



## Newbloom AI LLC

AI Implementation, Automation &amp; Surplus/ReUse Cataloging Support

### THE OPPORTUNITY

#### Why Newbloom AI for the University of Minnesota

The University of Minnesota buys an enormous range of goods and services and runs large operational workflows — including the University’s ReUse Program, which collects, catalogs, and resells surplus University property such as furniture, lab and research equipment, electronics, and more. Each item must be photographed, described, categorized, and made searchable so buyers can find it. That is the same operational problem Newbloom AI’s founders solved in the private sector with Lot Lingo.

#### IN SHORT

We’re a University of Minnesota alumni-founded, Minnesota-certified Veteran-Owned small business that already builds and operates production auction-listing software. We’d welcome a conversation about applying that experience to the University’s ReUse and administrative operations.

### WHO WE ARE

#### Company Snapshot

<b>Based In:</b>	Woodbury, Minnesota	<b>Primary Contact:</b>	Aaron Newbloom, Operations Manager
<b>Email:</b>	humans@newbloomai.com	<b>Phone:</b>	612-314-5586
<b>Website:</b>	newbloomai.com	<b>U of M Connection:</b>	Ryan Newbloom (President), University of Minnesota graduate

*Diversity & procurement: MN-Certified Veteran-Owned (Service-Disabled) · SBA-Certified SDVOSB · SAM.gov Active · UEI XATMCA595DY6 · CAGE 16PU9 · State of Minnesota SWIFT Vendor ID 0001225070 · NAICS 541511 / 541512 / 611420 / 541611.*

### WHAT WE DO

#### Core Capabilities



#### Surplus & ReUse Cataloging Workflow

- Photo-driven listing creation
- AI-drafted titles and descriptions
- Categorization and searchable metadata
- Consistent, accurate, staff-approved listings



#### Administrative & Operations Automation

- Document intake, summarization & routing
- Internal knowledge assistants
- Reporting and dashboard support



#### Custom AI Applications, Pilots & Training

- Custom AI-enabled workflow applications
- Fixed-scope pilots on a defined slice of work
- Staff AI literacy and safe-use training

### WHERE WE FIT

#### Where We Could Help the University

- Turn surplus item photos into first-pass titles and descriptions
- Stronger, more searchable descriptions so buyers find items faster
- Consistent categorization and metadata across ReUse listings
- Better-described items that can support stronger recovery value

## RELEVANT EXPERIENCE

### Proof Points — Lot Lingo

Newbloom AI's founders built and operate **Lot Lingo**, an AI-powered auction-workflow platform that turns photos and notes into accurate, searchable listings, with staff reviewing every lot. It handles descriptions, categorization, taxability, and shippability — the same listing mechanics a surplus / ReUse operation relies on. One customer cut cataloging a large estate from five days to one.

~500K+  
LOTS PROCESSED

~2,300  
AUCTIONS GENERATED

100+  
ACTIVE MONTHLY BUSINESS  
USERS

5d → 1d  
CATALOGING TIME REDUCTION

## A LOW-PRESSURE FIRST STEP

### How We'd Start

- 1 A short conversation to understand a current University workflow — for example, ReUse listing or an administrative process — and where staff time is spent.
- 2 An optional fixed-scope workflow review identifying practical, low-risk time savings.
- 3 If useful, a small pilot on a defined slice of work, measured against current effort.
- 4 No system rebuild required — we work alongside existing University tools and processes.

## HOW WE ENGAGE

### Ways to Work Together

#### Exploratory Workflow Review

Fixed-scope review of a University workflow — ReUse listing, document processing, or another administrative process — to identify practical AI, automation, and time-savings opportunities. Deliverables: findings, risk considerations, and a pilot recommendation.

#### Workflow Automation Pilot

1–4 weeks. Focused pilot on one selected workflow or inventory slice, with human review, testing, and measured outcomes.

#### Custom AI Application Build

Scoped design and development of AI-enabled listing, cataloging, reporting, or workflow applications around the University's existing processes.

#### Staff AI Training & Ongoing Support

Practical AI literacy, safe-use guidance, and continued support after a review, pilot, or build.

## WHY NEWBLOOM AI

### Differentiators

- University of Minnesota alumni-founded (co-founder Ryan Newbloom)
- Deep auction & surplus cataloging domain expertise
- Human-in-the-loop: staff approve every listing and output
- MN-Certified Veteran-Owned (Service-Disabled) · SBA-Certified SDVOSB
- Founder-led, hands-on delivery
- Azure-native, vendor-agnostic model selection

## LEADERSHIP

### Ownership & Control

#### Ryan Newbloom

**President · 51% Owner**

Highest-ranking officer · Service-disabled veteran · University of Minnesota graduate

#### Aaron Newbloom

**Operations Manager · 49% Owner**

Primary public contact

## CONTACT

### Aaron Newbloom

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