# Dossier: CYNNOVATIVE, LLC

## SBIR Award Details

**Award Title:** N/A

**Amount:** $1,791,604.00

**Award Date:** 2023-08-14

**Branch:** DARPA

## AI-Generated Intelligence Summary

**Company Overview:**

CYNNOVATIVE, LLC, based in Huntsville, Alabama, is a technology company focused on developing and deploying advanced simulation, training, and visualization solutions for the defense, aerospace, and intelligence communities. Their core mission appears to be enhancing warfighter readiness and operational effectiveness through innovative software applications and engineering services. They aim to solve the problem of complex training requirements by providing highly realistic, interactive, and customizable environments that reduce the cost and risk associated with traditional live exercises. Their unique value proposition lies in their integrated approach, combining advanced software development, physics-based modeling, and a deep understanding of military operational needs to deliver tailored solutions that meet specific customer requirements.

**Technology Focus:**

* Development of physics-based simulation and training environments for weapon systems, sensors, and battlefield scenarios using Unity and Unreal Engine. Focus includes high-fidelity rendering and accurate modeling of environmental effects.
* Creation of data analytics and visualization tools to support decision-making, mission planning, and after-action review. Incorporates AI/ML for predictive analysis and automated scenario generation.

**Recent Developments & Traction:**

* Awarded a multi-year contract (specific details unavailable) to support the US Army's Future Vertical Lift (FVL) program with simulation and training solutions.
* Partnered with ADG (Advanced Data Group) to offer enhanced modeling & simulation services. (Source: ADG website; date unclear - presumed recent based on integration).
* Participated in industry conferences such as I/ITSEC, showcasing their latest simulation and training technologies.

**Leadership & Team:**

While specific titles beyond "Principal Member" are not definitively available online, key personnel associated with CYNNOVATIVE include individuals with extensive experience in modeling & simulation, software engineering, and defense contracting. Detailed background information on specific individuals is limited in easily accessible public sources.

**Competitive Landscape:**

Primary competitors include companies such as CAE and L3Harris Technologies. CYNNOVATIVE's key differentiator likely lies in its agility, specialization in niche simulation areas, and potentially more cost-effective solutions compared to larger, more established players. Their focus on specific DoD training needs might also provide a competitive advantage.

**Sources:**

1. [https://www.cynnovative.com/](https://www.cynnovative.com/) (Company Website - primary source, though limited details)

2. [https://advanceddatagroup.com/tag/cynnovative/](https://advanceddatagroup.com/tag/cynnovative/) (Partnership Announcement - Provides some insight into their capabilities)

3. [https://www.zoominfo.com/c/cynnovative-llc/403172848](https://www.zoominfo.com/c/cynnovative-llc/403172848) (ZoomInfo - Provides basic company information & employee estimates, but often lacks detailed accuracy).