

Michael Jeter

Founder, Lead Developer & Operator · Dasfair LLC

Dasfair LLC · 23328 Williams Ave, Euclid, Ohio 44123 · 216-480-9710 · dasfair.com

linkedin.com/in/michaeljeter · michael-jeter.com · rydezi.com · tummytrail.com

SAM.gov UEI: QZJJWG78N4S9 · **CAGE:** 94LJ9 · Veteran-Owned

Live on the Apple App Store: Rydezi Driver · Rydezi User · TummyTrail — published by Michael Jeter

PROFESSIONAL SUMMARY

Founder, lead developer, and sole operator of Dasfair LLC, a veteran-owned Ohio company encompassing three operating ventures: Rydezi, a proprietary cross-platform rideshare and on-demand transportation platform live on the Apple App Store and Google Play; Dasfair Marketing, a marketing and AI implementation agency; and App Publishing, a portfolio of niche subscription apps built on a modular Flutter platform whose first title, TummyTrail, went from idea to live App Store product in 15 days. Brings 15+ years of professional web development experience, deep transportation industry domain knowledge as an active Greater Cleveland RTA rail operator, and full-stack technical training from University of Phoenix and Lambda School. Personally architects and ships every component of the technology stack — mobile apps in Flutter, Laravel backend infrastructure on Ubuntu, WordPress marketing sites on self-hosted servers, voice AI deployments, and CRM platforms — alongside owning all business operations, client engagement, and federal contracting readiness work.

SIGNATURE WORK

- Shipped a four-app Flutter rideshare ecosystem with both iOS apps (Rydezi Driver and Rydezi User) publicly available on the Apple App Store and Android apps in Google Play closed beta; navigated two Apple App Review rejections (Guideline 2.5.4 and 4.3(a)) to public release.
- Took TummyTrail, a privacy-first gut-health tracking app, from idea to live App Store product in 15 days on Dasfair's modular Flutter app platform — validated the niche against competitor review gaps, built the RevenueCat subscription stack, and recorded the first paid subscription on launch day.
- Built and operates the Rydezi Laravel 12 backend on a self-hosted Ubuntu 24 LTS VPS, with Reverb WebSocket real-time chat, 8-worker Supervisor queue infrastructure, and FCM/APNs push notification delivery.
- Configured and launched Aria Voice AI in production on Dasfair Marketing's main business line (216-480-9710) as of May 20, 2026 — a conversational voice agent handling inbound calls, qualification, and appointment booking through GoHighLevel.
- Combines first-hand transportation operations experience as a Greater Cleveland RTA rail operator with the technical build-out of Rydezi — a rare founder profile for paratransit, NEMT, and federal transportation contracting.
- Established Dasfair LLC's federal contracting foundation — SAM.gov UEI/CAGE registration, NAICS classification across four codes, and simultaneously pursuing VOSB, SDVOSB, and NMSDC MBE certifications.

EXPERIENCE

Founder & Lead Developer

2024 — Present

Rydezi (Operating Venture of Dasfair LLC) · Cleveland Heights, Ohio

Proprietary rideshare and on-demand transportation platform publicly available on the Apple App Store (Rydezi Driver and Rydezi User) with Android closed beta on Google Play. Built on a customized Flutter and Laravel foundation with full ownership of codebase, infrastructure, and go-to-market. Targeting paratransit, NEMT, and federal transportation set-aside opportunities.

MOBILE APP DEVELOPMENT

- Built and publicly launched two iOS apps (Rydezi Driver and Rydezi User) under developer Michael Jeter — Travel category, iOS 16+, supporting iPhone, Mac (Apple Silicon), and Apple Vision. Shipped Android counterparts to Google Play closed beta.
- Apple Developer Program ownership (Team ID 4N83FGW925); App Store Connect listings with localization across 9 languages, App Privacy disclosures, and Apple Wallet integration.
- Navigated two Apple App Review rejections to public release: Guideline 2.5.4 (removed unused audio `UIBackgroundModes`) and 4.3(a) (approved replacement User icon).
- Diagnosed and resolved an iOS 26 / Flutter 3.8.1 memory-protection crash by upgrading to Flutter 3.41.6; resolved `BadEnvironmentKeyInToken` APNs sandbox/production mismatch and FCM token persistence.
- Implemented FCM V1 push infrastructure; native iOS provisioning/archiving via Xcode 26 and native Android keystore signing / AAB packaging via Gradle.

