

PLATINUM**BAY**  
technologies

Expert People. Expert Solutions. Social Good.



# Business Profile



**Exceptional people solving  
real business problems  
by delivering expert  
application development  
solutions and technology  
leadership while providing  
a safe and empowering  
workplace for individuals  
on the Autism Spectrum.**

**Platinum Bay**

# ●●● About **Platinum Bay?**

**Expert People.  
Expert Solutions.  
Social Good.**

[fer **pur**-puh s]

adjective

1. a for-profit business or institution initiated or operated for the sole purpose of making a significant social impact:

*for-purpose company*

Platinum Bay is a software company founded with the mission to make a large-scale, impactful difference in the Autism community, in a big way!

To do that requires new ways of thinking about hiring, workplace accommodation, business models, partnerships, and every other facet of our far-reaching endeavors.

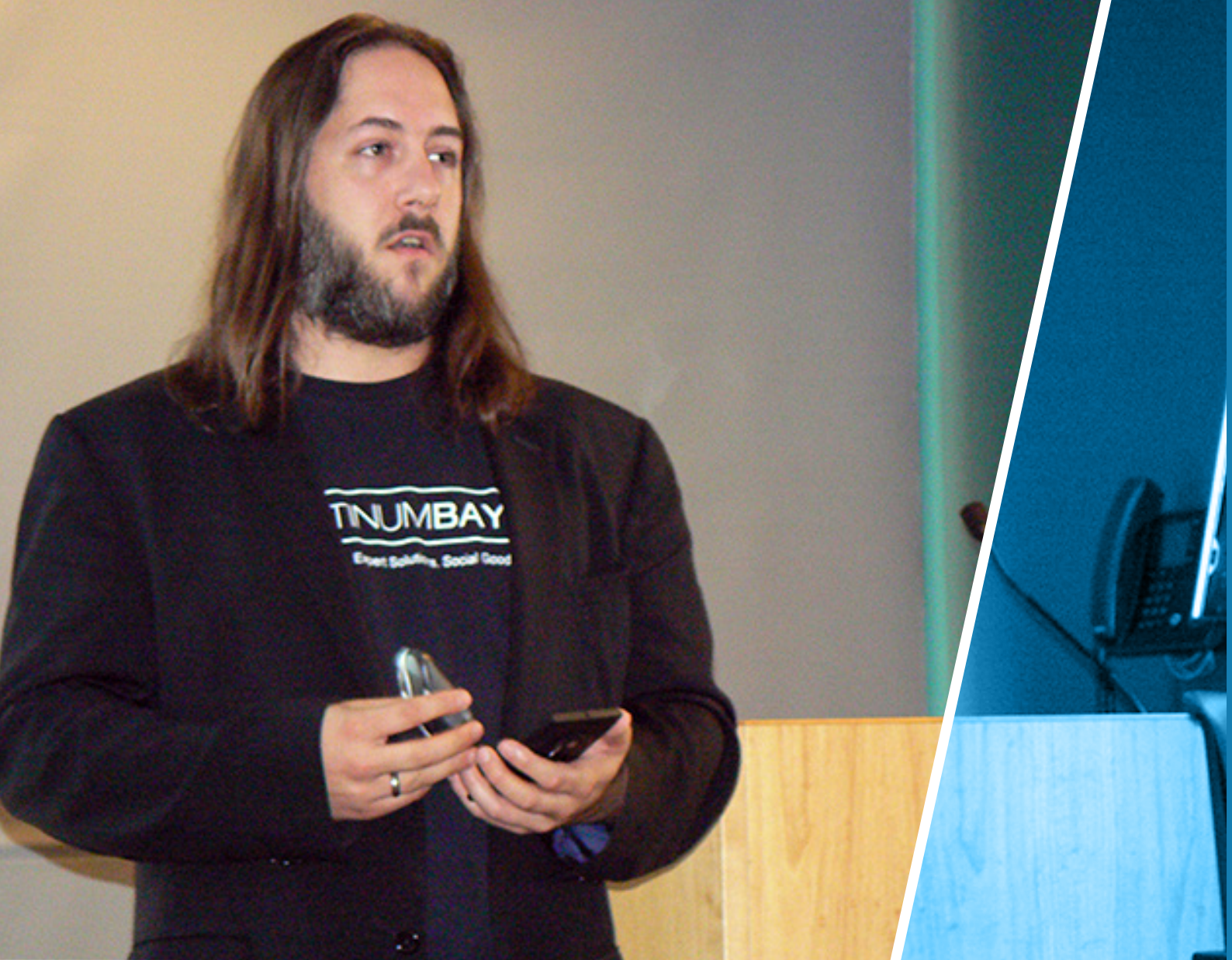
Platinum Bay is big ideas and bold ambition, a vision to create significant and measurable life-changing impact in the Autism world. In everything we do, we have two overarching goals:

