



# CAPABILITY STATEMENT

Human-centered AI, technology, and implementation designed around real human variability.

## Informed by ARVIAA™ – Agency-Respecting Variability-Informed Adaptive Architecture

Atara's approach to designing and evaluating technology around human variability, accessibility and meaningful agency.

### DIFFERENTIATORS

|                                                                                                                                                                                   |                                                                                                                                                                          |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>HUMAN VARIABILITY AS A DESIGN INPUT</b><br>Atara designs around the reality that people differ – and that the same person's capacity can change across situations and moments. | <b>AGENCY-RESPECTING TECHNOLOGY</b><br>Technology should support people without unnecessarily taking away control, choice, or understanding.                             |
| <b>IMPLEMENTATION FIRST</b><br>Atara focuses on turning AI and technology opportunities into practical systems, recommendations, and next steps.                                  | <b>BUILT THROUGH REAL PRODUCTS AND APPLICATION</b><br>Atara applies its approach across its own products, assessment systems, training, consulting, and technology work. |

### COMPANY OVERVIEW

Atara Systems is a human-centered AI and technology company developing products and services that help technology work more effectively across differences in human capacity, cognition, communication, context, and accessibility needs.

Atara's work is informed by **ARVIAA™ – Agency-Respecting Variability-Informed Adaptive Architecture**, its evolving approach to designing and evaluating technology around human variability and agency.

### CORE CAPABILITIES

- AI Business Audits and Digital Assessment
- AI Strategy and Implementation
- Workflow Analysis and Opportunity Mapping
- Accessible Website and Focused Web Application Development
- Practical AI Training
- Cognitive Accessibility and Human-Centered Technology Design
- ARVIAA™ – informed Design and Evaluation

### SERVICES OFFERED

**AI Business Audits** – Structured assessments that identify friction, visibility gaps, accessibility considerations, workflow opportunities, and practical AI opportunities.

**AI Strategy & Implementation** – Practical planning, workflow design, tool selection, implementation support, and scoped AI solutions.

**Accessible Digital Development** – Focused websites and web applications designed for clarity, usability, accessibility, and reduced unnecessary cognitive load.

**AI Training** – Implementation-focused education that helps individuals and organizations move from understanding AI to using it in practical work.

### PRODUCTS

#### Atara Audits™

Structured assessments that turn website, search visibility, accessibility, workflow, and AI-related signals into clear findings and prioritized recommendations.

#### SpectrumThrive™

Atara's flagship neuroadaptive wellness platform and an active environment for developing and evaluating more capacity-aware, agency-respecting digital experiences.

### TARGET CLIENTS

- Government and Public-Sector Organizations
- Educational and Workforce Development Organizations
- Economic Development and Small-Business Support Organizations
- Nonprofit and Community Organizations
- Small and Growing Businesses

### NAICS CODES

|        |                                   |
|--------|-----------------------------------|
| 611420 | Computer Training (Primary)       |
| 611430 | Professional Development Training |
| 611710 | Educational Support Services      |
| 541511 | Custom Computer Programming       |
| 541512 | Computer Systems Design           |
| 541519 | Other Computer Services           |
| 541611 | Mgmt Consulting Services          |

### REGISTRATIONS

- SAM.gov Registered
- Maryland eMMA Registered
- Maryland Small Business Certified