# Dossier: LOOMIA TECHNOLOGIES INC

## SBIR Award Details

**Award Title:** N/A

**Amount:** $70,380.00

**Award Date:** 2022-11-02

**Branch:** USAF

## AI-Generated Intelligence Summary

**Company Overview:**

LOOMIA TECHNOLOGIES INC is a materials science company specializing in the development of soft, flexible electronic circuitry primarily designed for integration into textiles and composites. Their core mission is to create "smart" soft goods that enhance user experiences and enable data collection through embedded sensing. They aim to solve the problem of bulky, inflexible electronics hindering the integration of technology into clothing, automotive interiors, furniture, and other soft surfaces. Their unique value proposition lies in their patented LOOMIA Electronic Layer (LEL) technology, which allows for the seamless integration of heating, lighting, and sensing capabilities directly into fabrics and flexible materials. This enables the creation of products that are more comfortable, aesthetically pleasing, and functional than traditional electronic integration methods.

**Technology Focus:**

* LOOMIA Electronic Layer (LEL):\*\* A flexible circuitry solution enabling the integration of electronics (heating, lighting, sensing, and data transmission) into soft goods and composites. This includes a patented process for embedding electronic components within a textile-like substrate.
* Heating Solutions:\*\* LOOMIA offers customizable heated textiles for a variety of applications including apparel, automotive seating, and medical devices, boasting rapid and uniform heating performance. They advertise precise temperature control and customizable heating zones.

**Recent Developments & Traction:**

* Partnership with Lockheed Martin (Announced July 2021):\*\* Collaboration focused on integrating LOOMIA's flexible heating solutions into advanced materials for defense and aerospace applications, potentially including de-icing, comfort, and other thermal management solutions.
* COVID-19 Related Applications (2020-2021):\*\* Early in the pandemic, Loomia pivoted to explore applications in PPE and other medical textiles, leveraging their technology for heated blankets and other temperature-controlled solutions.
* Focus on automotive interiors:\*\* Several industry reports and press releases highlight LOOMIA's increasing focus on integrating their technology into automotive seating, trim, and other interior surfaces to enable features such as occupant detection and individualized climate control.

**Leadership & Team:**

* Madison Maxey (Founder & CEO):\*\* Previously recognized as a Thiel Fellow, demonstrating a strong entrepreneurial drive and commitment to innovation.
* While a full leadership team beyond the CEO is not readily available, published information highlights expertise in material science, electronics, and manufacturing.

**Competitive Landscape:**

* Gentherm:\*\* A major player in thermal management systems, particularly in automotive. LOOMIA differentiates itself by focusing on embedded, textile-based solutions rather than traditional heating and cooling units.
* Interactive Wear AG:\*\* A German company specializing in smart textiles. LOOMIA's differentiator appears to be its more focused and potentially more robust LEL technology, emphasizing flexibility and seamless integration.

**Sources:**

* [https://www.loomia.com/](https://www.loomia.com/)
* [https://news.lockheedmartin.com/2021-07-21-Lockheed-Martin-Ventures-Invests-in-Loomia-to-Advance-Smart-Textiles-](https://news.lockheedmartin.com/2021-07-21-Lockheed-Martin-Ventures-Invests-in-Loomia-to-Advance-Smart-Textiles-)
* [https://thielfellowship.org/fellows/madison-maxey/](https://thielfellowship.org/fellows/madison-maxey/)