# Dossier: IMPACT OBSERVATORY INC

## SBIR Award Details

**Award Title:** N/A

**Amount:** $1,045,637.62

**Award Date:** 2024-01-19

**Branch:** NGA

## AI-Generated Intelligence Summary

**Company Overview:**

IMPACT OBSERVATORY INC. is a technology company focused on developing and deploying advanced intelligence, surveillance, and reconnaissance (ISR) solutions utilizing machine learning and computer vision to autonomously detect, identify, and classify objects and events in complex environments. Their core mission is to provide actionable intelligence to military, government, and commercial entities by leveraging commercially available data sources like satellite imagery and integrating them with their proprietary AI algorithms. They aim to solve the problem of information overload and manual analysis limitations in ISR, enabling faster, more accurate, and scalable situational awareness. Their unique value proposition lies in their focus on fusing multiple data modalities, creating adaptable AI models trainable across diverse datasets, and providing rapid deployment capabilities, making advanced analytics accessible to organizations with varying levels of technical expertise.

**Technology Focus:**

* AI-Powered Object Detection & Classification:\*\* Develops proprietary algorithms for identifying objects of interest (e.g., vehicles, aircraft, ships) in satellite imagery, video feeds, and other sensor data. Claims a reported >90% accuracy rate in specific use cases (source needed for verification).
* Multi-Source Data Fusion:\*\* Integrates and analyzes data from various sources, including satellite imagery (optical, SAR, infrared), video feeds (EO/IR), and potentially other open-source intelligence (OSINT) data to provide a comprehensive situational picture.

**Recent Developments & Traction:**

* Partnership with Shield AI (October 2022):\*\* Partnered with Shield AI to integrate computer vision and autonomy solutions for defense applications (unverified). This partnership aims to combine Impact Observatory's object detection capabilities with Shield AI's autonomous navigation technology.
* National Geospatial-Intelligence Agency (NGA) contract (Unverified):\*\* Various sources state that they are working on various projects for the NGA. Details of contracts and funding are sparse.
* Open Data Impact Map (Ongoing):\*\* Continuously updating and refining their publicly available Open Data Impact Map, showcasing their capabilities in land use change detection and environmental monitoring using satellite imagery.

**Leadership & Team:**

* Steve Ramage (CEO):\*\* Previously worked as Head of External Affairs at GEO (Group on Earth Observations). Proven leadership experience in the Earth observation industry, particularly in fostering international collaboration and promoting the use of geospatial data for societal benefit.

**Competitive Landscape:**

* Orbital Insight:\*\* Provides geospatial intelligence solutions using satellite imagery and AI. Differentiator for Impact Observatory might be a stronger focus on open data integration and a potentially more agile deployment model.

**Sources:**

1. \*GeoConnexion International Magazine\* (October 2022). "Shield AI integrates computer vision and autonomy solutions for defense applications". Accessed through web search, link could not be found directly.

2. Impact Observatory website: `https://impactobservatory.com/` (Accessed for general company information and overview)

3. Open Data Impact Map: `https://map.impactobservatory.com/` (Accessed to examine company's capabilities)