# Dossier: DESIGN MILL, INC.

## SBIR Award Details

**Award Title:** N/A

**Amount:** $1,499,524.00

**Award Date:** 2023-07-31

**Branch:** NAVY

## AI-Generated Intelligence Summary

**Company Overview:**

Design Mill, Inc. appears to be a simulation and training solutions company primarily focused on enhancing human performance in high-stress, high-consequence environments, particularly within the military, healthcare, and public safety sectors. They aim to improve decision-making, reduce errors, and increase survivability through immersive, interactive simulations and data-driven training programs. Their unique value proposition lies in combining cutting-edge technologies like virtual reality, augmented reality, and artificial intelligence with robust, evidence-based training methodologies, tailored to the specific needs of their clients, and with a focus on individual assessment and personalized training paths.

**Technology Focus:**

* Advanced Simulation Platforms: Creating immersive VR/AR environments that accurately replicate real-world scenarios for training in weapon systems, medical procedures, and crisis management.
* Performance Measurement & Analytics: Leveraging AI and data analytics to track trainee performance, identify skill gaps, and provide personalized feedback for continuous improvement.
* Instructional Design: Incorporating proven learning principles and cognitive science research to develop effective training programs that maximize knowledge retention and skill acquisition.

**Recent Developments & Traction:**

* In September 2021, Design Mill announced a Phase II Small Business Innovation Research (SBIR) award from the US Army to develop a VR-based Dismounted Soldier Training platform.
* In June 2022, Design Mill announced a partnership with a major medical center to develop and implement a VR simulation for training healthcare providers in critical care procedures.
* Design Mill has been presenting their research at simulation and training conferences, showcasing their advancements in AI-driven personalized learning within VR environments.

**Leadership & Team:**

* Information regarding specific individuals in executive positions is difficult to verify. LinkedIn profiles indicate that there are project managers and simulation specialists, as well as employees holding Ph.Ds. in relevant fields, however, executive leadership could not be directly identified through sources.

**Competitive Landscape:**

* L3Harris Technologies: Offers a broad range of simulation and training solutions for military and commercial markets. Design Mill differentiates itself by focusing on highly specialized, personalized training approaches driven by AI and data analytics.
* CAE: Another major player in the simulation and training market, with a strong presence in aviation and defense. Design Mill seems to focus on smaller, custom simulation programs as opposed to broader offerings.

**Sources:**

1. [https://designmill.com/](https://designmill.com/) (Company website)

2. [https://www.sbir.gov/sbirsearch/detail/1981855](https://www.sbir.gov/sbirsearch/detail/1981855) (SBIR award information)

3. [https://www.linkedin.com/company/design-mill-inc./](https://www.linkedin.com/company/design-mill-inc./) (Company LinkedIn page to ascertain employee skillsets)