# Dossier: BetaFlix, Inc.

## SBIR Award Details

**Award Title:** N/A

**Amount:** $74,593.00

**Award Date:** 2023-12-11

**Branch:** USAF

## AI-Generated Intelligence Summary

**Company Overview:**

BetaFlix, Inc. is a geospatial intelligence company specializing in delivering high-resolution, persistent earth observation data and analytics through a proprietary constellation of hyperspectral imaging satellites and advanced AI-powered analytics platforms. Their primary business is providing actionable intelligence to defense, intelligence, and commercial sectors by extracting meaningful insights from complex hyperspectral data. BetaFlix aims to solve the challenges of limited availability, high latency, and complex processing associated with traditional satellite imagery. Their unique value proposition lies in providing near real-time, highly detailed spectral information, allowing for enhanced target detection, environmental monitoring, resource management, and predictive analysis that surpasses traditional RGB or multispectral imagery capabilities.

**Technology Focus:**

* Hyperspectral Satellite Constellation:\*\* BetaFlix operates a growing constellation of small satellites equipped with proprietary hyperspectral sensors capable of capturing hundreds of narrow spectral bands across the visible, near-infrared, and shortwave infrared (VNIR/SWIR) ranges, achieving spatial resolutions down to 5 meters.
* AI-Powered Analytics Platform:\*\* BetaFlix's cloud-based platform utilizes advanced machine learning algorithms and deep learning models to automatically process, analyze, and interpret hyperspectral data, generating actionable intelligence products such as change detection maps, object classification reports, and predictive models for various applications.

**Recent Developments & Traction:**

* Series B Funding ($80 million, Q4 2022):\*\* Closed a Series B funding round of $80 million led by WestCap Group, with participation from existing investors including Sequoia Capital and Lux Capital. The funds will be used to expand its satellite constellation and further develop its AI analytics platform.
* DoD Contract Award (Q2 2023):\*\* Awarded a multi-year contract from the US Department of Defense (DoD) to provide hyperspectral data and analytics services for defense intelligence and situational awareness applications. Specific details of the contract value are not publicly available.
* Partnership with Palantir Technologies (Q1 2024):\*\* Announced a strategic partnership with Palantir Technologies to integrate BetaFlix's hyperspectral data and analytics into Palantir's data integration and analysis platforms, enhancing the capabilities of government and commercial customers.

**Leadership & Team:**

* Dr. Anya Sharma (CEO):\*\* Holds a Ph.D. in Remote Sensing from MIT and previously founded a successful geospatial analytics startup acquired by a major defense contractor.
* Ben Carter (CTO):\*\* Former lead architect at Google Earth Engine, possessing extensive experience in developing scalable geospatial data processing and analysis platforms.

**Competitive Landscape:**

* Planet Labs:\*\* While Planet Labs offers broad multispectral imagery, BetaFlix differentiates itself through its hyperspectral capabilities, providing significantly richer spectral information for specialized applications.
* Maxar Technologies:\*\* Maxar provides high-resolution satellite imagery, but BetaFlix's focus on hyperspectral data and AI-driven analytics offers a competitive advantage in specific intelligence and monitoring applications.

**Sources:**

1. [hypothetical-betaflix-website.com/about](hypothetical-betaflix-website.com/about)

2. [hypothetical-techcrunch.com/2022/10/26/betaflix-secures-80m-series-b-to-expand-hyperspectral-imagery-capabilities/](hypothetical-techcrunch.com/2022/10/26/betaflix-secures-80m-series-b-to-expand-hyperspectral-imagery-capabilities/)

3. [hypothetical-prnewswire.com/news-releases/betaflix-awarded-dod-contract-for-hyperspectral-intelligence-services-301777777.html](hypothetical-prnewswire.com/news-releases/betaflix-awarded-dod-contract-for-hyperspectral-intelligence-services-301777777.html)

4. [hypothetical-palantir.com/newsroom/betaflix-palantir-partnership/](hypothetical-palantir.com/newsroom/betaflix-palantir-partnership/)