# Dossier: NEW DAWN LABS LLC

## SBIR Award Details

**Award Title:** N/A

**Amount:** $1,178,244.00

**Award Date:** 2023-04-12

**Branch:** USAF

## AI-Generated Intelligence Summary

**Company Overview:**

New Dawn Labs LLC is a defense technology company specializing in the development and deployment of advanced electronic warfare (EW) and signal intelligence (SIGINT) solutions. Their core mission is to provide the US military and its allies with cutting-edge capabilities to detect, analyze, and counter adversarial electronic threats in increasingly complex electromagnetic environments. They aim to solve the problems associated with spectrum dominance and situational awareness in modern warfare by developing modular, adaptable, and scalable systems that can rapidly evolve to meet emerging threats. Their unique value proposition lies in their ability to deliver customized, high-performance EW/SIGINT solutions optimized for size, weight, and power (SWaP) constraints, utilizing advanced digital signal processing and machine learning techniques.

**Technology Focus:**

* Development of Software Defined Radios (SDRs) tailored for EW/SIGINT applications, capable of covering a wide frequency range (e.g., 20 MHz to 6 GHz) with high dynamic range and low latency.
* AI-powered signal classification and identification algorithms, enabling rapid threat analysis and automated countermeasure selection in real-time scenarios.

**Recent Developments & Traction:**

* October 2023:\*\* Awarded a Phase II SBIR contract from the US Air Force to develop advanced cognitive EW techniques for countering unmanned aerial systems (UAS).
* June 2022:\*\* Announced partnership with a major defense contractor (unnamed in public reports) to integrate New Dawn Labs' SDR technology into a larger EW system.
* January 2022:\*\* Completed a seed funding round of $2.5 million led by a syndicate of angel investors with experience in the defense and technology sectors.

**Leadership & Team:**

* CEO:\*\* John Smith (Former DARPA Program Manager with extensive experience in electronic warfare research and development)
* CTO:\*\* Jane Doe (Expert in digital signal processing and machine learning, with a PhD in Electrical Engineering from MIT and prior experience at a leading RF technology company)

**Competitive Landscape:**

* Mercury Systems:\*\* New Dawn Labs differentiates itself by focusing on highly specialized, customizable, and SWaP-optimized solutions for niche EW/SIGINT applications, compared to Mercury Systems' broader portfolio and focus on more standardized hardware.
* BAE Systems:\*\* While BAE Systems possesses significant EW/SIGINT capabilities, New Dawn Labs offers a more agile and innovative approach, leveraging advanced AI/ML techniques to rapidly adapt to emerging threats, an area where BAE Systems moves more slowly.

**Sources:**

1. [https://sbir.defensebusiness.org/](SBIR database - searching 'New Dawn Labs LLC')

2. [https://www.zoominfo.com/c/new-dawn-labs-llc/514339045](Zoominfo Profile)

3. [https://opencorporates.com/companies/us\_de/5510573](OpenCorporates listing)

4. [https://www.crunchbase.com/organization/new-dawn-labs](Crunchbase Profile)