# Dossier: Concept Plus, LLC

## SBIR Award Details

**Award Title:** N/A

**Amount:** $179,935.85

**Award Date:** 2023-08-30

**Branch:** USAF

## AI-Generated Intelligence Summary

**Company Overview:**

Concept Plus, LLC is a technology and management consulting firm focused on providing innovative solutions to the U.S. federal government, primarily within the defense, intelligence, and civilian sectors. They aim to solve complex challenges related to data management, analytics, cybersecurity, and cloud adoption by leveraging cutting-edge technologies and agile methodologies. Their core mission appears to be enabling government agencies to improve operational efficiency, enhance decision-making, and strengthen national security through data-driven insights and modernized IT infrastructure. Their unique value proposition lies in their blend of deep domain expertise in government processes, combined with their technical capabilities in emerging technologies, enabling them to deliver tailored solutions that meet the specific needs of their clients.

**Technology Focus:**

* Data Analytics and Visualization: Concept Plus specializes in developing custom analytics platforms and dashboards using tools like Tableau, Power BI, and open-source technologies to enable data-driven decision-making. They leverage AI/ML techniques for predictive analytics and anomaly detection.
* Cloud Solutions: They offer cloud migration, modernization, and management services, helping government agencies adopt and leverage cloud platforms like AWS, Azure, and Google Cloud. Their offerings include FedRAMP compliance and security hardening.

**Recent Developments & Traction:**

* Awarded a $21 million contract by the Defense Logistics Agency (DLA) in September 2023 to provide data analytics and business intelligence support.
* Partnered with Amazon Web Services (AWS) in 2022 to offer enhanced cloud migration and modernization services to government clients.

**Leadership & Team:**

* Aseem Sachdeva, CEO: Possesses extensive experience in leading and managing technology consulting firms serving the public sector.
* [Unable to definitively identify other key leaders beyond the CEO from available web search results. Public information regarding leadership team is limited.]

**Competitive Landscape:**

* Booz Allen Hamilton: A large management and technology consulting firm with a significant presence in the government sector. Concept Plus differentiates itself through its more focused specialization on data analytics and cloud solutions for specific agency needs.
* Accenture Federal Services: Another major player in the government consulting space. Concept Plus likely competes by offering more agile and customized solutions for targeted segments of the defense and intelligence communities.

**Sources:**

1. [https://conceptplusllc.com/](https://conceptplusllc.com/)

2. [https://sam.gov/opp/d49e9315b0394d2ba865754e3e60e5c7/view](https://sam.gov/opp/d49e9315b0394d2ba865754e3e60e5c7/view)

3. [https://www.zoominfo.com/c/concept-plus-llc/351077748](https://www.zoominfo.com/c/concept-plus-llc/351077748)