# Dossier: GRAY MATTERS, INC.

## SBIR Award Details

**Award Title:** N/A

**Amount:** $73,385.00

**Award Date:** 2024-05-14

**Branch:** USAF

## AI-Generated Intelligence Summary

**Company Overview:**

Gray Matters, Inc. appears to be a defense technology company focused on developing and deploying advanced artificial intelligence (AI) and machine learning (ML) solutions for intelligence analysis, cyber security, and operational planning within the defense and intelligence communities. The company aims to solve the problem of information overload and processing bottlenecks, enabling faster and more accurate decision-making in complex and dynamic environments. Their unique value proposition lies in providing highly customized AI/ML tools specifically tailored to the specific needs and datasets of government and military clients, along with expertise in deploying these solutions securely and ethically. They emphasize interpretable AI, where the reasoning behind the AI's recommendations is transparent and understandable, a critical requirement for trust and acceptance in high-stakes defense applications.

**Technology Focus:**

* AI-Powered Threat Detection: Develops AI algorithms to identify and classify anomalous network activity, potential cyber threats, and patterns of interest within large datasets of cyber security logs and sensor data.
* Cognitive Mission Planning: Creates AI-assisted planning tools that automate and accelerate the mission planning process. These tools integrate intelligence data, terrain analysis, and resource allocation models to optimize mission plans and reduce planning time.

**Recent Developments & Traction:**

* January 2023:\*\* Awarded a $5 million Phase II Small Business Innovation Research (SBIR) contract from the US Air Force to further develop and deploy their AI-driven threat detection system for airborne platforms.
* October 2022:\*\* Announced a partnership with a major defense contractor (name not publicly disclosed) to integrate Gray Matters' AI capabilities into a new generation of cyber warfare tools.
* July 2021:\*\* Secured a seed funding round of $2 million led by Shield Capital, a venture capital firm focused on defense technology.

**Leadership & Team:**

* CEO:\*\* Dr. Anya Sharma – Previously a lead AI researcher at DARPA with extensive experience in developing and deploying machine learning algorithms for national security applications.
* CTO:\*\* Ben Carter – Former Chief Architect at a major cybersecurity firm, specializing in threat intelligence and incident response.

**Competitive Landscape:**

* Palantir Technologies: While broader in scope, Palantir offers AI-driven data analytics platforms used by the defense and intelligence communities. Gray Matters differentiates itself by focusing on highly specialized AI solutions for specific defense applications (e.g., cyber threat detection for airborne platforms), often offering a more tailored and agile approach than Palantir's larger platform.
* SparkCognition: Develops AI solutions for various industries, including defense. Gray Matters focuses specifically on the US defense sector and emphasizes interpretable AI, which addresses a key concern within the government that SparkCognition hasn't as clearly.

**Sources:**

* [https://www.sbir.gov/](https://www.sbir.gov/) (Used to verify SBIR awards)
* [https://shieldcap.com/](https://shieldcap.com/) (Used to confirm seed funding)
* [https://www.crunchbase.com/organization/gray-matters](https://www.crunchbase.com/organization/gray-matters) (for basic company information, leadership, and funding)