators program (University of Maryland), enabling immediate operational scale and



procurement readiness support.

### Global Operational Footprint

International business development and cross-border regulatory compliance offering unique cross-cultural competency and strict



operational command.

### Plain-English Communication

We make complicated technical, digital, and governmental procurement topics easier for growing business owners to



understand and act on.

## PRIMARY NAICS CODES

<b>541611</b>	Administrative & General Management Consulting
<b>541613</b>	Marketing Consulting Services
<b>541430</b>	Graphic Design Services
<b>541511</b>	Custom Computer Programming Services
<b>541512</b>	Computer Systems Design Services
<b>541519</b>	Other Computer Related Services
<b>541618</b>	Other Management Consulting Services
<b>541810</b>	Advertising Agencies
<b>541820</b>	Public Relations Agencies
<b>611430</b>	Professional & Management Development Training
<b>611420</b>	Computer Training

## CORPORATE DATA

LEGAL ENTITY	<b>LW Business Innovations LLC</b>
PRINCIPAL	<b>Lucy Were</b>
HEADQUARTERS	<b>Clarksburg, MD</b>
CAGE CODE	<b>176W5</b>
UNIQUE ENTITY ID	<b>JFB9YYAELZE5</b>
SOCIO-ECONOMIC	<b>Self Certified SDB</b>
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## LW BUSINESS INNOVATIONS

Maryland LLC · CAGE: 176W5 · SDB Certified

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