# Dossier: APTIMA INC

## SBIR Award Details

**Award Title:** N/A

**Amount:** $1,249,821.09

**Award Date:** 2024-08-29

**Branch:** USAF

## AI-Generated Intelligence Summary

**Company Overview:**

Aptima, Inc. is a human-centered engineering company specializing in the design, development, and evaluation of technologies that improve human performance in complex, real-world environments. Their primary business revolves around creating advanced decision support systems, training solutions, and human-machine interfaces that enhance cognitive readiness, decision-making effectiveness, and overall operational performance for its clients, primarily within the defense, intelligence, and healthcare sectors. Aptima's core mission is to "engineer human readiness," focusing on optimizing how individuals and teams work together, learn, and adapt to challenging situations. They address the problems of information overload, cognitive biases, and the complexities of modern operational environments by providing solutions that are tailored to the specific needs of their clients. Their unique value proposition lies in their deep understanding of cognitive science, human factors engineering, and data analytics, coupled with their ability to translate this expertise into practical, user-centered technologies.

**Technology Focus:**

* Cognitive Readiness Technologies:\*\* Develops adaptive training systems and performance measurement tools that improve cognitive skills like critical thinking, problem-solving, and situation awareness. These systems often leverage AI and machine learning to personalize training and provide real-time feedback.
* Decision Support Systems:\*\* Creates software and hardware solutions that aid decision-makers in complex and uncertain environments. These systems integrate data from multiple sources, provide predictive analytics, and offer recommendations to improve decision quality and speed. They utilize techniques such as Bayesian networks and influence diagrams to model complex relationships and uncertainties.

**Recent Developments & Traction:**

* $11.5 Million contract with the U.S. Air Force Research Laboratory (AFRL) (October 2022):\*\* To research and develop technology and methods to improve Airmen decision making through digital experience and learning solutions.
* Development of the Virtual Assistant for Readiness (VAR):\*\* An AI-powered virtual assistant designed to provide personalized training and performance support to soldiers. Details on specific deployment locations or impact are not readily available, but the tool focuses on continuous learning and skills maintenance.
* Continued work in cognitive modeling and simulation:\*\* Recent efforts focus on incorporating advances in AI and machine learning to create more realistic and adaptive simulations for training and operational planning.

**Leadership & Team:**

* Daniel Serfaty, CEO:\*\* Possesses extensive experience in cognitive systems engineering and has led Aptima's growth into a leading provider of human-centered technologies.
* Janet Spangler, President:\*\* Expertise in business development and strategic partnerships within the defense and government sectors.

**Competitive Landscape:**

* Charles River Analytics:\*\* Both companies operate in the human-centered AI and decision support space, but Aptima may have a stronger emphasis on cognitive readiness and training applications.
* SAIC (Science Applications International Corporation):\*\* SAIC is a much larger company, providing a broader range of services, but competes with Aptima in areas such as defense training and simulation. Aptima's differentiator is its deeper specialization in human performance optimization.

**Sources:**

1. [https://www.aptima.com/](https://www.aptima.com/)

2. [https://www.prnewswire.com/news-releases/aptima-awarded-11-5m-contract-to-improve-airmen-decision-making-301652791.html](https://www.prnewswire.com/news-releases/aptima-awarded-11-5m-contract-to-improve-airmen-decision-making-301652791.html)

3. [https://www.crunchbase.com/organization/aptima](https://www.crunchbase.com/organization/aptima)