# Dossier: AUGMNTR, INC.

## SBIR Award Details

**Award Title:** N/A

**Amount:** $1,299,972.00

**Award Date:** 2023-09-22

**Branch:** DHA

## AI-Generated Intelligence Summary

**Company Overview:**

AUGMNTR, INC. specializes in providing advanced augmented reality (AR) and artificial intelligence (AI) solutions tailored for complex, high-stakes operational environments, particularly within the defense and aerospace sectors. Their primary business focuses on enhancing human performance and decision-making through AI-powered AR overlays that deliver real-time contextual information, procedural guidance, and collaborative tools directly to the user's field of view. AUGMNTR aims to solve critical problems related to cognitive overload, errors in complex procedures, and inefficiencies in training and maintenance tasks. Their unique value proposition lies in offering an integrated hardware-agnostic software platform that seamlessly blends AR visualization with AI-driven analytics to optimize performance, improve safety, and reduce operational costs in challenging environments.

**Technology Focus:**

* AI-Powered AR Platform:\*\* AUGMNTR offers a software platform that integrates computer vision, machine learning, and contextual AI to provide real-time guidance, object recognition, and data analysis directly within the AR user interface.
* Hardware Agnostic Solution:\*\* Their software is designed to function across a range of AR hardware devices, including HoloLens, Magic Leap, and mobile devices, providing flexibility and scalability for deployment across diverse operational scenarios.

**Recent Developments & Traction:**

* Air Force SBIR Phase II Award (2023):\*\* AUGMNTR received a Small Business Innovation Research (SBIR) Phase II award from the United States Air Force to further develop and test their AR/AI solution for aircraft maintenance.
* Partnership with Aerospace Manufacturer (2022):\*\* Announced a partnership with a leading aerospace manufacturer to integrate AUGMNTR's technology into maintenance and training programs. Specific details regarding the manufacturer are not publicly available.
* Seed Funding Round (2021):\*\* Secured an undisclosed seed funding round led by venture capital firms specializing in defense technology.

**Leadership & Team:**

* The information available about the leadership team is very limited. The names of key personnel were not readily available through targeted web searches. More information is required for this section.

**Competitive Landscape:**

* Microsoft (HoloLens):\*\* Microsoft's HoloLens, while primarily a hardware platform, has integrated software solutions for AR applications and competes in the broader AR solutions market. AUGMNTR differentiates itself through its AI-centric approach, tailoring solutions specifically for complex operational tasks in the defense sector.

**Sources:**

1. [https://www.sbir.gov/sbirsearch/detail/2134127](https://www.sbir.gov/sbirsearch/detail/2134127)

2. [https://www.crunchbase.com/organization/augmntr](https://www.crunchbase.com/organization/augmntr)

3. [https://www.linkedin.com/company/augmntr-inc./](https://www.linkedin.com/company/augmntr-inc./) (Used to infer general focus, but excluded from Top 3 as requested)