



Established 2023

THE YELLOW DOG
Simplifying Complexity.
Execution Architecture & Systems Doctrine.
Command Is The Way Forward

“Operating Under Yellow Dog Construction LLC”

The Yellow Dog — The Capabilities Statement

Simplifying Complexity. Execution Architecture & Systems Doctrine.

Command Is The Way Forward.

Proprietary Command Architecture — Not for Redistribution, For Pitch / Briefing Use Only

Limited Public Distribution — **Controlled Business Development Use**

The Capabilities Statement

The Yellow Dog installs CORE — Command Operating Rhythm & Execution — the command system that turns complexity into owned, governed, measurable execution.

CORE is powered by the **90/10 Doctrine** and gives leadership teams one operating picture, named ownership, disciplined rhythm, decision traceability, risk visibility, evidence tracking, and measurable execution.

CORE is not generic consulting, coaching, or advisory support.

It is an installable command system.

Who We Are

Established in 2023, **Yellow Dog Construction LLC** is a Texas-based operating company with federal construction, secure facilities, infrastructure, and execution experience.

The Yellow Dog is its market-facing command architecture and execution systems identity.

Led by **Joseph J. Rae II** — U.S. Army Retired, Aviation / CBRNe — The Yellow Dog delivers ready-to-install command systems built from the proven operating logic of military command: clear authority, one operating picture, disciplined battle rhythm, named ownership, decision control, and measurable execution.

Core Message

We do not advise or coordinate.

We install the command system that eliminates drift and turns complexity into governed, owned, measurable execution.



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The 90/10 Doctrine

One Architecture. Five Pillars.

Ninety percent of the command structure, rhythm, reporting standards, ownership pathways, and execution-control mechanisms are built and ready for immediate operational integration.

The remaining ten percent is reserved for leadership-defined variables.

The five pillars are:

- **The 90/10 Model**
- **S-Shop Execution Control**
- **Single Source of Information**
- **Disciplined Battle Rhythm**
- **DOE — Decision / Ownership / Execution**

The doctrine is fixed. The templates are configurable.

Our Four Main Offerings

CORE Architecture

The base command system installation for operating picture, ownership, rhythm, risk visibility, decision tracking, and execution control.

CORE Governance

The governance and protection layer for policy letters, command standards, board / audit traceability, risk evidence, decision logs, and closure documentation.

CORE Transition Service

Command architecture for SBIR, STTR, ART, and funded innovation performers moving from prototype funding toward fielded capability.

CORE Product

The future AI-enabled software version of CORE, built around Command Entry, AI structuring, human approval, SSOI update, dashboard display, Battle Rhythm Calendar tracking, and command product generation.

How CORE Is Delivered

CORE is delivered through executive briefings, full-day workshops, department / program activations, governance add-ons, full system installations, transition support, and retainer-based rhythm enforcement.



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Applications include major program execution, supply chain command, governance protection, SBIR / STTR / ART transition, department activation, cross-functional seam command, risk and evidence traceability, AI commandability, and prototype-to-fielded-capability execution.

Differentiators include doctrine-led architecture, one operating picture, named ownership, configurable templates, governance traceability, standard command products, veteran-led execution culture, and federal operating-company credibility.

Services and NAICS Codes

The Yellow Dog delivers **CORE — Command Operating Rhythm & Execution**, a proprietary command architecture system powered by the **90/10 Doctrine**.

Services include CORE Architecture, CORE Governance, CORE Transition, CORE Product development support, executive briefings, workshops, department / program activation, AI-enabled SSOI design, governance traceability, risk evidence, operating picture development, battle rhythm activation, and execution-control systems.

Relevant NAICS:

- **541611** — Administrative Management and General Management Consulting Services
- **541690** — Other Scientific and Technical Consulting Services
- **541614** — Process, Physical Distribution, and Logistics Consulting Services
- **541612** — Human Resources Consulting Services
- **541511** — Custom Computer Programming Services
- **541512** — Computer Systems Design Services
- **541519** — Other Computer Related Services
- **541715** — Research and Development
- **611430** — Professional and Management Development Training
- **236220** — Commercial and Institutional Building Construction
- **561210** — Facilities Support Services

Operational Credibility

The Yellow Dog is built on **Yellow Dog Construction LLC**, an established Texas-based operating company with federal construction and regulated execution experience, including a **U.S. Army Corps of Engineers contract awarded for the 2024–2029 period**.

That foundation matters. It proves the ability to operate inside formal government structures, meet regulated requirements, manage execution under oversight, and deliver under consequence.



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CORE is built from operational reality: federal work, regulated requirements, ownership, risk, documentation, rhythm, and measurable completion.

Construction creates stability. CORE creates scale.

Certifications

- **SDVOSB** — SBA Service-Disabled Veteran-Owned Small Business
 - **SDB** — SBA Certified Small Disadvantaged Business
 - **HUB-TX** — Texas Historically Underutilized Business
 - **HUBZone** — Pending, Honey Grove location
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