# Dossier: BILT INC

## SBIR Award Details

**Award Title:** N/A

**Amount:** $778,256.00

**Award Date:** 2024-02-06

**Branch:** USAF

## AI-Generated Intelligence Summary

**Company Overview:**

BILT Incorporated focuses on revolutionizing complex assembly, installation, and maintenance procedures through interactive 3D intelligent instructions. Their core mission is to eliminate the inefficiencies, errors, and frustrations associated with traditional paper manuals and static digital guides. BILT provides users with step-by-step, voice-narrated, interactive 3D animations accessible via a mobile app or web browser. This not only simplifies the understanding and execution of tasks but also captures valuable data insights regarding user behavior, performance, and potential product issues. Their unique value proposition lies in significantly reducing assembly time, minimizing errors, decreasing support calls, and generating data-driven insights for manufacturers to improve product design and customer experience.

**Technology Focus:**

* Interactive 3D Instructions:\*\* Proprietary software platform creating animated, voice-narrated 3D guides for assembly, installation, repair, and maintenance tasks. The platform allows users to zoom, rotate, and manipulate 3D models of products at each step.
* Data Analytics & Insights:\*\* Captures user behavior data, including assembly time, points of confusion, error rates, and completion rates. These analytics are then delivered to manufacturers to optimize product designs, improve instruction clarity, and predict future maintenance needs.

**Recent Developments & Traction:**

* USAF SBIR Phase II Award (September 2023):\*\* Received a Phase II Small Business Innovation Research (SBIR) award from the United States Air Force to further develop its 3D instructions platform for aerospace maintenance and training applications.
* Integration with PTC's Vuforia Expert Capture (Announced October 2022):\*\* BILT announced integration with PTC's Vuforia Expert Capture, enabling experts to rapidly create augmented reality (AR) instructions for technicians in the field, streamlining knowledge transfer and reducing downtime.
* Strategic Partnerships (Ongoing):\*\* BILT has continued to expand its partnerships with major manufacturers across various industries, including consumer goods, medical devices, and industrial equipment, showcasing growing adoption of its platform.

**Leadership & Team:**

* Nate Henderson (Chairman & CEO):\*\* Serial entrepreneur with a background in technology and business development. Previous experience includes leadership roles in various tech startups.
* Ahmed Qureshi (CTO):\*\* Brings expertise in software development, 3D modeling, and interactive design.

**Competitive Landscape:**

* PTC Vuforia Expert Capture:\*\* While BILT integrates with Vuforia, PTC itself offers AR-based instruction solutions. BILT's key differentiator is its focus on pre-existing 3D CAD data and its emphasis on data analytics to optimize product design, while Vuforia excels at creating AR experiences from real-world capture.
* Scope AR:\*\* Another competitor offering augmented reality instructions. BILT differentiates itself with its emphasis on voice-narrated, animated 3D instructions and a broader focus beyond pure AR, leveraging data for product improvement.

**Sources:**

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2. [https://www.airforcemag.com/article/air-force-awards-18-3m-in-sbir-contracts-to-10-small-businesses/](https://www.airforcemag.com/article/air-force-awards-18-3m-in-sbir-contracts-to-10-small-businesses/)

3. [https://www.ptc.com/en/news/2022/bilt-and-ptc-make-it-easier-to-assemble-install-and-maintain-products](https://www.ptc.com/en/news/2022/bilt-and-ptc-make-it-easier-to-assemble-install-and-maintain-products)

4. [https://www.crunchbase.com/organization/bilt-incorporated](https://www.crunchbase.com/organization/bilt-incorporated)