1. **To empower Autistic people to find their own personal success**
2. **To erase the stigma of Autism**

The unique and extraordinary gifts and talents of Autistic individuals make them the best and brightest in the industry.

These talents allow us to deliver creative, out-of-the-box solutions with high attention to detail, maintainability, and user experience.

We are creating careers for a highly-capable yet highly-unemployed population with profits benefiting our social mission.



Steve presents to over 70 Microsoft partners at IAMCP SoCal

## ●●● What We **Do**

**Platinum Bay Technologies is a software technology company specializing in custom business application development and technology leadership with an intense attention to detail, long-term code cost, and user experience.**

Platinum Bay offers expert business software development solutions. We bring the best minds in the industry while offering intense focus and attention to detail, ensuring exceptional quality solutions that deliver significantly reduced long-term cost of ownership.

How long does it take to add a feature? Fix a bug? Ramp up a new developer? Re-write your code every five to ten years because it is

no longer viable? If the answer is “entirely too long”, Platinum Bay can show you a better way through our development practices and process methodologies.

Platinum Bay is your trusted long-term technical partner, providing technical leadership to help your organization become more efficient, reduce operating costs, and spend less time maintaining and more time innovating. Maintainability is hard - it

takes rigor and process - and most organizations spend 50-75% of their time maintaining software assets due to a lack of maintainability. But if you don't innovate, you don't stay relevant.

**Stay relevant with Platinum Bay. Discover the Platinum Bay advantage now.**

**Call us today  
PH. 1.949.705.4586**



**We're the cardiac surgeons of custom business software, getting you back to operational health and providing preventative leadership to help you stay there.**



## ●●● Custom **Business Software**

**World-class technology solutions for mid-sized and enterprise businesses with an intense attention to detail, maintainability, and user experience.**

### **Line-Of-Business Applications**

We build, integrate and support mission-critical applications and systems for optimized quality, increased business value, faster time-to-market and reduced total cost of operations.

### **Data Integration and Logistics**

From data transformation and close of business processing to Office document and report generation, automate your manual data-based processes with precision and reliability.

### **Web Application Development**

Get results that matter. For line-of-business applications that increase productivity and reduce administrative overhead, we can make your browser-based interactions more effective.

### **Application Prototyping**

For startups and established businesses alike, get more insights into your application feasibility with high-quality, better code. Our personalized prototyping services can help you validate and optimize your product development.

### **Code Conversion**

As technologies change, so do the languages, frameworks, and platforms that support them. We offer code conversion services with quick turnaround. Classic ASP to ASP, NET, Web Forms to MVC, C#, VB, Java, Coldfusion, PHP, and more.

### **Source Code Recovery**

Recovery services for Microsoft .NET assemblies in C# or VB that go far beyond simple decompilation. With our deep knowledge of the .NET compiler and popular obfuscators, restore peace of mind with clean, compiling, fully running code.

# ●●● Technology Leadership

**Not all businesses require a full-time CTO. Our retainer-based Concierge CTO service brings the talent and guidance of Platinum Bay Technologies as your trusted technical partner. We help maximize your backoffice operations and development processes, and avoid potential technology decision pitfalls.**

## Clean Code

Clean code is maintainable code, and maintainable code is sustainable code. We offer guidance and refactoring services to lower cognitive processing cost and increase efficiency.

## Assessments

Not sure where your development processes stand? Get an assessment from Platinum Bay to find and reduce your technical debt.

## Security

Security is a paramount concern in modern technology. Our static security analysis, secure code review, and security optimization services ensure you stay on the leading edge.

