CAPABILITY STATEMENT

MAG7 specializes in user-centered design and development, transforming complex government requirements into intuitive digital solutions that enhance mission effectiveness and citizen satisfaction. Our integrated approach combines strategic planning with technical execution to deliver secure, scalable platforms that meet both user needs and organizational objectives.

Our approach is proven through 12+ years of experience delivering $15.8M in contract value across 565+ projects with 100% payment success. Our sustained enterprise partnerships include $5.35M delivery over 8.6 years, demonstrating government-scale capability with zero performance risk.

CORE COMPETENCIES

Strategy & Discovery
- Digital product strategy
- User research
- Requirements definition

Development & Operations
- Cross-platform Development
- System security
- Hosting & maintenance

Design & Testing
- User experience & interface design
- Rapid prototyping
- Usability testing

Data & Reporting
- Analytics integration
- Dashboards & visualization

DIFFERENTIATORS

Commercial Innovation Advantage
Our fresh commercial perspective brings private sector efficiency and user experience standards to government challenges, offering agencies access to cutting-edge approaches without the overhead of large traditional contractors.

Strategy & Execution Integration
We eliminate the risk of strategy-execution gaps by combining both capabilities in-house. Unlike large contractors who separate strategy and implementation across teams, our integrated approach ensures consistent vision from concept to delivery.

Product Design Focus
While many agencies focus on communications and messaging, we specialize in building functional tools that users actually want to use, exactly what government agencies need for successful citizen adoption and employee productivity in mission-critical applications.

Enterprise-Scale Capability
Our proven ability to deliver $1.4M+ in annual contract value with clients like AARP demonstrates readiness for government-scale projects while maintaining the agility and innovation of a specialized firm.

PAST PERFORMANCE

AARP® | **$583K annually**   2016 – Present
User research, software design and rapid prototyping services.
Contact: Betsy Kirkland | Senior Vice President | ekirkland@aarp.org | 202-434-3857

MOSAIC | **$845K annually**   2021 – 2025
User research, software design and rapid prototyping services.
Contact: Tamiko Kikuchi | CTO | tamiko.kikuchi@joinmosaic.com | 831-588-0152

ReBonds | **$382K annually**   2023 – Present
Product strategy, requirements definition, software design and developement.
Contact: Kent Neumann | Chief Executive Officer | kent@rebonds.com | 202-973-0107