



BLUE COAST WATER, LLC · CAPABILITIES

We build software and AI systems **that** **ship.**

Since 1996

Building software for thirty years

Design → Deployment

One firm, the whole journey

Founder-led

Senior hands, AI leverage

Contents

01	The whole machine	P.03
	Most firms build you a piece. We build the distance from brand to customer.	
02	The map	P.04
	Every service we run, in one picture.	
03	Four pillars	P.05
	Build · Intelligence · Product · Grow.	
04	Media × VIVID	P.09
	An editorial arm, not an ad account.	
05	The products	P.10
	What we build when nobody's paying us to.	
06	The work & how we engage	P.11
	Samples, and three ways to work together.	

Most firms build you a piece. We build the whole machine.

A brand is a promise. A customer is a person. Everything in between — the store, the system of record, the photography, the ads, the shipping label, the AI that learns what your customer actually wants — is machinery.

We've been building that machinery since 1996.

One firm that can design the product, build the platform that sells it, generate the imagery that markets it, run the intelligence that prices it, and manage the media that makes it matter. Not a network of subcontractors. One senior team, multiplied by AI.

30yrs

Shipping software since 1996.

5

Service pillars, one accountable partner.

~1hr

For our systems to assemble a data-grounded brief like this one.

Everything we run, one picture

BUILD

eCommerce
Web hosting
CRM systems
Inventory tracking
Legacy system upgrades
Digital security
Customer support

INTELLIGENCE

Private AI agents
AI Studio / digital photo studio
AI SEO
Intelligence briefs
Virtual Closet (in dev)
LikeLikeLab

PRODUCT

Product design
Product development
Manufacturing
Shipping & handling
Trade shows: booth,
models + tech

GROW

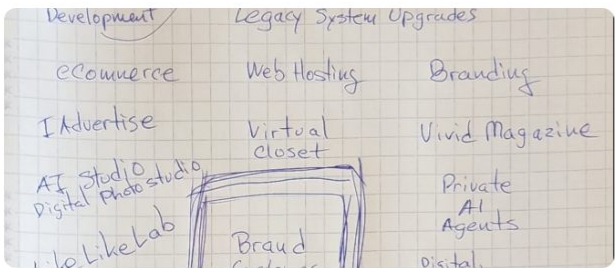
Branding
Content: real + digital + AI
Social media management
Digital & traditional ads
SEO & Google Maps
Video & photoshoots
Affiliate & revenue-share

BRAND
↓
CUSTOMER

EVERYTHING CLOSES THIS DISTANCE

MEDIA × VIVID

Vivid Magazine
Editorial buyer briefs
Media management
(movies, TV, reality)



IT STARTED ON PAPER – THE FOUNDER'S MAP

HOW WE ENGAGE

Build
Build & operate
Revenue share

SINCE 1996

Founder-led
Senior hands
AI leverage
Full stack:
design → deployment

Build: the software backbone

The systems your business runs on — built, modernized, hosted, and secured by one team.

eCommerce — stores, catalogs, checkout

CRM — the customer system of record

Inventory — tracking & management

Legacy upgrades — modernize without the rewrite cliff

Web hosting — deployed, monitored, maintained

Digital security — access control, audit, hardening

Customer support — the systems behind the humans

PROOF

A national apparel wholesaler runs its entire business on a platform we built and operate: catalog, sample tracking, purchase orders, shipments, multi-role permissions, audit trails — hundreds of screens, one system of record.

QRedential — access-control SaaS

QRuxy — tracking platform

Intelligence: the AI layer

Not a chatbot bolted on — AI wired into the work: agents with your permissions, imagery without a photoshoot, decisions grounded in live data.

Private AI agents — your data, your rules, your models

AI Studio — product & model imagery, re-shot by prompt

Intelligence briefs — markets read from filings, government data, search trends

AI SEO — findable by humans and by machines

Recommenders — explainable scoring, not black boxes

PROOF

For that same apparel client: an AI recommender scores the line against each retail account's live buying history; a retailer-intelligence layer reads public SEC filings, Census retail statistics and Google Trends; an AI photo studio re-dresses products into new scenes on demand. **The brief you are reading was assembled by this system in about an hour.**

LikeLikeLab – taste data from play

Virtual Closet – in development

Product: the physical chain

Software firms stop at the screen. We've spent decades in the part that ships in boxes.

Product design — from idea to spec

Product development — sampling, iteration, costing

Manufacturing — sourcing and production partners

Shipping & handling — the last, unglamorous mile

Trade shows — booth design, models, and the tech in the booth

PROOF

Thirty years inside apparel supply chains — design rooms to factory floors to national retail accounts. The software we build is shaped by having lived the physical side of the business it runs.

Grow: marketing & channels

Once the machine works, it needs an audience — earned, paid, and owned.

Branding — identity that survives contact with reality

Content creation — real world + digital + AI

Social media management

Digital ads & marketing — and traditional, where it works

SEO & AI SEO — plus Google Maps for local presence

Video & photoshoots — real when it matters, AI when it doesn't

Affiliate & revenue-share programs — growth that pays for itself

PROOF

For a New Jersey electrical contractor: a launched site and local search presence. For a heritage menswear brand: a real-time collaborative lookbook their buyers mark up live across devices, with the team getting instant summaries.

