

Software built to hold steady.

Keel Automation builds custom software, AI integrations, and workflow automation for operations teams. We replace spreadsheet, inbox, and phone-based processes with portals, mobile apps, and integrations that frontline staff actually use, delivered by the owner from requirements through production support.

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CORE COMPETENCIES

- Custom operations portals and web apps: intake, dispatch, status tracking, documents, billing
- Native iOS and Android apps from one codebase, with offline support for field crews
- AI integrations that cut manual review, data re-keying, and document handling
- System integration and data sync across Salesforce, Google Workspace, Stripe, Twilio, and telephony APIs
- Secure multi-tenant data design with role-based access and row-level security on PostgreSQL

DIFFERENTIATORS

- **Owner-led.** The person who scopes the work writes and supports the code.
- **Consolidation.** We replace stacks of SaaS subscriptions with one system the client controls.
- **Milestone delivery.** Fixed-scope milestones sized for small and mid-size task orders.
- **Veteran discipline.** Founded and run by a U.S. Army veteran and former NCO who brings mission planning and accountability to every delivery.

TEAMING WITH KEEL

- Subcontractor for custom software, portal, mobile, and integration scopes
- Right-sized for work too small to justify a large enterprise integrator
- Tampa Bay based, available on site for requirements work across Florida

PAST PERFORMANCE

KeelAgents, AI agent platform

Keel product, 2026, in development

Gives every employee an AI agent that acts only within that user's permissions, with an isolated Cloud Computer for browsing, files, and code, scheduled runs, admin-set usage limits, and selectable AI models.

Operations platform, marine transport company

Commercial, 2026, in delivery

One desktop and native iOS/Android app replacing five SaaS systems for CRM, e-signature, HR, fleet maintenance, and transportation management. Multi-tenant PostgreSQL with row-level isolation and Salesforce API integration.

Production control system, yacht manufacturer

Owner-built, in production use

Designed, built, and solely supports the manufacturer's internal production control system; the work Keel grew out of.

Federal: no prime awards yet; pursuing subcontract roles. Client references available on request.

CODES AND COMPANY DATA

NAICS	541511 Custom Computer Programming (primary); 541512 Computer Systems Design
PSC	DA01 IT Application Development Support
NIGP	920 Data Processing and Software Services
Entity	Florida LLC, founded June 2026
SDVOSB	SBA VetCert application pending
SAM renewal	August 23, 2027