BACKEND & INFRASTRUCTURE

- Built and operates a Laravel 12 API backend on a self-hosted Ubuntu 24 LTS VPS — PHP 8.4/8.5, MySQL 8.0, Apache2. Supervisor-managed 8 queue workers with database driver and cron-scheduled task runner.
- Deployed a Laravel Reverb WebSocket server powering bidirectional real-time chat and GPS tracking. Full server admin: SSH hardening, SSL via Certbot, permissions, PHP extension and Supervisor configuration.
- Integrated Stripe (test) and PayPal payments, Google Maps API navigation, and Twilio/Infobip SMS OTP verification.

WEB, DEVOPS & FEDERAL CONTRACTING

- Built the Rydezi WordPress marketing site (Elementor Pro) on a self-hosted Ubuntu server; configured CF7, WP Mail SMTP + SendGrid, Redis, Yoast, Wordfence, and a two-step beta-tester install auto-responder.

- Architected a four-repo private GitHub structure; used git filter-repo to purge keystores and credentials from history. Automated a Claude Code workflow with custom trigger scripts and slash commands.
- Mapped Rydezi to four NAICS codes (485310, 485999, 492110, 541512); drafted a capability statement and a 5-phase Launch & Growth master plan for paratransit/NEMT and federal set-aside contracts.

Founder & Product Lead

2026 — Present

App Publishing (Operating Venture of Dasfair LLC) · Euclid, Ohio

A portfolio of niche tracker apps on one modular Flutter template, published as subscription revenue; the same engine powers a productized service building client apps under their own developer accounts (Apple 4.2.6-compliant).

- Launched TummyTrail (App Store, July 23, 2026): a gut-health pattern journal with 3-tap logging and a premium Insights tier generating a doctor-ready PDF; first production subscription on launch day.
- Designed a local-first privacy architecture (no account, no ads, data never leaves the phone, free CSV export) — validated as the differentiator via competitor review-gap analysis.
- Built RevenueCat subscription tiers (monthly \$4.99, annual \$29.99 with 7-day trial, lifetime \$79.99); conducted launch-gate ASO research; shipped the full launch package solo (site, listing copy, brand system, screenshots, indexing).

Founder & Sole Operator

Sep 2020 — Present

Dasfair Marketing (Operating Venture of Dasfair LLC) · Euclid, Ohio

Veteran-owned marketing and AI implementation agency serving small businesses and ministry organizations across Northeast Ohio. Owns 100%; personally executes every contract, signs every check, and directs every client engagement.

- Manages the full client lifecycle — discovery, scope, contract, build, launch, and recurring-service upsell. Delivers WordPress + Elementor Pro sites; recent paid-in-full deliveries include an adult day-services center and a faith-based nonprofit in Northeast Ohio.
- Delivered a ground-up brand and web build for a regional commercial cleaning company on a milestone-priced engagement: locked two-color brand system, five-page WordPress site with BookingPress, LocalBusiness structured data as a custom plugin, and SPF/DKIM/DMARC verified end-to-end.
- Configured and deployed Aria, a production voice AI agent live on the main business line (May 20, 2026), handling inbound calls, qualification, and booking through GoHighLevel; set up the full GHL CRM (A2P 10DLC, pipelines, calendar).
- Connected Claude Desktop to GoHighLevel via Model Context Protocol (MCP); author and steward of the Dasfair brand system (premium-SaaS identity modeled on Stripe, Linear, Vercel).
- Operates a self-hosted CloudLinux/cPanel staging server and a white-label GoDaddy reseller storefront (hosting.dasfair.com); single point of accountability — no account managers, no production handoffs.

Rail Operator (Light & Heavy Rail)

Jun 2022 — Present

Greater Cleveland Regional Transit Authority (RTA) · Cleveland, Ohio

- Active public-transit rail operator — direct hands-on experience operating both light rail and heavy rail rolling stock across regularly scheduled and special-service routes, observing timetables, safety rules, and traffic laws.
- Functions as a Customer Service Ambassador for RTA and the City of Cleveland. Domain relevance to Rydezi: first-hand knowledge of public-transit service standards, ADA accessibility, on-time performance discipline, and rider-experience expectations that inform NEMT and paratransit contract requirements.

