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

“Operating Under Yellow Dog Construction LLC”

The Yellow Dog — NAICS & PSC List

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The NAICS & PSC List

Purpose

This NAICS and PSC code list supports Yellow Dog Construction LLC’s dual operating structure:

1. **Yellow Dog Construction LLC** — secure construction, facilities support, site work, environmental support, and federal infrastructure execution.
2. **The Yellow Dog** — command architecture and execution systems built around **CORE** — **Command Operating Rhythm & Execution**, powered by the 90/10 Doctrine.

The purpose of this list is to support federal registration, SAM.gov alignment, proposal development, capability statements, teaming discussions, subcontractor positioning, and market targeting.

This list may be refined as Yellow Dog’s construction, facilities, CORE Architecture, CORE Governance, CORE Transition, and CORE Product offerings mature.

1. Construction / General Contracting

236220 — Commercial and Institutional Building Construction

Relevant work:

- federal buildings
- secure facilities



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- commercial construction
- institutional construction
- headquarters development
- facility upgrades
- high-compliance construction projects

Relevant PSC examples:

- **Y1DA** — Construction of Hospitals and Infirmaries
- **Z2DA** — Repair or Alteration of Hospitals and Infirmaries
- **Z2JZ** — Repair or Alteration of Miscellaneous Buildings

236210 — Industrial Building Construction

Relevant work:

- industrial facilities
- manufacturing facilities
- secure production environments
- warehouse / operational facilities
- defense-industrial infrastructure

Relevant PSC examples:

- **Y1JZ** — Construction of Miscellaneous Buildings
- **Z2JZ** — Repair or Alteration of Miscellaneous Buildings

237990 — Other Heavy and Civil Engineering Construction

Relevant work:

- civil infrastructure
- federal site infrastructure
- heavy construction support



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- outdoor facility execution
- boundary / land support projects

Relevant PSC examples:

- **Y1PZ** — Construction of Other Non-Building Facilities
- **Z2PZ** — Repair or Alteration of Other Non-Building Facilities

238110 — Poured Concrete Foundation and Structure Contractors

Relevant work:

- foundations
- structural concrete
- slabs
- reinforced concrete work
- construction support

Relevant PSC examples:

- **Z2AZ** — Repair or Alteration of Other Administrative Facilities and Service Buildings

238130 — Framing Contractors

Relevant work:

- framing
- structural framing
- building support
- facility construction support

Relevant PSC examples:

- **Z2FZ** — Repair or Alteration of Family Housing Facilities



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238140 — Masonry Contractors

Relevant work:

- masonry
- block work
- brick work
- structural masonry
- repair and alteration support

Relevant PSC examples:

- **Z2GZ** — Repair or Alteration of Other Warehouse Buildings

238170 — Siding Contractors

Relevant work:

- siding
- exterior envelope work
- facility repair
- building exterior support

Relevant PSC examples:

- **Z2JZ** — Repair or Alteration of Miscellaneous Buildings

238190 — Other Foundation, Structure, and Building Exterior Contractors

Relevant work:

- exterior building systems
- structure support
- miscellaneous exterior construction



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- facility hardening support

Relevant PSC examples:

- **Z2JZ** — Repair or Alteration of Miscellaneous Buildings
-

238290 — Other Building Equipment Contractors

Relevant work:

- building equipment installation
- facility systems support
- specialty equipment support
- infrastructure support

Relevant PSC examples:

- **Z2JZ** — Repair or Alteration of Miscellaneous Buildings
-

238310 — Drywall and Insulation Contractors

Relevant work:

- drywall
- insulation
- interior buildout
- facility repair / alteration

Relevant PSC examples:

- **Z2JZ** — Repair or Alteration of Miscellaneous Buildings
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238320 — Painting and Wall Covering Contractors



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Relevant work:

- painting
- coatings
- wall covering
- facility finish work

Relevant PSC examples:

- **Z2JZ** — Repair or Alteration of Miscellaneous Buildings

238350 — Finish Carpentry Contractors

Relevant work:

- interior finish work
- millwork
- trim
- facility buildout support

Relevant PSC examples:

- **Z2JZ** — Repair or Alteration of Miscellaneous Buildings

238990 — Other Specialty Trade Contractors

Relevant work:

- specialty trade support
- construction support
- miscellaneous contractor services
- secure site and facility work

Relevant PSC examples:



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- **Z2JZ** — Repair or Alteration of Miscellaneous Buildings
-

2. Facilities and Site Support Services

561210 — Facilities Support Services

Relevant work:

- facility operations support
- maintenance coordination
- facilities management support
- secure operations support
- preventive maintenance coordination

Relevant PSC examples:

- **S216** — Facilities Operations Support Services
 - **S299** — Other Housekeeping Services
-

561720 — Janitorial Services

Relevant work:

- janitorial services
- facility cleaning
- routine building support
- custodial support

Relevant PSC examples:

- **S201** — Custodial Janitorial Services
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561730 — Landscaping Services



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Relevant work:

- landscaping
- grounds maintenance
- vegetation management
- boundary maintenance
- site support
- federal grounds work

Relevant PSC examples:

- **S208** — Landscaping / Groundskeeping Services

3. The Yellow Dog / CORE Command Architecture

This section replaces the old **Defense Consulting** category.

The Yellow Dog installs **CORE — Command Operating Rhythm & Execution**, an AI-enabled command architecture system powered by the 90/10 Doctrine.

CORE supports organizations that need one operating picture, named ownership, disciplined battle rhythm, decision traceability, risk visibility, evidence tracking, governance products, and measurable execution.

