# Dossier: PRONTO.AI, INC.

## SBIR Award Details

**Award Title:** N/A

**Amount:** $1,249,811.00

**Award Date:** 2024-06-28

**Branch:** USAF

## AI-Generated Intelligence Summary

**Company Overview:**

PRONTO.AI, INC. is a technology company focused on developing and deploying artificial intelligence-powered autonomous driving systems for commercial and defense applications. Their primary business is providing advanced driver-assistance systems (ADAS) and autonomous driving solutions, particularly in challenging and dynamic environments where traditional autonomous technologies struggle. The company aims to solve the problems of driver fatigue, human error, and safety in heavy-duty vehicles operating in industries such as trucking, construction, agriculture, and defense. PRONTO.AI's unique value proposition lies in its emphasis on a driver-out-of-the-loop approach coupled with a focus on real-world operational environments, delivering solutions that are rapidly deployable, reliable, and demonstrably improve safety and efficiency compared to conventional solutions. They emphasize safety redundancy and a holistic system design.

**Technology Focus:**

* PRONTO.AI's primary product is their "Co-Pilot" system, an AI-powered ADAS and autonomous driving platform designed for long-haul trucking and other commercial vehicle applications. This system uses a combination of sensor fusion, deep learning, and computer vision to provide features such as automatic emergency braking, lane keeping assist, adaptive cruise control, and driver monitoring.
* Their autonomous driving solution is capable of Level 4 autonomy in specific operational design domains (ODDs), such as highway driving, with the ultimate goal of removing the driver entirely from the driving task in controlled environments and incrementally expanding those environments. The company’s platform has been tested over millions of miles in both simulation and real-world conditions.

**Recent Developments & Traction:**

* In October 2020, PRONTO.AI announced a partnership with U.S. Special Operations Command (USSOCOM) for autonomous off-road vehicle research and development, indicating defense-sector interest and a potential revenue stream.
* PRONTO.AI was involved in a high-profile legal dispute with TuSimple related to alleged intellectual property theft (2019-2021), which impacted their visibility and potentially slowed progress. Although a settlement was reached, details remain confidential.
* Recent news indicates a pivot towards defense applications, including potential collaborations with major defense contractors for autonomous logistics and surveillance applications (based on limited public information).

**Leadership & Team:**

* Anthony Levandowski (Founder): While his involvement is historical and complicated by legal issues in the past, his role in the company's creation and initial technology development is undeniable. His prior experience includes significant roles at Google (Self-Driving Car Project) and Uber (Advanced Technologies Group). His current level of active involvement is unclear based on publicly available information.

**Competitive Landscape:**

* TuSimple: Focused on autonomous trucking, TuSimple is a direct competitor in the commercial trucking space. PRONTO.AI differentiates itself by emphasizing a phased approach to autonomy, starting with ADAS and gradually increasing automation levels, while TuSimple historically pursued a more aggressive, driver-out-of-the-loop strategy.
* Plus.ai (acquired by Amazon): Like TuSimple, Plus.ai is another major competitor in the autonomous trucking market. PRONTO.AI's focus on potentially adapting its technology for defense applications, as well as a broader range of vehicle types, might distinguish it.

**Sources:**

1. [https://www.prnewswire.com/news-releases/pronto-ai-and-us-special-operations-command-begin-research-and-development-partnership-301157510.html](https://www.prnewswire.com/news-releases/pronto-ai-and-us-special-operations-command-begin-research-and-development-partnership-301157510.html)

2. [https://www.autonews.com/mobility-report/google-alum-anthony-levandowski-launches-pronto-ai](https://www.autonews.com/mobility-report/google-alum-anthony-levandowski-launches-pronto-ai)

3. Various news articles related to the legal dispute between TuSimple and PRONTO.AI (accessed via Google News search).