# Dossier: LIFEWARE LABS LLC

## SBIR Award Details

**Award Title:** N/A

**Amount:** $1,248,914.00

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

**Branch:** USAF

## AI-Generated Intelligence Summary

**Company Overview:**

LIFEWARE LABS LLC, based in El Segundo, CA, is a defense technology company specializing in applied artificial intelligence and augmented reality solutions for defense, intelligence, and commercial applications. Their mission is to enhance human performance in complex and high-stress environments through AI-driven insights and immersive experiences. LIFEWARE LABS aims to solve the critical problems of information overload, situational awareness gaps, and cognitive burden faced by operators and decision-makers in the modern battlespace and commercial environments. Their unique value proposition lies in their ability to rapidly develop and deploy customized AI and AR solutions tailored to specific customer needs, focusing on integration with existing systems and providing actionable intelligence in real-time.

**Technology Focus:**

* AI-Powered ISR Processing:\*\* Develops AI algorithms for automated analysis of Intelligence, Surveillance, and Reconnaissance (ISR) data, including object detection, activity recognition, and threat assessment, reducing analyst workload and improving accuracy. They claim up to 5x improvement in speed and efficiency compared to traditional methods based on internal tests.
* Augmented Reality (AR) Collaboration Platform:\*\* Creates a collaborative AR environment for remote experts to guide field personnel, allowing for real-time visual communication, data overlays, and step-by-step instructions, improving maintenance, training, and operational effectiveness. Their platform supports multiple users and integrates with existing communications infrastructure.

**Recent Developments & Traction:**

* Contract Awarded by the US Air Force (September 2023):\*\* Awarded a Small Business Innovation Research (SBIR) Phase II contract to further develop their AI-powered ISR processing capabilities for integration into Air Force ISR systems, focusing on enhancing the detection and identification of obscured targets.
* Expanded Partnership with Microsoft (May 2022):\*\* Expanded their partnership with Microsoft to leverage Azure cloud services for scaling their AI and AR solutions, enabling deployment across a wider range of platforms and devices. This includes work on HoloLens integration.
* Seed Funding Round (October 2021):\*\* Secured an undisclosed amount in seed funding led by Decisive Point, to accelerate the development and commercialization of their AI and AR technologies.

**Leadership & Team:**

* Mark Gray (CEO):\*\* Previously held senior leadership positions at Northrop Grumman, with experience in program management, systems engineering, and business development within the aerospace and defense sector.
* Dr. Anya Sharma (CTO):\*\* PhD in Computer Science with a focus on artificial intelligence and computer vision. Prior experience includes leading AI research at a prominent research institution.

**Competitive Landscape:**

* Palantir Technologies:\*\* Palantir offers broader data analytics platforms, but LIFEWARE LABS distinguishes itself through its specialization in AI-driven insights specifically tailored for defense ISR and its AR-focused solutions for tactical collaboration.
* Anduril Industries:\*\* Anduril provides integrated hardware and software solutions for defense, while LIFEWARE LABS focuses on software solutions that can be integrated into existing systems, offering greater flexibility and lower integration costs.

**Sources:**

1. [https://www.lifewarelabs.com/](https://www.lifewarelabs.com/)

2. [https://www.crunchbase.com/organization/lifeware-labs](https://www.crunchbase.com/organization/lifeware-labs)

3. [https://www.sbir.gov/sbirsearch/detail/2112662](https://www.sbir.gov/sbirsearch/detail/2112662)

4. [https://decisivepoint.vc/portfolio/](https://decisivepoint.vc/portfolio/) (Decisive Point Portfolio)