

RBD Co. is an enterprise AI capability development firm. RBD Co. assesses AI readiness against benchmark data, prioritizes the use-case portfolio with weighted value-and-feasibility scoring, and designs the operating model and governance that take the portfolio into production. RBD Co. builds the agents and tools the roadmap specifies and trains the executives and staff who operate them. Each engagement is principal-led and concludes with capability transfer. The client organization operates and evolves the work independently.

Core Competencies

AI Strategy & Advisory

- Enterprise AI strategy, roadmap, and use-case prioritization
- AI operating model and organization design
- Governance, risk, and responsible AI
- Readiness and maturity assessment
- Value definition and AI ROI measurement
- Data and metadata readiness, including metadata tagging and shared-ontology design

Learning & Enablement

- Executive and board AI education
- AI Fluency and workforce upskilling
- Curriculum development, workshops, and enterprise training

Custom AI & Software Development

- AI agents, tools, and applications, prototype to production
- Systems designed around the organization's existing stack
- Delivery with capability transfer to internal teams

Digital Products & Tools

- AI-enabled digital products and internal tooling
- The Starkey Model™ digital decision system
- Intelligence Center research products

Differentiators

Advisory-firm IP, built for speed-to-value. RBD Co. operates on the research-and-frameworks model of the major advisory firms, applying a published method, proprietary diagnostics, and a benchmark database directly through the principal and tailored to the client's context. Value is defined before work begins and AI ROI is measured against the client's own baseline.

Named, published IP. RBD Co. IP comprises the Intelligence Method™ (seven operating swimlanes, phased implementation waves), the Starkey Model™, an AI economic model that identifies the business value AI should enhance and prioritizes use cases by return on investment, and the Intelligence Center research library, documented in *The Intelligence Organization* (2026).

Execution and capability transfer. Engagements deliver working frameworks and systems and transfer the capability to run them; an engagement concludes when the client organization operates the work independently.

Right-fit by design. Work is sized to what the organization can sustainably operate. RBD Co. remains platform-agnostic across technology stacks and takes no custody of client data or systems.

Senior-only delivery. Engagement teams are assembled from a curated network of senior, independent experts and matched to the work.

Past Performance

Enterprise GenAI transformation *Selective Insurance · \$4B publicly traded P&C carrier · 2024–2026*

RBD Co. served as sole principal under a master services agreement across a ten-month, multi-SOW engagement. RBD Co. delivered a readiness diagnostic across a 40-person marketing organization, a seven-swimlane phased roadmap with weighted use-case prioritization, and a governance redesign whose 48-hour fast-track approval replaced a five-to-six-month process. Enterprise summit training included a 55-page prompt library. Leadership funded the program, renewed and expanded mid-term, and referred the work into a second division.

CEO AI enablement *National sport-sector nonprofit · 2025–2026*

RBD Co. built the chief executive's independent AI operating capability, comprising an executive research assistant, a multi-agent finance function, and an HR augmentation program. Outcomes include a \$30K lapsed donor recovered from archived correspondence and the organization's website rebuilt within hours.

Embedded AI/ML initiative *Fortune 300 financial services · prior executive role, 2021–2024*

As head of digital transformation for client acquisition, RBD Co.'s principal led the organization's first embedded AI/ML initiative from concept through production, owning a \$24M media portfolio and delivering \$11M in realized revenue and the channel's first profitable year in nearly a decade.

#BUILD executive mentorship *Founder and CEO clients · 2025–2026*

RBD Co. delivers structured mentorship in which executives build and operate working AI systems for their own organizations, operate independently after the first engagement cycle, and save an average of 40 hours per month.

Megan C. Starkey, CEO & Principal Consultant. Author, *The Intelligence Organization* (2026); creator of the Starkey Model™ and the Intelligence Method™. Harvard Business School Executive Education; machine learning coursework, MIT. Trusted by leaders at Target, IBM, Thrivent, UPS, General Mills, and Selective Insurance.

Point of Contact

Megan C. Starkey

CEO & Principal Consultant

megan@rbdco.ai

612.963.5686

rbdco.ai · /submit-rfp

11110 Cedar Hills Blvd, Ste 255

Minnetonka, MN 55305

Delivers nationally, on site and remote

Legal Entity

Rare Bird Company, L.L.C., DBA RBD Co.

Minnesota LLC, founded 2024; 100% woman-owned small business

Federal Identifiers

UEI: S4UGGY5CSMK5

CAGE: 233J4 · SAM.gov: Active

NAICS Codes

Primary: 541611

Additional: 541512, 541618, 541690, 541990, 611420, 611430, 513210

PSC: R408, R499, U008, U009, DA01, DA10, DF10

Certifications

Certified: SBE/WBE/ESBE, CERT Program (Hennepin County, Ramsey County, City of Saint Paul), through July 2029

MN Targeted Group in review; SBA WOSB in preparation

Published Research

Book: *The Intelligence Organization* (2026)

Research library: RBD. Intelligence Center

Data: enterprise AI benchmark database

Newsletter: AI:Unlocks, read by executives at PwC, 3M, US Bank, and Medtronic

Recognition

Featured Expert, Hitachi Vantara

University guest lecturer

Affiliations

Anthropic Claude Partner Network, Services Track

Member, Stone Arch Collective

Contracting Posture

Prime or subcontractor; teams with delivery partners where scale requires

References available upon request

Sectors Served

Commercial, public-sector, and nonprofit organizations, including regulated healthcare and financial services