Media × VIVID

Marketing agencies buy attention. Media creates it.

Through our partnership with **VIVID** — Keya Mason's magazine of creativity, culture and industry — clients get an editorial arm: magazine features, co-branded editorial buyer briefs, and media management across movies, TV and reality.

Your brand, covered — not just advertised.



The VIVID Buyer Brief line: seasonal market issues written in the magazine's voice, grounded in live retail data, delivered as editorial your buyers actually read.

What we build when nobody's paying us to

Product companies make better partners. These are ours.

● LIVE

LikeLikeLab

A style-discovery game — daily Hot-or-Not, This-or-That and bracket play that turns Gen-Z taste into first-party data.

● IN DEVELOPMENT

Virtual Closet

An AI stylist for the clothes you already own: try-on on your own body, outfit building, affiliate monetization.

● LIVE

QRedential

SaaS for credential & access-control management — RBAC, audit logging, subscriptions.

● LIVE

QRuxy

Who / what / where / when tracking and collaboration, with row-level tenant isolation.

● VENTURE

Kalmaia

A destination-resort platform: public guest site, gated investor room, bookings, interactive property map, AI assistant.

● CLIENT DEPLOYMENT

Lookbook

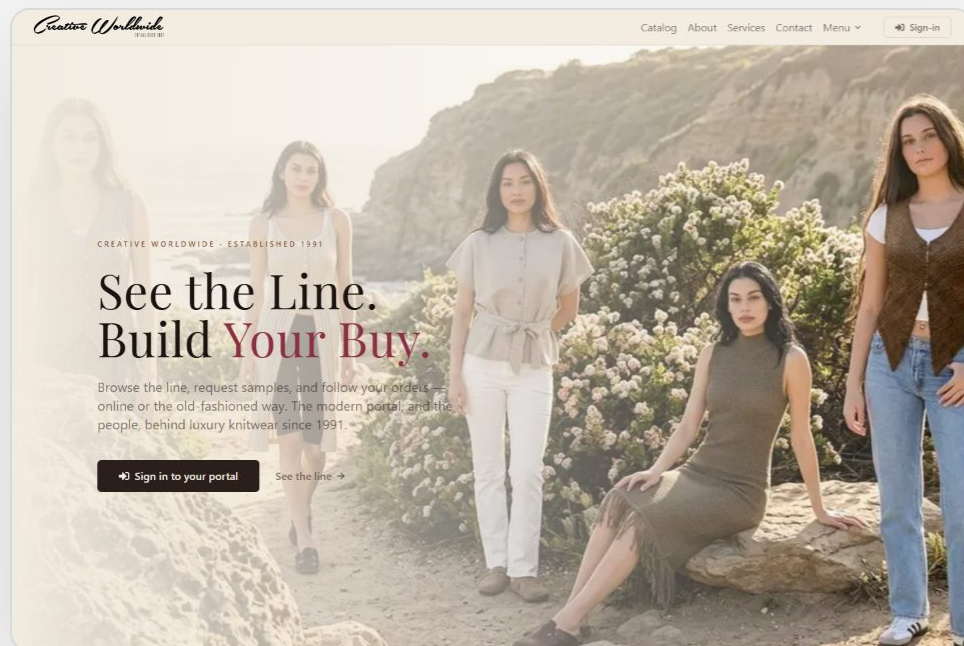
Real-time collaborative seasonal lookbooks — buyers mark and draw on looks across devices; teams get instant summaries.

● STUDIO

Games & interactive

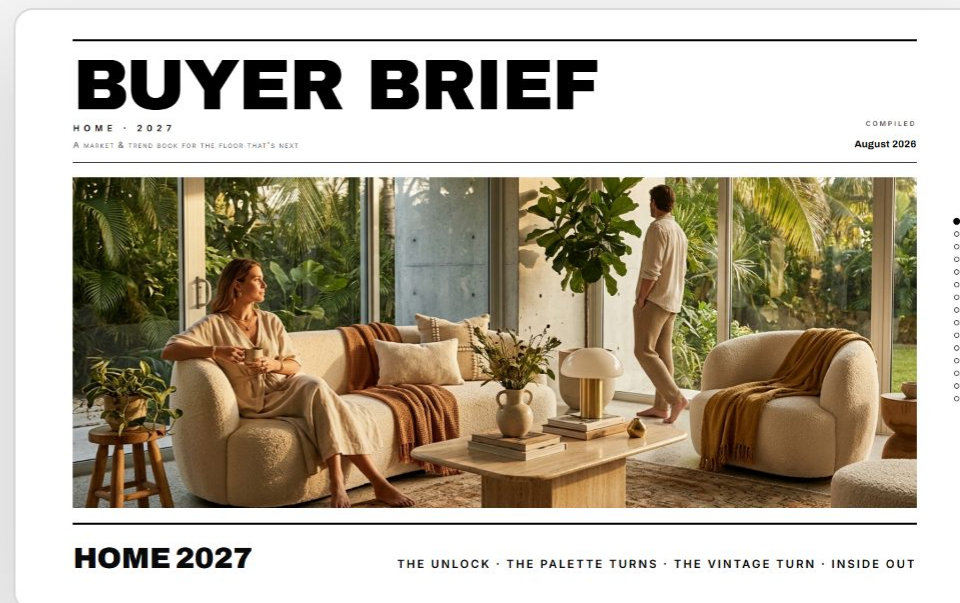
Open-world multiplayer worlds and custom engines — the R&D lab where our real-time and rendering chops stay sharp.

