# Dossier: HTX LABS, INC

## SBIR Award Details

**Award Title:** N/A

**Amount:** $1,468,703.98

**Award Date:** 2023-07-27

**Branch:** USAF

## AI-Generated Intelligence Summary

**Company Overview:**

HTX Labs, Inc. focuses on delivering immersive learning solutions leveraging virtual reality (VR), augmented reality (AR), and mixed reality (MR) technologies, particularly for high-consequence industries such as defense, aerospace, and manufacturing. Their core mission is to improve workforce readiness and reduce training costs by providing accessible, scalable, and engaging training experiences. The company aims to solve the problem of inadequate or inefficient training methodologies that often lead to human error, increased operational costs, and safety risks in complex industrial environments. Their unique value proposition lies in their focus on delivering enterprise-grade, scalable XR training platforms tailored to meet the specific needs of high-stakes industries, including performance tracking, analytics, and data-driven insights to optimize training effectiveness.

**Technology Focus:**

* EMPTACS® (Enterprise Metaverse Platform for Advanced Collaborative Simulations):\*\* A scalable XR platform enabling immersive training scenarios, data collection, performance analysis, and collaborative virtual environments. It facilitates real-time feedback, skill development, and knowledge retention.
* XReality (XR) Applications:\*\* Develops custom XR training applications tailored to specific industry requirements, including maintenance procedures, emergency response simulations, and complex equipment operation training.

**Recent Developments & Traction:**

* October 2023:\*\* Announced a partnership with Blue Forge Alliance to develop and deploy XR-based training solutions for the Defense Industrial Base (DIB), focused on advancing critical manufacturing skills and workforce development in the U.S.
* 2022-2023:\*\* Continued deployments and expansions of EMPTACS® platform within existing defense and aerospace customers, showcasing platform scalability and user adoption, although exact client names and contract values are typically not publicly disclosed due to security concerns.

**Leadership & Team:**

* Chris Collins (CEO):\*\* Experienced entrepreneur with a background in technology and leadership, fostering innovation and strategic partnerships to drive HTX Labs' growth and market expansion.
* Scott Alden (Chief Revenue Officer):\*\* Proven experience in building strategic relationships within both government and commercial sectors, and driving revenue.

**Competitive Landscape:**

* STRIVR:\*\* Specializes in VR training for enterprises, offering data-driven insights to improve performance. HTX Labs differentiates itself with its emphasis on high-consequence industries and the comprehensive EMPTACS® platform, combining VR/AR/MR capabilities and detailed performance tracking designed for the rigors and specific needs of defense and aerospace.

**Sources:**

* [https://htxlabs.com/](https://htxlabs.com/)
* [https://www.linkedin.com/company/htx-labs/](https://www.linkedin.com/company/htx-labs/)
* [https://www.blueforgealliance.us/news/blue-forge-alliance-and-htx-labs-partner-to-accelerate-advanced-manufacturing-workforce-development](https://www.blueforgealliance.us/news/blue-forge-alliance-and-htx-labs-partner-to-accelerate-advanced-manufacturing-workforce-development)