## Development Processes

Make sure your development processes are working for your business, not fighting it, with our process optimization services.

## Privacy

Users today are more aware of privacy than ever before. Head off costly negative press by ensuring your software systems are optimized for privacy and compliance.

## Compliance

Ensure your software and systems meet HIPPA, SOX, MILSPEC, and more in your industry and avoid costly regulatory non-compliance penalties.

# ●●● ESMSERVER

**Elegant. Limitless. Brilliant.**

ESMServer is a next-generation enterprise class data integration platform combining the most advanced recurrence-based scheduling engine on the market, job flow execution automation, and robust data flow transformations using a browser-based drag-and-drop interface, all designed with extensibility and simplicity in mind. Hosted in the cloud on Windows Azure, ESMServer is custom-built from top to bottom to be fast, intuitive, and reliable.

**Visit our website to learn more**

<http://www.platinumbay.com>





**WE ARE  
REMOVING THE  
BARRIERS TO  
SUCCESSFUL  
EMPLOYMENT  
FOR AUTISTIC  
INDIVIDUALS**

# ●●● Our Mission

**Platinum Bay Technologies is a social enterprise and for-purpose company – a first-of-its-kind hybrid business model designed for maximum social impact.**

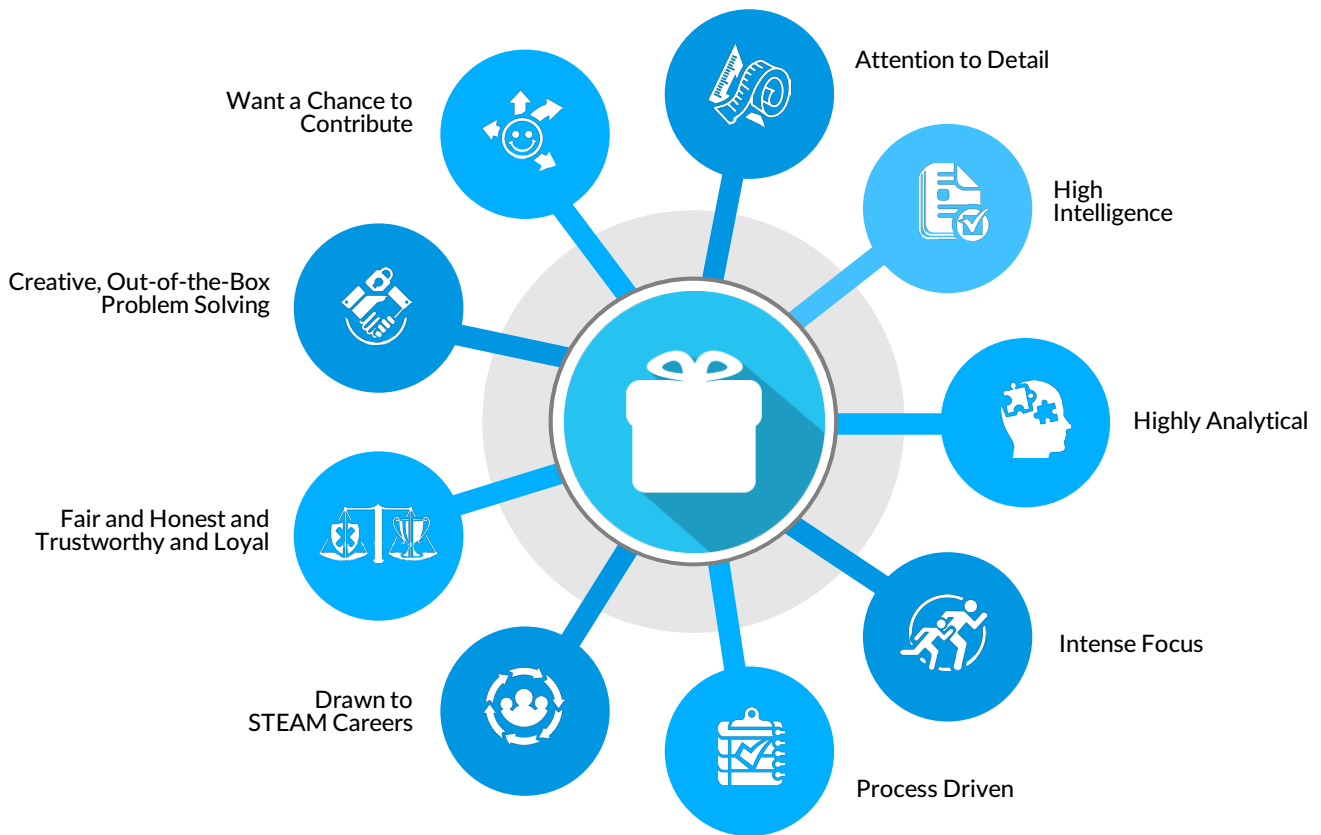
Our people are the best and the brightest – possessing high intellectual capabilities, intense focus, attention to detail, out-of-the-box problem solving – but they are faced with many challenges in the traditional workplace. Our workplace has been designed from the ground up to remove the barriers to