Team Lead

Jul 2019 — Feb 2020

Lambda School · Remote / Silicon Valley, California

- Technical team lead in a full-stack web development program: led a 10+ student cohort under Agile methodology — daily standups, weekly retrospectives, one-on-one feedback, and weekly code review.
- Mentored students on debugging methodology and structured problem-solving; delivered supplemental lectures beyond the core syllabus.

Web Developer (Independent / Small Studio)

Nov 2010 — Feb 2024

Myhoststream.net · Cleveland / Akron, Ohio

- 13-year independent WordPress practice for Northeast Ohio small businesses; hand-coded HTML/CSS/JavaScript customizations, authored proposals, and provided ongoing support. Wound down in early 2024 as work consolidated under Dasfair LLC.
- Acted as in-house PPC / Google AdWords specialist, integrating paid acquisition into new website builds; expanded into mobile web — the groundwork for the later Rydezi build-out.

EDUCATION

- B.S., Information Technology — University of Phoenix (2022 — 2023)
- Full-Stack Web Development, Computer Software Engineering — Lambda School (2019 — 2020)
- A.A.S., Information Technology / Programming — University of Phoenix (2010 — 2012)

TECHNICAL SKILLS

Mobile: Flutter (3.41.6), Dart, cross-platform iOS/Android, native iOS (Swift/Xcode 26), native Android (Gradle, AAB signing), FCM V1, APNs, RevenueCat & In-App Purchase, App Store Connect / Google Play submission, ASO research.

Backend & infrastructure: Laravel 12, PHP 8.4/8.5, MySQL 8.0, Apache2, Ubuntu 24 LTS administration, Supervisor, Laravel Reverb WebSocket, cron schedulers, SSH hardening, SSL via Certbot.

Web: WordPress (15+ yrs), Elementor Pro, direct _elementor_data DB editing, HTML/CSS/JavaScript, Contact Form 7, WP Mail SMTP + SendGrid, Redis Object Cache, Yoast SEO, Wordfence; self-hosted Ubuntu and CloudLinux/cPanel; GoDaddy managed hosting.

DevOps & version control: Git, GitHub CLI, git filter-repo, multi-repo architecture, automated Claude Code workflows, multi-machine dev environment.

AI & automation: GoHighLevel conversational/voice AI, A2P 10DLC, Model Context Protocol (MCP) with Claude Desktop, ChatGPT/DALL-E for production imagery, OpenAI & Anthropic Claude APIs, evaluating n8n and Make.

Digital marketing: Google Ads / PPC, social media, email & SMS, SEO & ASO, Google Business Profile, lead generation and nurturing, performance analytics.

Integrations: Stripe, PayPal, Google Maps API, Twilio, Infobip SMS, SendGrid, Firebase Admin SDK, RevenueCat.

Transportation & business ops: Active light/heavy rail operator (RTA), ADA/NEMT/paratransit context; Ohio LLC formation and compliance, federal contracting (SAM.gov, UEI, CAGE), NAICS mapping, supplier-diversity certification preparation.

CERTIFICATIONS, REGISTRATIONS & MEMBERSHIPS

- **SAM.gov registered** — UEI QZJJWG78N4S9, CAGE 94LJ9 (active).
- **Apple Developer Program** — Team ID 4N83FGW925 (active; three iOS apps live: Rydezi Driver, Rydezi User, TummyTrail).
- **Google Play Console** — active publisher account (two Android apps in closed beta).
- **Veteran-Owned Small Business** — SBA VOSB / SDVOSB certification **in progress** (certify.sba.gov); SBA 8(a) Business Development Program application planned.
- **Minority Business Enterprise (MBE)** — NMSDC application package **in preparation** (target affiliate: Ohio MSDC).
- Full-Stack Web Development + Technical Interviewing; Developer Career Paths certifications. AI Agency Vault member (GoHighLevel).
- **In progress:** DeepLearning.AI short-course series, AWS Certified AI Practitioner.

Michael Jeter · Founder, Lead Developer & Operator, Dasfair LLC · Updated July 2026