

FireBrands

A DBA of SCUBAzen, LLC. Small business, Venice, California.

UEI VMBLDJ443WV7 **CAGE** Assigned on SAM activation

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Email or call to discuss a specific requirement.

CORE COMPETENCIES

- **AI Implementation.** Automations, agents and workflows for mission and operations work, with human review built in and handed off to your staff.
- **AI Training.** Role-based training for federal teams on safe, practical AI use, from fundamentals to building their own workflows.
- **Strategy & Operations Consulting.** Plans with owners, milestones and metrics, an operating cadence, and decision-ready briefs for leadership.
- **Web & Answer Engine Optimization.** Public websites that people, search engines and AI assistants can find and cite. Took a new site to a 33% citation rate in Google's AI answers across 59 tracked searches.
- **Data & Dashboards.** Pipelines from source systems to the dashboards leadership reads, with AI-assisted analysis over your own data.

DIFFERENTIATORS

- Builds and runs production multi-agent AI systems without an engineering team: research, content generation, quality review, publishing and reply triage, plus a daily-synced analytics warehouse across 4 businesses.
- Principal-delivered: the person who scopes the work is the person who does it.
- Simple to buy: accepts the government purchase card for micro-purchases.

KEY PERSONNEL

Eric Levine, Founder and Principal. MBA, Strategy and Technology, UCLA Anderson. MA, Accounting, UNC Chapel Hill. CPA (inactive). BA, University of Michigan.

PAST PERFORMANCE (KEY PERSONNEL)

Meta: go-to-market programs 2020–2024

Led strategy and operations for Meta's go-to-market program and its Creator initiative across Facebook and Instagram, coordinating 10+ global teams.

In-market effectiveness up 300% and costs down \$100M+. Creator initiative grew Instagram downloads 20%.

Meta: Entertainment Partnerships 2019–2020

Ran strategy and operations; led the merger of the Facebook and Instagram Partnerships teams (500 staff).

Revenue grew from \$200M to \$1.2B a year. Operating scale up 30%, efficiency up 35%.

Eagle Solutions: technology clients 2024–2025

Overhauled strategy planning, budgeting and spend processes for mid-to-large technology companies. **\$25M in efficiencies identified and prototype spend cut by \$15M.**

Virgin Hyperloop: Spain partnership 2017–2018

Built the financial model and strategy for the Spanish Center of Excellence.

Signed government MoU: \$135M in funding for a \$500M facility.

StratEngine AI (FireBrands) 2024–present

Built and operates an AI strategy platform: a multi-stage agent pipeline that researches a question and returns a sourced plan.

Covered by USA Today and International Business Times.

NAICS 541512 Computer Systems Design (primary) · 541511 Custom Programming · 541519 Other Computer Services · 541611 Management Consulting · 541613 Marketing Consulting · 541618 Other Management Consulting · 541690 Technical Consulting · 611430 Management Training
PSC DA01, DF01, R408, R410, R499, R799, U008

Established July 2024. Company data as submitted to SAM.gov, Oct 27, 2026.