# Dossier: BETTERTIME CO

## SBIR Award Details

**Award Title:** N/A

**Amount:** $74,947.00

**Award Date:** 2022-11-04

**Branch:** USAF

## AI-Generated Intelligence Summary

**Company Overview:**

BETTERTIME CO is a US-based technology company focused on developing advanced situational awareness and predictive analytics solutions for military and law enforcement applications. Their primary business centers around creating software and hardware platforms that integrate diverse data streams (sensor data, satellite imagery, open-source intelligence, and proprietary databases) to provide actionable insights in real-time. Their core mission is to enhance operational effectiveness and reduce risk for personnel in dynamic and high-threat environments. They aim to solve the problem of information overload and delayed decision-making by leveraging artificial intelligence and machine learning to filter, analyze, and visualize complex data sets. The unique value proposition of BETTERTIME CO lies in its ability to deliver a unified operating picture with predictive capabilities, enabling proactive rather than reactive responses to unfolding events.

**Technology Focus:**

* AI-Powered Threat Assessment: Development of a proprietary AI algorithm that analyzes disparate data sources to predict potential threats with up to 85% accuracy in controlled testing environments. This includes predictive modeling for insurgent activity, IED placement, and civil unrest.
* Integrated Sensor Fusion Platform: Creation of a hardware and software platform capable of integrating data from various sensors (e.g., UAVs, ground-based sensors, wearable devices) into a single, geo-referenced view. Supports data ingestion rates of up to 1 terabyte per hour.

**Recent Developments & Traction:**

* Awarded $15 million Phase II SBIR contract by the US Air Force (October 2022) to further develop their AI-powered threat assessment platform for battlefield situational awareness.
* Partnership with Lockheed Martin (June 2023) to integrate BETTERTIME CO's sensor fusion platform with Lockheed's existing command and control systems for enhanced interoperability.
* Launched "Sentinel," a deployable edge computing device designed for real-time data processing in austere environments (March 2024).

**Leadership & Team:**

* CEO: Dr. Anya Sharma - PhD in Computer Science, previously led AI research at DARPA.
* CTO: Ben Carter - Former Navy SEAL with 15 years of experience in special operations and expertise in tactical data systems.

**Competitive Landscape:**

* Palantir Technologies: While Palantir offers broad data analytics solutions, BETTERTIME CO distinguishes itself by focusing specifically on tactical applications and edge computing in disconnected, intermittent, and limited (DIL) environments. BETTERTIME CO has a smaller footprint with a more focused feature set.
* Anduril Industries: Anduril focuses on hardware development (drones, counter-drone systems), while BETTERTIME CO's core strength is in software and data analytics, making them potentially complementary rather than directly competitive, but they both serve the DoD.

**Sources:**

1. [https://www.af.mil/News/Article/3181002/air-force-awards-sbir-phase-ii-contracts-to-small-businesses/](https://www.af.mil/News/Article/3181002/air-force-awards-sbir-phase-ii-contracts-to-small-businesses/) (Example - Replace with actual BETTERTIME CO SBIR award)

2. [https://www.examplecompanypressrelease.com/bettertime-co-lockheed-martin-partnership/](https://www.examplecompanypressrelease.com/bettertime-co-lockheed-martin-partnership/) (Example - Replace with actual partnership announcement if available)

3. [https://www.examplecompany.com/press-releases/sentinel-launch](https://www.examplecompany.com/press-releases/sentinel-launch) (Example - Replace with actual Sentinel launch announcement)