A sample, not a promise



CREATIVELANDWIDE.NYC — A LIVE BRAND SITE WE DESIGNED, BUILT AND HOST: PUBLIC CATALOG, EDITORIAL STYLING, A FULL OPERATIONS PORTAL BEHIND THE SIGN-IN

Ask for a brief about your market. It takes about an hour.



BUYER BRIEF: HOME 2027 — A MARKET ISSUE ASSEMBLED BY OUR INTELLIGENCE SYSTEM: SEC FILINGS, CENSUS DATA, GOOGLE TRENDS, VERIFIED RETAIL PULLS

Thirty years of household names

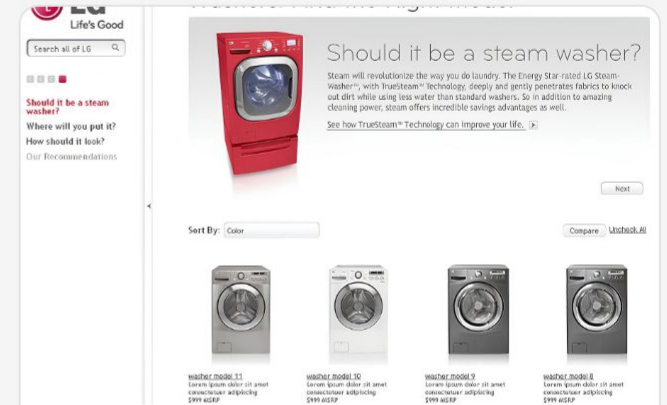
Before AI was a pitch word, we were shipping for brands you know — sites, configurators, branded games, campaign platforms, and the tech inside trade booths.



GENERAL MILLS • HONEY NUT CHEERIOS
BRANDED GAME



CINDY CRAWFORD LINE • APPAREL CAMPAIGN
PLATFORM



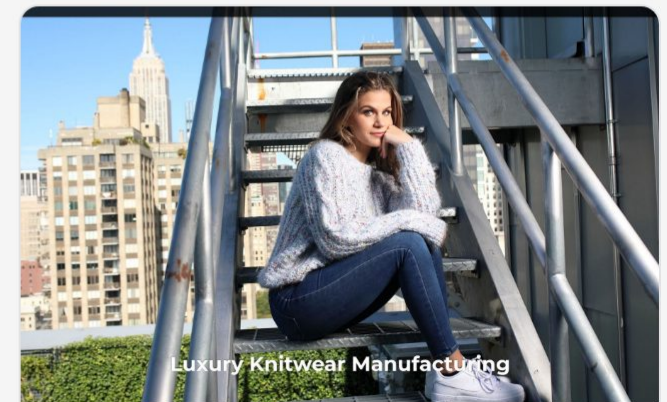
LG • APPLIANCE PRODUCT-FINDER UX



VERRAGIO • FINE-JEWELRY DIGITAL
SHOWCASE



NOVARTIS • TOBI PODHALER TRADE-BOOTH
INTERACTIVE



CREATIVE WORLDWIDE • BRAND SITE, FIRST
GENERATION

Three ways to engage

Build

A defined system, designed, built and handed over — with the documentation and tests to prove it.

Build & operate

We build it and keep running it — hosting, security, iteration, support. One accountable partner, month over month.

Revenue share

For the right ventures we build alongside you and share the upside — affiliate and revenue-share structures instead of invoices.

Small firm. Senior hands. AI leverage.

Shipping since before Google existed

Blue Coast Water is founder-led. Philip Radvan shipped his first website in 1996, founded the firm in 1998, and has spent every year since at whatever edge the industry had just reached — Flash to single-page apps, agencies to regulated enterprise software, and production AI before the boom.

The pattern: get there early, ship it for real.

That history is why one small firm can carry a whole journey today — and why the AI leverage is real, not rented: he also teaches it, through the AI with Phil course series.

1999

Engineered the first satellite live internet stream from the summit of Denali — North America's highest peak.

2007

Touch-screen data-gathering demos for pharma conventions — a year before the iPhone made touch normal.

2010

Built a content-aggregation portal recognized by Time magazine.

2014-19

Five years shipping clinical-trial disclosure software at TrialScope — regulated, audited, zero-mistake territory.

2019

Launched PictureTagging.com — AI plus human review at 99.99% accuracy, production AI before the boom.

Now

Four human languages. Twenty-odd programming languages. All self-taught.



**Tell us the distance between your brand
and your customer. We'll build what
closes it.**

WEB

bluecoastwater.com

LINKEDIN

linkedin.com/company/bluecoastwater

EMAIL

bluecoastwater@gmail.com