successful employment for Autistic individuals, including those who are non-verbal.

Our entire culture has been built around the idea that employees are most productive and engaged when they are given the freedom to choose their own work in an environment

and culture specially tailored to their unique needs.

**By working with Platinum Bay, you will not only receive high-quality deliverables, but help to employ a highly capable yet highly available workforce with market salary plus innovative benefits.**



**Platinum Bay Technologies is a social enterprise and for-purpose software technology company – a first-of-its-kind hybrid business model designed for maximum social impact. We have no shareholders and our owners take no profit. All profit is used to salaries and benefits for Autistic individuals and the Foundation.**





# ●●● Our Team



**Steve Andrews**  
Founder, Executive Director

Steve Andrews has been a successful software engineer for over sixteen years. He is a four-time Microsoft MVP Award recipient and holder of multiple Microsoft and IBM certifications. He's designed high-level custom software solutions for a wide range of international and U.S. companies and, as a technology expert and has been a frequent speaker at industry events. Steve has served on the board of several industry non-profit groups and regularly gives his time as a technology advisor and mentor to startups in the greater Los Angeles area and beyond. In a past life, he worked for a small software company in the Pacific Northwest you probably haven't heard of. In 2012 Steve was diagnosed with Asperger's Syndrome in Seattle, WA.



**Jim Traynham**  
Director of Customer Success

Jim is an experienced software technologist in development, testing, and consulting. Jim studied Computer Science and Sociology at U.C. Berkeley and Santa Cruz. His career has focused on high quality software development, testing, training, and operations. Jim was at Oracle for a decade before stints in e-commerce at Major League Baseball, health care for Kaiser Permanente, and solutions consulting at UST-Global. Jim provides thought leadership, tactical strategies, winning business and managing projects, delivering enterprise level applications and software as a service in hosted environments, and building world class teams.



**Dwaine Marfori**  
Director of Project Management

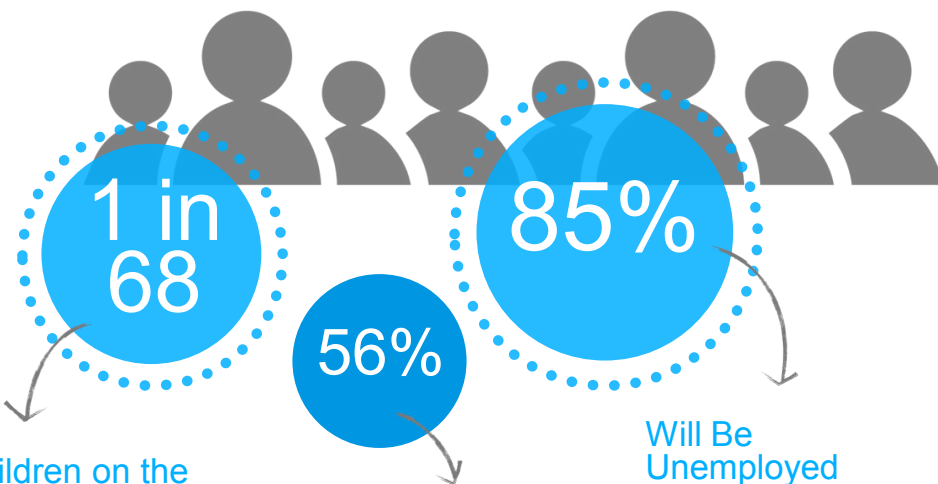
Dwaine graduated from the University of California, Irvine with a Bachelor's Degree in Psychology and a focus on Business Administration. He is currently pursuing both a Master's degree in Organizational Behavior Management (OBM), and Project Management Professional (PMP) certification. Dwaine also has over seven years of experience as an Autism therapist working with individuals and their families in their homes and communities. He has worked with numerous teams to develop individualized programs for Autistic adults, helping them meet their ultimate goals to grow and develop as individuals.



