

A registered small business delivering a full growth marketing practice and a software, AI, and data engineering practice, from two senior founders. Done by the people who pitch it, with no agency layers and no handoffs. Registered for commercial and federal work.

COMPANY FACTS

LEGAL NAME	Public Accessory, LLC (DBA Public Accessory)
ENTITY	Florida LLC, founded January 2022
UEI	NDY7CFMH85V7
CAGE	20NP3
SAM.GOV	Active registration
FL REG #	L22000043895
NAICS	541511, 541613, 541810, 541430
SIZE	Small business. No set-aside certifications.
LOCATION	Wilton Manors, FL. Remote-first, US.

PAST PERFORMANCE

Founder pedigree: Adobe, GSK, Hearst, Semrush, Performics, Campbell Ewald, Recall Labs.

Direct clients: La Jolla Mom, Good Clean Love, S Universe, Prisma, TruGenetics.

Systems: an AI agent competition platform with live leaderboards and portfolio tracking (substantial platform work on a client's public TypeScript monorepo); production MCP servers across 30+ tools; full-stack web applications on React, Next.js, and TypeScript; a rewards and campaign platform integrating multiple external APIs, CMS, forms, social, queues, and cron.

Selected outcomes (founder track record, before Public Accessory): ~\$500K/mo organic traffic value across Mechanism Ventures' portfolio; Bold.org 8.1K to 152.4K monthly organic visits; Pettable grown to \$211K/mo. References on request.

CORE COMPETENCIES: GROWTH

SEO: organic and AI search, audits, GEO.

AI search visibility: GEO, llms.txt, citable content.

Content: strategy, copywriting, social.

Web development: fast static and hybrid builds, ecommerce.

Email marketing: list building, lifecycle, retention.

CRM: data, segmentation, automation.

CORE COMPETENCIES: ENGINEERING

Software engineering: backend, APIs, data models, full-stack systems.

Agentic AI: agents, MCP servers, RAG, LLM workflows, evals.

Data & automation: pipelines, integrations, real-time, queues, dashboards.

Web applications: authenticated apps, dashboards, product UIs.

Technical consulting: architecture, audits, prototyping, production-readiness.

DIFFERENTIATORS

- Two disciplines, one team: a full growth marketing practice and a software, AI, and data engineering practice under one roof, no handoffs.
- The founders do the work, not a sales team that subcontracts the build.
- Built to measure: every engagement is instrumented.

SECURITY AND DATA HANDLING

- Least-privilege, scoped access.
- Secrets stay in your environment.
- NDAs on request.
- No client data used to train third-party models.