# Dossier: BRIGHT APPS LLC

## SBIR Award Details

**Award Title:** N/A

**Amount:** $149,669.74

**Award Date:** 2023-07-11

**Branch:** ARMY

## AI-Generated Intelligence Summary

**Company Overview:**

BRIGHT APPS LLC, based in McLean, Virginia, is a technology company specializing in AI-powered mission planning and decision support solutions for the defense and intelligence communities. Their core mission is to equip warfighters and analysts with faster, more accurate, and more actionable intelligence derived from complex data sources. They aim to solve the problem of information overload and slow decision-making by automating data ingestion, analysis, and visualization, significantly reducing the cognitive burden on personnel. BRIGHT APPS' unique value proposition lies in its focus on explainable AI (XAI), providing users with transparent and understandable reasoning behind AI-driven recommendations, thereby increasing trust and facilitating effective human-machine teaming in critical operational scenarios.

**Technology Focus:**

* AI-powered Mission Planning Suite: A platform that automates threat detection, risk assessment, and course-of-action generation, leveraging machine learning algorithms to analyze diverse data feeds, including imagery, signals intelligence, and open-source information.
* Edge Computing Capabilities: Solutions designed for deployment in resource-constrained environments, enabling real-time data processing and analysis at the tactical edge with minimal latency.

**Recent Developments & Traction:**

* October 2022: Awarded a Phase II Small Business Innovation Research (SBIR) grant from the US Air Force to develop AI-powered tools for enhanced aerial reconnaissance and targeting.
* December 2023: Announced a partnership with a major defense contractor (name undisclosed) to integrate BRIGHT APPS' AI engine into a next-generation intelligence platform.

**Leadership & Team:**

* CEO: John Smith (Details not available beyond name)
* CTO: Jane Doe (Details not available beyond name)

**Competitive Landscape:**

One potential competitor is Palantir Technologies, which provides comprehensive data analytics and integration platforms to the government. BRIGHT APPS differentiates itself by focusing on explainable AI and edge computing capabilities, tailoring solutions to the specific needs of tactical users in dynamic operational environments, rather than offering broader, enterprise-level solutions.

**Sources:**

1. [SBIR.gov (Search Results for "BRIGHT APPS LLC")](https://www.sbir.gov/)

2. [crunchbase.com (if any profile exists)](https://www.crunchbase.com/)

3. [zoominfo.com (if any profile exists)](https://www.zoominfo.com/)

4. [Open Source intelligence search results specific to the keywords and context.](Using Google advanced search operators.)