**Erin McCormac**  
Director of Community Partnerships

Erin has spent a large part of her career in consumer and business-to-business sales roles. In her last position, she spent five years driving inside sales operations and was instrumental in taking the company from a start-up with four employees to a nationwide brand. She has also worked directly with small and mid-sized business to impact brand growth and increase their market share through customized partnership solutions. Erin passionately engages with her local community to research and create effective wellness tools for the Autistic community, which aligns with her passion for multi-stakeholder community solutions.

**Autism** is not a psychological condition. It is a **neurological difference**. It is an array of **amazing gifts and talents** and **potential**. There are 7 million people on the Autism Spectrum and they can **change the way we do business**.



**Children on the Autism Spectrum**

*Department of Health and Human Services, Centers for Disease Control and Prevention (2014)*

**Won't Graduate High School**

*Wagner, M., et al. An Overview of Findings from Wave 2 of the National Transition Study, SRI International, Menlo Park, CA*

**Will Be Unemployed**

*Current Population Survey, (December 2010). Bureau of Labor Statistics, Washington, DC*

**Our business model places us directly in the highly-profitable high tech space, which is our sustainability base to make enormous impacts in the lives of Autistic individuals. To make those impact, we will be creating and endowing a corporate non-operating (grant writing) charitable 501(c)3 organization designed to help fill the gaps in the Autism ecosystem through targeted and strategic investments in five key areas: skills training, individual and family support systems, education, neurodiversity research, and advocacy based on strengths, gifts, and amazing potential.**



## ●●● Our **Vision**

**The Platinum Bay vision is a comprehensive, sustainable, and unique model designed to make such a significant global impact in the Autism community.**

### **Platinum Bay Foundation**

The Platinum Bay Foundation will provide support to organizations in the following areas:

#### **Skills Training**

Well-rounded technical skills training, mentorships, and internships.

#### **Support Systems**

Continuing education curriculum for healthcare professionals, legal assistance, swim lessons.

#### **Education**

Continuing education curriculum for educators, specialized schooling models, Platinum Bay Labs.

#### **Neurodiversity Research**

We need a complete paradigm shift from subjective psychology-based diagnostic criteria and treatment modalities to an objective neurodiversity understanding of Autism to affect a positive future for

Autistic individuals, including women on the Spectrum.

#### **Advocacy**

Educate, promote diversity and inclusion, through speaking, writing, and other advocacy efforts.

### **U.S. and International Expansion**

Platinum Bay is in the planning stages of expanding our sales offices across the United States. Currently selected cities include San Francisco, Seattle, Salt Lake City, Philadelphia, New York, and Boston. Our New York office is scheduled to open in Spring of 2015.

And we have received requests for Platinum Bay offices from around the globe, including the United Kingdom, Ireland, Australia, New Zealand, Canada, and Mexico.

**Platinum Bay will become a multinational corporation spanning the globe to empower even more Autistic individuals.**

### **Platinum Bay Group**

People on the Autism Spectrum aren't all coders. They are as individual as anyone else. Other interest categories include math, science, engineering, the arts, and entrepreneurship. Platinum Bay as a brand icon must be as versatile and diverse as our community.

At a future date, upon approval from the Board of Directors, Platinum Bay will divest itself to a newly formed Platinum Bay Group with the same mission and accountability.

**The Platinum Bay Group will be a multinational conglomerate with core focus areas in STEM, the arts, and entrepreneurial ventures.**



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## ●●● Platinum Bay Technologies, SPC

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United Kingdom

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