



The Logical-R Joint Venture is pleased to call NASA/Ames Research Center as its first NASA home. A company formed by two long term business partners, Logical Innovations, Inc. and REDE, Inc., Logical-R began transition on the

ARC Financial Support Services contract on January 14, 2015, going fully operational on March 1, 2015. Managing partner, Logical Innovations' President/CEO, Denise Navarro, began this pursuit nearly 5 years before its award, beginning with discussions with the Ames Small Business Office in March of 2010. This initial discussion led to a series of discussions across Ames, ultimately leading to an invitation from the Ames Small Business Office and the Ames Contractor Council membership to exhibit and present Logical Innovations' capabilities to attendees at the Ames Woman Owned Small Business industry day in 2013. In assessing the Ames customers' needs, Logical Innovations determined that the best approach was to provide Ames with a larger small business prime with increased capabilities and past performance, so Ms. Navarro reached out to trusted partner and friend, Dr. Hubert Glover, President of REDE, Inc., and the exchange resulted in the creation of The Logical-R Joint Venture. Logical-R invited Booz Allen Hamilton to join our team, in providing a defined, niche role within the contract performance, finalizing The Logical-R Team. Denise Navarro credits persistence, trusted business partners, NASA's Office of Small Business Programs' annual multi-center opportunities to network and showcase capabilities, good customer communications, and well-defined customer requirements for the win at Ames. The Logical-R Joint Venture looks forward to many successful years supporting the NASA Ames Research Center.