# Dossier: BUNDLAR, LLC

## SBIR Award Details

**Award Title:** N/A

**Amount:** $1,899,970.56

**Award Date:** 2024-06-27

**Branch:** USAF

## AI-Generated Intelligence Summary

**Company Overview:**

BUNDLAR, LLC is a software company specializing in augmented reality (AR) solutions focused on simplifying the creation, management, and deployment of AR experiences without requiring coding expertise. Their primary business revolves around providing a platform that allows organizations to quickly and easily develop AR applications for training, maintenance, operations, and other industrial use cases. The company's core mission is to democratize AR technology, making it accessible and affordable for a wide range of businesses, especially those in sectors like defense, aerospace, and manufacturing. BUNDLAR aims to solve the problems of high development costs, technical complexity, and lack of skilled AR developers that often prevent companies from adopting AR solutions. Their unique value proposition is offering a no-code platform coupled with comprehensive support and training, thereby accelerating AR adoption and driving measurable business outcomes for their clients.

**Technology Focus:**

* No-Code AR Platform:\*\* BUNDLAR's core offering is a cloud-based, no-code platform that enables users to create and deploy AR experiences using a drag-and-drop interface. The platform supports various AR tracking methods including image recognition, object recognition, and location-based AR.
* Content Management System (CMS):\*\* The platform incorporates a robust CMS designed for managing and distributing AR content across various devices and user groups. The system allows for version control, user access management, and analytics tracking of AR experience usage.

**Recent Developments & Traction:**

* Partnership with US Air Force (October 2023):\*\* Signed a strategic partnership to develop and deploy AR training solutions for aircraft maintenance at various US Air Force bases. The specific terms and contract value were not publicly disclosed but focused on rapid AR application deployment for training purposes.
* Product Updates (2022-2024):\*\* Continuously updated platform features including enhanced user interface, improved AR tracking performance, and integration with new device types (e.g., HoloLens 2, Magic Leap 2). These updates aimed at improved user experience and broader device support.
* Expansion into New Markets:\*\* Reportedly expanded operations into supporting AR application development within manufacturing industries and healthcare.

**Leadership & Team:**

* Matthew Wren (CEO):\*\* Prior experience in digital marketing and business development, with a focus on technology solutions.
* Jake Zender (CTO):\*\* Background in software development and AR/VR technology.

**Competitive Landscape:**

* Vuforia (PTC):\*\* Vuforia offers a comprehensive AR development platform, but its complexity and coding requirements can be a barrier to entry for non-technical users. BUNDLAR differentiates itself through its no-code approach and ease of use.
* Wikitude:\*\* Provides AR SDKs and platforms, but requires more technical expertise than BUNDLAR. BUNDLAR's focus on simple and rapid AR creation for enterprises provides a competitive advantage in specific market segments.

**Sources:**

1. [https://www.bundlar.com/](https://www.bundlar.com/)

2. [https://www.crunchbase.com/organization/bundlar](https://www.crunchbase.com/organization/bundlar)

3. [https://www.dvidshub.net/news/454839/air-force-ventures-augmented-reality-application-development-training](https://www.dvidshub.net/news/454839/air-force-ventures-augmented-reality-application-development-training)