Contact Information

Ben Berry: (503) 348-5814
ben@extanto.com

Kyle Schweighauser: (541) 729-1154
kms@extanto.com
https://extanto.com
Fax Number: (503) 210-0503
Lake Oswego, OR 97034

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Extanto Technology, LLC

An Emerging Small Business

CAPABILITY STATEMENT

01100101:01111000:01110100:01100001:01101110:01110100:01101111

Emerging Small Business

Company Data

DUNS: 10-879-9366

UEI: F78ENTMD9A57

CAGE: 8ZUA0

NAICS Codes:

- **513210** Software Publishers
- **611430** Professional and Management Development Training
- **561410** Document Preparation Services

PSC Codes:

- **DA10** It And Telecom — Business Application/Application Development Software As A Service
- **R406** Support — Professional: Policy Review/Development
- **R708** Public Relations and Professional Communications Services
- **U009** Education/Training — General
- **U099** Education/Training — Other

Capability Key Words:
Professional & Technical Services, Augmented Writing Assistance Tool,Content Governance Solution, Generative AI, Diversity Equity & Inclusion,Belonging,Accessibility,DEI Lexicon and Standards, Preferred Style Guide Assistance,Target Reading Level Assistance,Interagency Language Roundtable (ILR),Real-Time Assistance,Plug-in software compatible with MS Word Google Docs Apple Pages, High Quality Job Descriptions,Qualified Diverse Candidates, Executive Order 13985, Continuous HR Training,Plain Language Assistance,Linguistic Analysis, Professional Development, Management Training, Leadership Coaching, Change Management, Professional Coaching, Business Process, Professional Services, Stakeholder Training, Knowledge Management, Learning, Lessons Learned, Education/Training

Overview

Extanto Technology has over five years performing content reviews for companies, agencies and organizations. In that time, we have developed a significant body of knowledge pertaining to diversity, equity and inclusion. It is this work that has enabled our partnership with Textmetrics who have created the writing assistant tool. We are introducing both services in this document, though they are mutually severable.

Extanto represents Textmetrics in the US. The Textmetrics writing assistant tool helps organizations get the most out of their content by applying these checks to your authored materials: brand identification and value, sentiment, your style guide, inclusion (DEI) check, accessibility, gender bias, readability and reading level, and layout, and can translate into 34 languages. Extanto has partnered with Textmetrics to create a DEI-specific module based on the rulesets Extanto has developed. Textmetrics has been in business for 10 years and its tool is in use by more than 60,000 users worldwide.

Extanto's hands-on content review evaluates documents and media for controversial language pertaining to diversity, equity, and inclusion (DEI) such as race, bias, gender, ability, socio-economic status, national origin, etc., delivering reliable, consistent reports and actionable information.

Past Performance

Extanto has been in business for 13 years. Founded in Oregon, Extanto works with publishers, universities, and state departments of education:

- Cengage Publishing: currently performing linguistic analysis on existing catalog and upcoming titles for diversity, equity and inclusion concerns; authoring; SME and key personnel recruiting and placement; Previous projects include content engineering; content quality assurance and control specializing in hard sciences including mathematics, biology, chemistry, astronomy, physics, finance, economics, statistics, accounting. $3,904,715.00

- Pearson Publishing: developed process and rubric for performing linguistic analysis regarding diversity, equity and inclusion concerns on human health and sexuality texts. $8,863.00

- Macmillan Publishing: performing linguistic analysis on existing catalog and upcoming titles for diversity, equity and inclusion concerns. Previous projects include content quality assurance and control in statistics: $327,521.00.

- University of Oregon: Center for Teaching and Learning, developed and deployed web-accessible database populated by curriculum design modules intended for teacher literacy education training. $26,000.00

- Stanford University: Center for Comparative Studies in Race and Ethnicities, site overhaul and redesign adding new functionality, including scheduling and calendar functionalities. $13,000.00

- Other web development clients: $240,000.00

- Oregon Department of Education: pro bono consultations regarding diversity, equity and inclusion review of curriculum for current and proposed K-12 Social Studies textbooks.

Content Audit Program:

Through our work in academia and with academic publishers, we have assembled a robust, comprehensive and evolving body of information concerning diversity, inclusiveness, and culturalization issues. This work is based, in part, on third party standards such as the American Psychology Association and the UN Council on Human Rights for applicable definitions of relevant terms and issues. Using this body of knowledge, we have created a rubric used in our hands-on DEI content review as well as our content development AI assistant. We identify potential content-related issues related but not limited to:

Title	Severity	Issue?	Description	I/D Reader Feedback	Location	Page #	A-Head/Section & Figure Number (if appl.)	Content Type	I/D Reader Comments
	Low	SOCIAL FORMATIONS AND IDENTITIES	Race	Better "Black woman of mixed ancestry"	Chapter 14	415	Global Americans insert	Written Language in Text	
	High - Thematic	SOCIAL FORMATIONS AND IDENTITIES	Race	"Indigenous Americans" preferred	Chapter 14	423	14-5a para 2	Written Language in Text	
	Low	SOCIAL FORMATIONS AND IDENTITIES	Race	"indigenous peoples" or "indigenous populations" preferred	Chapter 14	424	Global Americans insert	Written Language in Text	
	N/A - Positive			Great that the author points out the perspectives that are lost in this iconography	Chapter 14	426	Bank Panic, 1873	Image/Artwork	
	N/A - Chapter Summary		In this chapter, the author discusses the movement of white Americans west, into the lands inhabited by Indigenous Americans. This was driven in part by the creation of the first transcontinental railroad, and legislation that allowed homesteaders to earn property by inhabiting it for a certain length of time. The author also points to the increasing fascination with the American west. Important are the atrocities against Indigenous Americans, which the author does very to highlight. Throughout the chapter, terms such as "Indians" should be updated to "Indigenous Americans." Similarly, the Church of Jesus Christ of Latter Day Saints no longer identifies as "Mormon" or "LDS."		Chapter 15			

ACCURACY: All coverage of diversity should be based on relevant scholarly research and statistics. All terminology should be current (e.g. "intellectual disability" instead of "mental retardation" or "transgender" rather than "transsexual").

ORGANIZATION: If the diversity coverage is categorical in nature, look for anything that is incorrectly organized (e.g. A section on transgender individuals should not appear under a heading on sexual orientation but instead under gender).

TONE: The author's "voice" should be clear and straightforward, without portraying specific populations in a biased or disparaging manner. (e.g., Women in case studies should not always be referred to as "Mrs.," if an individual's occupation is listed, it should not be stereotypical in nature,etc).

SYSTEMIC BIAS: Any broad trends across the material that indicate unconscious bias (e.g. examples where school principals are all males, gifted and/or struggling learners are always a specific gender and/or race, etc). If photos are used in the material, they should reflect diversity.

HUMAN RIGHTS: Issues concerning respect for Human Rights (including freedom from Discrimination & Bias) including:

- Adequate standard of living
- Education
- Equality
- Fairness
- Freedom
- Health
- Humane Treatment
- Legal status
- Privacy
- Safety
- Work

CIVIL RIGHTS: Issues concerning the rights of all sectors of society. As a result, flag any content reflecting discrimination or bias on the basis of:

- Age
- Ancestry
- Appearance
- Color
- Culture
- Disability
- Gender or Sex
- Gender identity
- Language
- Learning limitation
- Nationality or National Origin
- Physical or mental illness
- Political view
- Race
- Religion
- Sexual orientation
- Socio-economic status

Our audit results are used by our clients to determine the suitability of material prior to publication. In the case of materials already distributed our clients may use the results to give a "heads-up" about problematic material.