



JOINT COUNSELING SESSION

February 24, 2022

A-Plus-Consulting LLC
Helena van der Merwe





Background



COMPANY NAME:	A-Plus-Consulting LLC	ADDRESS:	211 Warren Street, Newark, NJ 07103
OWNER:	Helena van der Merwe	CONTACT NAME:	Helena van der Merwe
EMAIL:	helena@a-plus-consulting.com	YEARS IN BUSINESS:	8
CAGE CODE:	72Y33	DUNS NUMBER: UEI:	079267072 Assigned
WEB SITES:	http://www.aplusapprentice.com http://www.a-plus-signs.com	NAICS CODES:	541612; 541810; 541840; 541713; 541714; 541715; 425120; 454110; 238990; 339950

**CERTIFICATIONS: Registered Apprenticeship – workforce intermediary - pending
WOSB; EDWOSB; NJ WBE; NJ SBE; NYS WBE; NYC WBE; PANYNJ ACDBE/DBE/WBE**



Business Size & Classifications



EMPLOYEES (range):	1-10
AVERAGE SALES (range):*	\$16.5 - \$30M

CLASSIFICATIONS (select from list below):	Yes/No
SMALL BUSINESS	
SMALL DISADVANTAGED BUSINESS	Yes
NATIVE AMERICAN-OWNED	
ALASKAN NATIVE CORPORATION	
WOMEN OWNED	Yes
ECONOMICALLY DISADVANTAGED WOMEN OWNED	Yes
VETERAN-OWNED	
SERVICE DISABLED VETERAN OWNED	
HUBZONE CERTIFIED	
8(A) CERTIFIED	
8(A) EXPIRATION DATE (if applicable)	

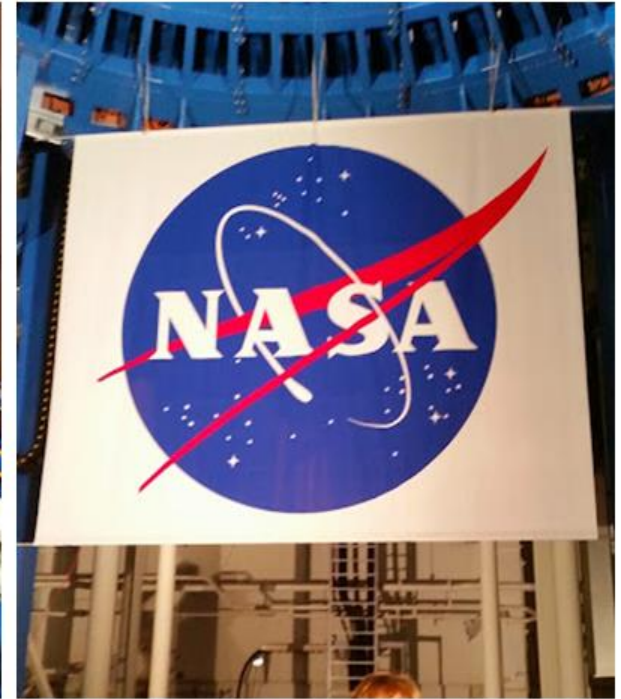
*Based around NAICS 541612



Primary Capabilities



855 APLUSCO



855 APLUSCO



NASA Social

Unveiling of the VAC September 2014



Primary Capabilities



- Background and experience
 - translating science results into educational strategies and messaging for a billion-dollar *pharmaceutical industry oncology franchise*,
 - working cross-functionally in matrix organizations, delivering output on time and within budget that led to a
 - leadership award and article in The Wall Street Journal
- Solving complex problems with actionable solutions for a sustainable future
 - innovator
- Services
 - Human Resources,
 - Management Consulting – Science & Technology R&D facilitator,
 - Communication and
 - Material Supplies in construction



Current and Recent Contracts/Performance (< 5 years)



Temporary signage

Traffic

Job site

Safety





Current and Recent Contracts/Performance (< 5 years)



- **County of Hudson in New Jersey**

- Contract number 131315 Sign and Traffic Parts/Hardware
April 15, 2021 – April 14, 2023

Total awarded dollar amount: \$20,945.33

- Contract number 13121 To purchase Paint and Paint Supplies
set-aside

January 14, 2021 – January 13, 2023

Total awarded dollar amount: \$8,951.30

- **Port Authority of New York and New Jersey**

- Material supplier – temporary traffic and jobsite signage for VRH
Construction Corp

- **Metropolitan Transportation Authority, New York**

- Freelance graphic design, production and printing temporary staffing
- subcontract with L J Gonzer Associates Inc (prime)



NASA Value - Quad Chart



Problem(s):

- NASA seeks novel and game-changing food technologies or systems
- require minimal inputs and maximize safe, nutritious, and palatable food outputs for
- long-duration space missions, and which have
- potential to benefit people on Earth

Company Solution:

- A-Plus-Consulting formulated a natural proprietary immunity blend that can be incorporated in food to support immune and eye health
- The next generation blend will also protect against space radiation

Value:

- The COVID pandemic highlights the need for strong immune health – where there is no cure, the body’s immune system is the biggest defense against disease and illness
- The A-Plus-Consulting solution is safe for long-duration missions
- Trademark pending
- Deep experience in oncology in pharmaceutical industry

Status of Solution: TRL 6/7





Notable Accomplishments



- A-Plus Apprentice, a subsidiary of A-Plus-Consulting has been selected by NJ Innovation Office as a Future of Work Accelerator program participant
 - 19 participants state-wide
 - innovator
- A-Plus Apprentice matches high school students, 18 years and older, including neurodiverse students with employers for apprenticeships while in school
 - Initial concentrations in graphic design, e-commerce, digital marketing and medical billing/coding
 - MOU with largest school district pending
 - NJ training provider pending
 - Registered apprenticeship – workforce intermediary - pending



Principle Point of Contact



NAME	TITLE	PHONE	EMAIL
Helena van der Merwe	Owner	855-APLUSCO or 855-275-8726	helena@a-plus-consulting.com