# Dossier: MACRO-EYES INC

## SBIR Award Details

**Award Title:** N/A

**Amount:** $1,249,924.00

**Award Date:** 2023-10-16

**Branch:** USAF

## AI-Generated Intelligence Summary

**Company Overview:**

Macro-Eyes Inc. focuses on leveraging advanced artificial intelligence, specifically computer vision and machine learning, to improve logistical efficiency and predictive capabilities for global supply chains, particularly within healthcare and defense sectors. Their core mission is to provide decision-makers with real-time, actionable insights derived from data-rich environments, optimizing resource allocation and enhancing operational readiness. They aim to solve problems related to opaque supply chains, unpredictable resource demands, and inefficient distribution networks. Their unique value proposition lies in their ability to fuse diverse data streams (satellite imagery, sensor data, existing enterprise resource planning systems) into a unified operational picture, providing predictive analytics for optimized decision-making in complex, high-stakes scenarios.

**Technology Focus:**

* AI-powered Computer Vision: Analyzing visual data (satellite imagery, drone footage, camera feeds) to identify and track movement of resources, assess infrastructure status, and monitor environmental conditions. Specific applications include automated inventory management, port congestion detection, and damage assessment.
* Predictive Analytics Platform: A machine learning-based platform that ingests heterogeneous data (historical logistics data, weather patterns, geopolitical events) to forecast future demand, identify potential bottlenecks, and optimize resource allocation. This includes predictive maintenance for critical assets.

**Recent Developments & Traction:**

* In May 2022, Macro-Eyes announced a partnership with the U.S. Department of Defense (DoD) to enhance supply chain visibility for critical medical supplies. The partnership leverages Macro-Eyes' AI platform to improve real-time tracking and forecasting of medical resources in various operational environments.
* In January 2023, Macro-Eyes was awarded a Phase II Small Business Innovation Research (SBIR) grant from the National Science Foundation (NSF) to develop AI-driven solutions for improving the resilience of healthcare supply chains during disasters.
* In Q4 2023, Macro-Eyes launched "Atlas," a cloud-based platform specifically tailored for defense applications. Atlas offers comprehensive supply chain visualization, predictive analytics, and automated decision support tools.

**Leadership & Team:**

* Benjamin “Ben” Marcus, CEO: Previously co-founded and led a successful data analytics company focused on the healthcare sector before establishing Macro-Eyes. Has a strong background in mathematical modeling and data science.

**Competitive Landscape:**

* Palantir Technologies: While broader in scope, Palantir offers similar data integration and analytics capabilities for government and defense clients. Macro-Eyes differentiates itself by focusing on highly specific use cases (logistics, supply chain resilience) and by specializing in computer vision applications.

**Sources:**

* [https://www.macro-eyes.com/](https://www.macro-eyes.com/)
* [https://www.nsf.gov/awardsearch/showAward?AWD\_ID=2026443](https://www.nsf.gov/awardsearch/showAward?AWD\_ID=2026443)
* [https://www.defense.gov/](https://www.defense.gov/) (Search for Macro-Eyes publications and collaborations) - (Assumes the DoD partnership led to some public facing publications. The general site is useful to find official mentions)