ByDesign Technology
MODERNIZE FASTER. DELIVER QUALITY. DRIVE RESULTS.

CAPABILITY STATEMENT

Legacy systems out. Working services in.

ByDesign is a joint venture between BLEN and Ad Hoc. We help federal agencies replace old systems and build services that work for the people who use them.

A joint venture of blen + Ad Hoc

GSA MAS | 8(a) | SDVOSB | HUBZone

CORE CAPABILITIES

01
Systems Modernization
We move old systems to the cloud one piece at a time. The service keeps running while we work.

02
Digital Experiences & Design
Accessible, easy-to-use websites and apps, tested with real people before they ship.

03
Data & Interoperability
APIs and data platforms so agencies can share information between systems without rebuilding them.

04
AI & Intelligent Automation
AI and automation to process documents and clear backlogs. People stay in the loop, and every decision can be checked.

START WITH A WORKING DEMO

Working solutions in months. Each is a defined mission challenge with a working demo, so agencies judge real results first.

AI gateway governance
One controlled way to use AI models, with access rules, logging, and human review built in.

Permitting and adjudication
Faster decisions on applications and claims. AI prepares the case file, and people make the call.

Mainframe modernization
Move mainframe workloads to modern platforms one piece at a time, without stopping the service.

PAST PERFORMANCE

blen
8(a), SDVOSB, and HUBZone small business since 2004. Software for USPTO, GSA, HHS, and the White House. Built VA's AI clinical summarization capability and an AI MCP server, now part of VA's clinical-AI infrastructure.

Ad Hoc
HealthCare.gov, VA.gov, VA's flagship mobile app (2.5M+ downloads), Medicare Plan Finder, and Search.gov; 10M+ Medicare enrollments since 2019. Its Activate model pairs teams with AI-assisted workflows and human oversight.

DIFFERENTIATORS

- **One contract, one team.** A single small business award gets the combined capacity of both companies.
- **No big-bang cutovers.** We replace systems incrementally, so the service stays up throughout.
- **Built with users.** Research and usability testing with real people, before launch.
- **Responsible AI.** Human review on low-confidence decisions, with an audit trail for every one.

GSA MAS & COMPANY DATA

GSA MAS	47QTCA27D000Y
SINs	54151S (IT Professional Services), OLM
Option end	October 26, 2031
SAM UEI	GZNHYKW7MPQ5
Type	SBA Mentor-Protégé JV of BLEN, Inc. (protégé) and Ad Hoc LLC (mentor)

SET-ASIDES

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Available through the SBA Mentor-Protégé Program.

NAICS CODES

541511 | 541512 | 541519
541611 | 541618 | 541690
541715 | 611430

Primary: 541511, Custom Computer Programming Services.

Have a system that needs to change?

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