# Dossier: B612 HOLDING CO

## SBIR Award Details

**Award Title:** N/A

**Amount:** $72,110.00

**Award Date:** 2024-05-16

**Branch:** USAF

## AI-Generated Intelligence Summary

**Company Overview:**

B612 Holdings, Inc. is a non-profit private operating foundation dedicated to protecting Earth from asteroid strikes. Their primary business revolves around the detection and deflection of potentially hazardous near-Earth objects (NEOs). Their core mission is to safeguard humanity by dramatically increasing the number of asteroids tracked, cataloged, and understood. They aim to solve the problem of inadequate early warning systems and preparedness for a potentially catastrophic asteroid impact, which is a low-probability, high-consequence event. Their unique value proposition lies in their focus on building, deploying, and operating privately funded space-based asteroid detection systems like the Sentinel Space Telescope, along with their efforts to advocate for policy changes and international collaboration to address the asteroid threat. They bridge the gap between scientific research, technological development, and actionable planetary defense strategies.

**Technology Focus:**

* Development and planned deployment of the Sentinel Space Telescope, a privately funded infrared space telescope designed to map the inner solar system to discover and catalog NEOs, particularly those with a potential impact risk. Sentinel is intended to discover 90% of NEOs larger than 50 meters within a 5-10 year operational timeframe.
* Development of advanced asteroid trajectory prediction and impact risk assessment algorithms, used to analyze observational data and determine the likelihood of future impacts.

**Recent Developments & Traction:**

* In 2023, B612 Holdings announced partnerships and advancements in refining the requirements and design for a next-generation, privately-funded, space-based asteroid mapping system after the initial Sentinel Telescope project faced challenges.
* Ongoing advocacy efforts with governments and international organizations to raise awareness of the asteroid threat and promote the development of planetary defense strategies.
* Continued publication of research and data related to asteroid detection and impact risk assessment in scientific journals and conferences.

**Leadership & Team:**

* Danica Remy (President): Extensive experience in non-profit leadership and advocacy, focused on planetary defense and STEM education.
* Rusty Schweickart (Co-founder): Apollo 9 astronaut, bringing significant expertise in spaceflight and exploration to the organization.

**Competitive Landscape:**

* NASA's Planetary Defense Coordination Office (PDCO): A government-funded entity responsible for asteroid detection and deflection. B612 Holdings differentiates itself through its private funding model, potentially enabling greater flexibility and responsiveness in developing and deploying dedicated space-based assets, while NASA primarily relies on ground-based observations and limited space-based assets.
* Other asteroid tracking programs like Pan-STARRS: Ground-based observation programs. Sentinel, as envisioned by B612, would offer a key advantage with a space-based, infrared perspective, allowing for better detection of asteroids from the direction of the sun and those with low albedo.

**Sources:**

1. [https://b612foundation.org/](https://b612foundation.org/)

2. [https://impact.princeton.edu/](https://impact.princeton.edu/)

3. [https://www.nasa.gov/planetarydefense/](https://www.nasa.gov/planetarydefense/)