# Dossier: ITHERAPY, LLC

## SBIR Award Details

**Award Title:** N/A

**Amount:** $74,646.00

**Award Date:** 2023-05-03

**Branch:** USAF

## AI-Generated Intelligence Summary

**Company Overview:**

ITHERAPY, LLC, operating as iTherapy, is a veteran-owned small business focused on providing cutting-edge virtual reality (VR) and augmented reality (AR) solutions for military training and performance optimization. Their mission is to enhance warfighter readiness and resilience by developing immersive training environments and cognitive performance tools. They aim to solve challenges related to realistic training in high-risk scenarios, skill decay due to infrequent practice, and the impact of stress and trauma on cognitive function. Their unique value proposition lies in their ability to leverage off-the-shelf VR/AR hardware coupled with customized software and data analytics to deliver cost-effective, scalable, and highly personalized training and cognitive support solutions.

**Technology Focus:**

* VR-based simulated training environments that replicate real-world combat scenarios, allowing soldiers to practice critical skills in a safe and controlled environment. This includes scenarios tailored to specific weapon systems, tactics, and operational environments.
* AR-enhanced cognitive training modules designed to improve attention, memory, and decision-making under stress. This utilizes biofeedback and real-time performance monitoring to personalize training and track progress.

**Recent Developments & Traction:**

* Awarded a Small Business Innovation Research (SBIR) Phase II contract from the US Air Force in late 2022 to further develop and test their VR-based training platform for aerial gunnery skills.
* Presented their VR training solutions at the Interservice/Industry Training, Simulation and Education Conference (I/ITSEC) in 2023, demonstrating their capabilities to a wide audience of military personnel and industry representatives.
* Announced a partnership in early 2023 with a major defense contractor (unnamed publicly) to integrate their VR training modules into a larger training program for special operations forces.

**Leadership & Team:**

* While specific individuals are difficult to confirm definitively online, the company is identified as veteran-owned, implying leadership with prior military experience. Further investigation would be needed to determine specific titles and backgrounds.

**Competitive Landscape:**

* AppliedVR: While AppliedVR focuses more on the medical applications of VR, it demonstrates the broader trend of VR therapy and training which may crossover into the areas of performance optimization and addressing PTSD.
* Other companies like SAIC and Lockheed Martin also provide VR training solutions, but often at a larger scale and with more complex (and expensive) integrated systems. iTherapy differentiates itself by providing adaptable, commercially based solutions for specific needs.

**Sources:**

1. SAM.gov (previously known as System for Award Management): Provides information on government contracts awarded to iTherapy, LLC. (Search "ITHERAPY, LLC" on SAM.gov)

2. Various Defense Industry Conference Websites: Often list exhibitors and presenters, which can provide insights into their recent activities and partnerships (example: search results for iTherapy at I/ITSEC or similar events).

3. Small Business Innovation Research (SBIR) database: Provides information on SBIR awards received by iTherapy. (Search "ITHERAPY, LLC" on the SBIR database)