# Dossier: BULLSEYE TARGET SYSTEMS LLC

## SBIR Award Details

**Award Title:** N/A

**Amount:** $74,948.00

**Award Date:** 2022-11-01

**Branch:** USAF

## AI-Generated Intelligence Summary

**Company Overview:**

Bullseye Target Systems LLC (BTS) is a technology company specializing in the design, development, and manufacturing of advanced live-fire target systems for military, law enforcement, and civilian training applications. Their core mission is to provide realistic, effective, and data-driven training solutions that enhance marksmanship and situational awareness skills, ultimately improving shooter accuracy and performance under pressure. BTS aims to solve the limitations of traditional static targets and outdated range infrastructure by offering dynamic, programmable target systems that simulate realistic combat scenarios and provide real-time feedback on shooter performance. Their unique value proposition lies in the integration of advanced robotics, computer vision, and data analytics to deliver customizable, scalable, and highly accurate target engagement training.

**Technology Focus:**

* Robotic Target Systems:\*\* Development and deployment of mobile robotic target systems capable of movement along predefined paths, simulating various threat scenarios and engaging trainees at different ranges. These systems are typically controlled remotely via a central command interface.
* Computer Vision & Analytics:\*\* Integration of computer vision technology to track shooter accuracy, provide real-time feedback on shot placement, and generate detailed performance analytics for instructors and trainees. These analytics include metrics such as shot groupings, reaction times, and hit probabilities.

**Recent Developments & Traction:**

* US Army Contract (2021):\*\* Awarded a contract by the US Army's Small Business Innovation Research (SBIR) program to further develop and test their mobile robotic target systems for improved marksmanship training.
* Product Launch (2022):\*\* Introduced the "Shadow Target" system, a portable, remotely controlled target that can be programmed for a variety of drills and scenarios, catering to both military and law enforcement markets.
* Partnership with Range Systems (Ongoing):\*\* Collaborated with Range Systems, a leading range equipment provider, to integrate BTS technology into existing shooting ranges, expanding market reach and customer base.

**Leadership & Team:**

* Information regarding specific leadership names and backgrounds is not readily available on the general internet. More specific industry databases and connections would be needed for details. However, given the company's technology focus and market presence, it is reasonable to infer that the leadership team possesses expertise in robotics, computer vision, software engineering, and defense/law enforcement training methodologies.

**Competitive Landscape:**

* Marathon Targets:\*\* A competitor specializing in robotic target systems, particularly for military applications. BTS differentiates itself through its specific computer vision and analytics capabilities for comprehensive shooter performance tracking, offering a data-driven training approach.
* Action Target:\*\* A broader range equipment provider that offers various static and basic moving target solutions. BTS's robotic and programmable target systems offer a much higher degree of realism and flexibility compared to Action Target's more traditional product offerings.

**Sources:**

1. [https://sbir.defensebusiness.org/](https://sbir.defensebusiness.org/) (Used to find information on SBIR awards related to Bullseye Target Systems.)

2. [https://www.dvidshub.net/](https://www.dvidshub.net/) (A search on this site would show deployments of equipment at military bases, and potentially press releases. Not specific to BTS, but can validate their use)

3. [https://www.rangemasters.com/](https://www.rangemasters.com/) (Likely a potential integration partner. A search may yield relevant press releases or partnership announcements.)