# Dossier: HIDDEN LEVEL INC

## SBIR Award Details

**Award Title:** N/A

**Amount:** $1,225,207.00

**Award Date:** 2024-05-30

**Branch:** USAF

## AI-Generated Intelligence Summary

**Company Overview:**

Hidden Level Inc. is a Syracuse, NY-based company focused on providing persistent, wide-area airspace monitoring solutions. Their primary business is the development and deployment of sensor networks capable of tracking cooperative and non-cooperative aircraft, including drones, in low-altitude airspace. Hidden Level's core mission is to enable safe and scalable drone operations and enhance overall airspace awareness, addressing the critical need for reliable, real-time airspace data currently lacking in many areas. Their unique value proposition lies in their ability to provide comprehensive airspace coverage with a relatively low number of distributed sensors, leveraging proprietary sensor technology and data fusion algorithms to provide actionable insights to government agencies, commercial drone operators, and other stakeholders. They aim to solve the problems of limited airspace visibility, unauthorized drone activity, and potential airspace conflicts.

**Technology Focus:**

* Airspace Monitoring Sensors:\*\* Hidden Level develops and deploys proprietary sensors that detect and track both cooperative (ADS-B equipped) and non-cooperative (non-ADS-B equipped) aircraft. The sensors use a combination of RF detection, signal processing, and machine learning algorithms. Sensor range can extend to over 50 nautical miles depending on terrain and deployment characteristics.
* Airspace Awareness Platform:\*\* The company offers a cloud-based software platform that aggregates data from its sensor network and other sources to provide a real-time, comprehensive view of airspace activity. This platform includes features such as geofencing, alert management, and data analytics.

**Recent Developments & Traction:**

* Partnership with the FAA:\*\* In July 2023, Hidden Level announced a partnership with the Federal Aviation Administration (FAA) to expand airspace monitoring capabilities in strategic locations across the United States. (Specific financial terms not disclosed).
* Series A Funding:\*\* In October 2021, Hidden Level secured $15 million in Series A funding led by Upstate Capital, with participation from Saab Ventures. This funding was intended to scale production and expand its sales and engineering teams.
* Integration with Drone Service Providers:\*\* Since 2022, Hidden Level has announced partnerships with several drone service providers, integrating its airspace awareness data into their drone operations platforms. These integrations aim to enable safer and more efficient drone missions.

**Leadership & Team:**

* Jeff Cole (CEO):\*\* Previously held leadership roles at Saab Sensis Corporation, where he focused on air traffic management and surveillance solutions. Brings significant experience in the aviation industry and defense sector.
* Kurt Gustafson (Vice President, Strategy):\*\* Extensive experience in the defense industry, previously at SRC, Inc., and has expertise in defense electronics and radar systems.

**Competitive Landscape:**

* Airspace Link:\*\* Offers airspace management and drone flight authorization solutions. Hidden Level differentiates itself by focusing primarily on the underlying sensor technology and airspace monitoring infrastructure, providing raw data to other platforms rather than primarily focusing on flight authorization.
* Dedrone:\*\* Provides counter-drone technology solutions, including drone detection, identification, and mitigation. Hidden Level offers a broader approach, focusing on overall airspace awareness rather than primarily on security or counter-drone applications.

**Sources:**

* [https://www.hiddenlevel.com/](https://www.hiddenlevel.com/)
* [https://www.prnewswire.com/news-releases/hidden-level-secures-15-million-series-a-funding-round-301408213.html](https://www.prnewswire.com/news-releases/hidden-level-secures-15-million-series-a-funding-round-301408213.html)
* [https://upstatecapital.org/company/hidden-level/](https://upstatecapital.org/company/hidden-level/)
* [https://www.suasnews.com/2023/07/hidden-level-partners-with-faa-to-expand-airspace-monitoring-capabilities/](https://www.suasnews.com/2023/07/hidden-level-partners-with-faa-to-expand-airspace-monitoring-capabilities/)