# Dossier: BADVR INC

## SBIR Award Details

**Award Title:** N/A

**Amount:** $1,249,965.00

**Award Date:** 2023-03-17

**Branch:** USAF

## AI-Generated Intelligence Summary

**Company Overview:**

Based in Austin, Texas, BADVR INC. is a data visualization software company that focuses on providing enhanced situational awareness for defense, critical infrastructure, and emergency response sectors. Their core mission is to transform complex data streams into actionable insights through immersive 3D and augmented reality (AR) visualization tools. BADVR aims to solve the problems of information overload and delayed decision-making that plague teams operating in dynamic and high-stakes environments. Their unique value proposition lies in their ability to integrate diverse data sources (LiDAR, satellite imagery, sensor feeds, and IoT data) into a single, intuitive, and interactive 3D environment, enabling faster comprehension and more effective collaborative decision-making.

**Technology Focus:**

* BADVR’s primary product is a 3D geospatial data visualization platform that renders real-world environments and assets. This platform can integrate with existing GIS systems and data feeds.
* They utilize AR/VR headsets to overlay digital information onto real-world views, offering capabilities such as remote collaboration, asset inspection, and simulated training exercises. Their platform supports various headset devices including HoloLens and Magic Leap.

**Recent Developments & Traction:**

* In March 2023, BADVR announced a partnership with the US Air Force for a Phase II Small Business Innovation Research (SBIR) contract to develop AR-powered training solutions for aircraft maintenance.
* In September 2022, BADVR secured $3.5 million in seed funding led by Scout Ventures, with participation from other angel investors. This funding is intended to accelerate product development and expand their sales and marketing efforts.
* In Q4 2021, BADVR launched its Enterprise Platform, offering enhanced features for larger organizations, including advanced security protocols and customizable data integration modules.

**Leadership & Team:**

* Suzanne Borders, CEO, is a former cybersecurity consultant with experience in building and scaling tech startups.
* Raffaela D'Auria, CTO, has a background in software engineering and computer graphics, with specific expertise in developing 3D visualization tools.

**Competitive Landscape:**

* Unity Technologies: While primarily a game engine, Unity is increasingly used for 3D visualization and simulation applications. BADVR differentiates itself by focusing specifically on defense and critical infrastructure with bespoke data integration and security features.
* Cesium: Cesium provides a 3D geospatial platform focused on global-scale data visualization. BADVR focuses on more granular, high-fidelity rendering and immersive interaction with smaller geographic areas, offering greater utility for tactical decision-making.

**Sources:**

* [https://www.badvr.com/](https://www.badvr.com/)
* [https://www.prnewswire.com/news-releases/badvr-raises-3-5-million-seed-round-to-bring-immersive-reality-to-cybersecurity-physical-security-and-defense-301628234.html](https://www.prnewswire.com/news-releases/badvr-raises-3-5-million-seed-round-to-bring-immersive-reality-to-cybersecurity-physical-security-and-defense-301628234.html)
* [https://www.afwerx.com/](https://www.afwerx.com/) (Search for BADVR to confirm SBIR award.)