541611 — Administrative Management and General Management Consulting Services

Relevant CORE work:

- CORE Architecture
- 90/10 Doctrine implementation
- command architecture design
- SSOI installation
- battle rhythm design
- ownership mapping



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- execution traceability
- executive command products
- governance rhythm support

Relevant PSC examples:

- **R408** — Program Management / Support Services
- **R499** — Other Professional Services
- **R706** — Logistics Support Services

541618 — Other Management Consulting Services

Relevant CORE work:

- specialized command architecture
- CORE Governance
- executive governance support
- policy letters
- command culture standards
- Blue Book / handbook products
- audit traceability
- organizational execution systems

Relevant PSC examples:

- **R408** — Program Management / Support Services
- **R499** — Other Professional Services

541614 — Process, Physical Distribution, and Logistics Consulting Services

Relevant CORE work:

- process discipline
- logistics visibility



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- supply chain command structure
- resource flow
- supplier execution rhythm
- transition dependency tracking
- operational process alignment

Relevant PSC examples:

- **R706** — Logistics Support Services
- **R499** — Other Professional Services

541690 — Other Scientific and Technical Consulting Services

Relevant CORE work:

- technical risk support
- safety and compliance integration
- regulated-environment support
- consequence management
- operational assurance
- technical command inputs
- governance traceability

Relevant PSC examples:

- **R699** — Other Administrative Support Services
- **R425** — Engineering and Technical Services

611430 — Professional and Management Development Training

Relevant CORE work:

- CORE Executive Briefings
- CORE Full-Day Workshops



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- command culture training
- leadership rhythm training
- governance training
- operator standards training
- 90/10 Doctrine workforce training

Relevant PSC examples:

- **U008** — Training / Curriculum Development
- **U099** — Other Education and Training Services

541330 — Engineering Services

Relevant work:

- technical support
- systems integration logic
- infrastructure planning support
- safety / compliance coordination
- command-system alignment with physical environments
- technical program support

Relevant PSC examples:

- **R425** — Engineering and Technical Services
- **R499** — Other Professional Services

541620 — Environmental Consulting Services

Relevant work:

- environmental compliance support
- site environmental review
- environmental risk coordination



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- regulated project support
- environmental documentation support

Relevant PSC examples:

- **F999** — Other Environmental Services
- **R699** — Other Administrative Support Services

4. CORE Product / AI-Enabled SSOI / Software Route

This section supports the future **CORE Product** path.

CORE Product is the AI-enabled software and product development route built around natural-language Command Entry, AI structuring, human approval, SSOI update, dashboard display, Battle Rhythm Calendar tracking, configurable templates, standard command products, risk / evidence tracking, and governance traceability.

541511 — Custom Computer Programming Services

Relevant CORE Product work:

- custom software development
- AI parser workflows
- dashboard functionality
- database logic
- automation
- reporting products
- command product generation
- integration tools

Relevant PSC examples:

- **D302** — IT and Telecom Systems Development
- **D399** — Other IT and Telecommunications Services



541512 — Computer Systems Design Services

Relevant CORE Product work:

- AI-enabled SSOI architecture
- dashboard environments
- workflow systems
- user interface design
- command data structures
- software concept design
- implementation planning
- systems design

Relevant PSC examples:

- **D399** — Other IT and Telecommunications Services
- **R499** — Other Professional Services

541519 — Other Computer Related Services

Relevant CORE Product work:

- software setup
- AI-tool configuration
- dashboard support
- implementation assistance
- data workflow support
- technical onboarding
- software-related services not elsewhere classified

Relevant PSC examples:

- **D399** — Other IT and Telecommunications Services



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- **R499** — Other Professional Services

518210 — Data Processing, Hosting, and Related Services

Relevant CORE Product work:

- future hosted dashboard environments
- data processing
- customer account environments
- command data hosting
- SaaS-style system support
- hosted SSOI support

Relevant PSC examples:

- **D318** — IT and Telecom Integrated Hardware / Software / Services Solutions
- **D399** — Other IT and Telecommunications Services

541715 — Research and Development in the Physical, Engineering, and Life Sciences

Relevant CORE Product work:

- CORE Product research and development
- AI-enabled SSOI prototyping
- command-system demonstrator development
- human-in-the-loop decision-support research
- SBIR / STTR / ART product development
- technical validation
- prototype-to-product pathway

Relevant PSC examples:

- **AJ11** — General Science and Technology R&D Services
- **AJ12** — General Science and Technology R&D Services



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- **AC12** — National Defense R&D Services

5. Design, Brand, and Command Product Support

541430 — Graphic Design Services

Relevant work:

- executive briefing design
- command visual products
- dashboard mockups
- governance document design
- transition packet design
- whiteboard brief support
- client-facing command materials
- brand-aligned product documents

Relevant PSC examples:

- **T001** — Arts / Graphics Services
- **T099** — Other Photographic, Mapping, Printing, and Publication Services

Summary

Yellow Dog Construction LLC uses this NAICS and PSC structure to support two integrated lines of effort:

Yellow Dog Construction LLC

Secure construction, facilities support, site work, environmental support, and federal infrastructure execution.

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Command architecture and execution systems built around **CORE — Command Operating Rhythm & Execution**, powered by the 90/10 Doctrine.

The code structure supports:

- construction and general contracting
- facilities support
- landscaping and site support
- environmental consulting
- command architecture
- governance products
- training
- logistics and process consulting
- software systems design
- custom programming
- AI-enabled SSOI development
- data processing / hosting
- R&D and SBIR / STTR / ART product development
- executive command products

This list is not exhaustive and may be refined as CORE Architecture, CORE Governance, CORE Transition, and CORE Product mature.

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