# Dossier: HIGHLIGHT TECHNOLOGIES, INC.

## SBIR Award Details

**Award Title:** N/A

**Amount:** $1,112,581.00

**Award Date:** 2024-02-09

**Branch:** USAF

## AI-Generated Intelligence Summary

**Company Overview:**

Highlight Technologies, Inc. is a Virginia-based, woman-owned small business providing data science, artificial intelligence/machine learning (AI/ML), and agile software development solutions to the federal government, particularly within the Department of Defense (DoD) and intelligence communities. Their primary mission is to accelerate data-driven decision-making and optimize operational efficiency for their clients through innovative technology solutions. They aim to solve the problems of data silos, complex data integration challenges, and the need for faster, more accurate insights from vast quantities of data. Their unique value proposition lies in their deep understanding of the federal government’s challenges, combined with their expertise in cutting-edge AI/ML technologies and agile software development methodologies, delivered through a highly skilled and cleared workforce.

**Technology Focus:**

* AI/ML Solutions:\*\* Develop and deploy AI/ML models for tasks such as predictive maintenance, threat detection, and intelligence analysis. Examples include natural language processing (NLP), computer vision, and anomaly detection algorithms.
* Data Engineering and Analytics:\*\* Design, build, and maintain scalable data pipelines and data warehouses to support AI/ML models and advanced analytics. They utilize cloud-native technologies and big data processing frameworks to handle large volumes of structured and unstructured data.
* Agile Software Development:\*\* Build custom software applications and platforms using agile methodologies to meet specific client requirements. They specialize in developing secure, scalable, and user-friendly applications for various operational needs.

**Recent Developments & Traction:**

* Contract Awards:\*\* Secured a significant contract award from the US Air Force for data science and AI/ML support, announced in late 2022.
* Partnerships:\*\* Established strategic partnerships with several leading technology providers to enhance their AI/ML capabilities and expand their market reach.
* Expansion:\*\* Opened a new office in Maryland in early 2023, signifying company growth and a commitment to serving a broader range of federal clients.

**Leadership & Team:**

* Christine DeMoss, CEO:\*\* Experienced executive with a strong background in government contracting and technology services.
* Technical Leadership Team:\*\* Possesses deep expertise in data science, AI/ML, and software engineering, with prior experience at leading technology companies and government agencies.

**Competitive Landscape:**

* Booz Allen Hamilton:\*\* A major player in the government consulting and technology services market, offering a wide range of AI/ML and data analytics solutions. Highlight Technologies differentiates itself through its focus on agility, responsiveness, and specialized expertise within niche areas of the DoD and intelligence communities, often winning smaller, specialized task orders.
* CACI International:\*\* Another significant competitor providing technology and engineering solutions to the federal government. Highlight Technologies focuses more specifically on AI/ML applications and data science, offering a more targeted and potentially more cost-effective solution for specific project needs.

**Sources:**

* [https://www.highlighttech.com/](https://www.highlighttech.com/)
* [https://www.cbinsights.com/company/highlight-technologies](https://www.cbinsights.com/company/highlight-technologies) (May require subscription)
* [https://www.linkedin.com/company/highlight-technologies-inc](https://www.linkedin.com/company/highlight-technologies-inc) (For general business information; not used in analysis)