# Dossier: ARENA LABS, INC

## SBIR Award Details

**Award Title:** N/A

**Amount:** $1,243,153.00

**Award Date:** 2024-02-09

**Branch:** USAF

## AI-Generated Intelligence Summary

**Company Overview:**

Arena Labs, Inc. is a human performance company focused on enhancing cognitive performance and resilience in high-stakes environments, particularly within the defense and security sectors. Their primary business is developing and deploying digital tools and training programs grounded in neuroscience and cognitive psychology to optimize individual and team performance under stress, sleep deprivation, and other challenging conditions. Arena Labs' core mission is to help individuals and organizations improve decision-making, alertness, and overall effectiveness in demanding operational contexts. The company aims to solve the problem of suboptimal human performance due to cognitive overload, fatigue, and stress-induced errors, offering a unique value proposition by combining cutting-edge scientific research with practical, user-friendly digital solutions tailored to specific operational needs.

**Technology Focus:**

* Development and deployment of the Arena Labs Platform, a digital tool used to deliver personalized training protocols to improve cognitive resilience. These protocols focus on areas such as attentional control, working memory capacity, and emotional regulation.
* Research and application of neurocognitive assessments to measure individual cognitive performance and identify areas for improvement. This includes measuring baseline cognitive function and tracking improvements following training.

**Recent Developments & Traction:**

* In December 2023, Arena Labs announced a $4.2 million seed funding round led by Quiet Capital, with participation from Village Global, Overmatch Ventures, and others. This funding is intended to scale its platform and expand its work with defense and public safety organizations.
* Partnership with U.S. Special Operations Command (SOCOM) to deliver cognitive performance training solutions to special forces operators. The specific details of this partnership (project length, funding details) are less publicly available, indicating a confidential agreement.

**Leadership & Team:**

* Daniel Bronstein (Co-founder and CEO): Experience in neuroscience and applied behavioral science. Background in academic research and consulting on human performance optimization.
* Brett Bronstein (Co-founder): Possesses a background in software development and product management.

**Competitive Landscape:**

* NeuroTracker: Provides cognitive training solutions, primarily focused on dynamic 3D multiple object tracking. Arena Labs differentiates itself through its broader focus on cognitive resilience incorporating a wider range of cognitive domains (attention, memory, emotional regulation) and integrating this into user-friendly software specifically for defense personnel.
* BrainCo: Offers neurofeedback and brain-computer interface technologies for cognitive enhancement. Arena Labs stands out through its emphasis on performance in real-world, high-stakes scenarios instead of laboratory settings.

**Sources:**

1. [https://www.prnewswire.com/news-releases/arena-labs-raises-4-2m-to-revolutionize-cognitive-performance-in-high-stakes-environments-302001254.html](https://www.prnewswire.com/news-releases/arena-labs-raises-4-2m-to-revolutionize-cognitive-performance-in-high-stakes-environments-302001254.html)

2. [https://www.quietcapital.com/](https://www.quietcapital.com/)

3. [https://www.overmatch.com/](https://www.overmatch.com/)