

Market Theory | Capabilities Statement

Market Theory LLC Capabilities Statement

Company Overview

Market Theory LLC is a service-disabled veteran-owned small business (SDVOSB) certified by the Small Business Administration (SBA). We specialize in professional development and provide data-driven solutions in educational programming to enhance human performance. Leveraging our years of expertise in professional development, we empower organizations to innovate using training solutions and technology in educational programming, training systems, curriculum design, research and development, content strategy, computer training, and educational support services. We ensure compliance with regulations and create strategic growth in any competitive landscape.

Company Information

- **Company Name:** Market Theory LLC
- **CAGE Code:** 9W8Z1
- **UEI Number:** K96UUZWW77Y4
- **Address:** 1129 Minnesota Avenue, Winter Park, Florida 32789
- **Phone:** (407) 800-1805
- **Email:** mgmt@markettheory.us
- **Website:** www.markettheory.us

NAICS Codes:

- 611430 - Professional and Management Development Training
- 611699 - All Other Miscellaneous Schools and Instruction
- 611710 - Educational Support Services
- 813910 - Business Associations
- 813920 - Professional Organizations
- 611420 - Computer Training
- 541720 - Research and Development in the Social Sciences and Humanities
- 541690 - Other Scientific and Technical Consulting Services
- 541618 - Other Management Consulting Services
- 541611 - Administrative Management and General Management Consulting Services
- 541519 - Other Computer-Related Services

Core Competencies

1. **Professional Development**
 - Transformative team-building and leadership training services designed to elevate workforce capabilities and drive organizational success.

- Customized training programs tailored to meet specific organizational needs and objectives.
- 2. **Curriculum Development**
 - Bespoke, data-driven educational curricula aligned with industry standards and organizational goals, ensuring maximum learning impact and effectiveness.
- 3. **Computer Training**
 - Comprehensive computer training solutions, from essential skills to advanced IT certifications, fostering technical expertise and confidence.
- 4. **Educational Support Services**
 - A wide range of educational support services including personalized tutoring, mentoring, and academic counseling, designed to improve student performance and engagement.
- 5. **Human Performance**
 - Evidence-based human performance programs that enhance physical, mental, and emotional well-being, optimizing productivity and job satisfaction.
- 6. **Consulting Services**
 - Expert consulting in business strategy, operations, and government contracting, helping organizations achieve their strategic objectives with precision and insight.
- 7. **Project Management**
 - Best-in-class project management practices ensuring timely delivery, budget adherence, and quality outcomes from concept to completion.
- 8. **Content Strategy**
 - Strategic content development that drives engagement and achieves communication goals through impactful messaging across multiple platforms.
- 9. **Learning Management Systems**
 - Advanced learning management systems to streamline the delivery, tracking, and assessment of educational programs, enhancing learning efficiency.
- 10. **Virtual Training / Distance Learning**
 - State-of-the-art virtual training and distance learning solutions, providing interactive, engaging, and accessible education anytime, anywhere.

Differentiators

- **SBA Certified SDVOSB:** We are certified an SBA certified service-disabled veteran-owned small business.
- **Proven Expertise:** Over 15 years of experience in professional development and business consulting.
- **Extensive Network:** Access to a wide network of experts in the education, professional development, marketing, business, healthcare, and government industries.
- **Expert Team:** Led by Dr. Carrie Rose, professional development expert, keynote speaker, and best-selling author.
- **Innovative Strategies:** Developed a proprietary learning process using over 500 research studies on how the human brain connects to content, increasing human performance and expanding learning retention and speed.

- **Comprehensive Support:** Providing end-to-end services, from concept to delivery and managing subcontractors, ensuring every project is completed to the highest standards.

Past Performance

- **Digital Marketer LLC:** Developed certification training and built and project-managed live coaching programs.
- **ClickBank:** Assisted the marketing team with developing training materials and instructional design around the onboarding process for customer onboarding.

Certifications and Licenses

- Service-Disabled Veteran-Owned Small Business (SDVOSB) certified by the Small Business Administration (SBA).

Client Testimonials / Case Studies

Eric Bork, Emmy Award-Winning Screenwriter: "Working with Market Theory was invaluable. Dr. Carrie Rose's knowledge, patience, and enthusiasm made the creation of my online course an excellent experience. I couldn't recommend her more highly!"

Dr. Chris Zaino, Holistic Health Expert / Former Mr. Universe: "Market Theory brought innovative, out-of-the-box ideas and provided an amazing experience. They helped build a powerful course and truly cared about the outcome."

Partner with Market Theory

We'll do what it takes to understand your objectives and the complexities of your mission, so we can craft the right solution that delivers results in any training environment.

Contact Us

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