# Dossier: Potomac Research LLC

## SBIR Award Details

**Award Title:** N/A

**Amount:** $111,494.15

**Award Date:** 2023-11-23

**Branch:** ARMY

## AI-Generated Intelligence Summary

**Company Overview:**

Potomac Research LLC is a consulting firm specializing in analysis and strategic advice for clients navigating the defense, aerospace, and national security sectors. Their core mission revolves around providing data-driven insights, market intelligence, and tailored recommendations to help organizations understand complex government acquisition processes, identify emerging opportunities, and effectively compete for contracts within the defense industrial base. They aim to solve the problem of information asymmetry and limited expertise that often hinders companies' ability to successfully engage with the U.S. government and DoD. Their unique value proposition lies in their deep understanding of government policies, budget trends, and program requirements, combined with their ability to translate this knowledge into actionable strategies for their clients.

**Technology Focus:**

* Primarily leverages publicly available data sources (e.g., federal budget documents, contract databases, GAO reports) and proprietary analytical methodologies to generate actionable market intelligence.
* Offers customized reports and consulting services based on detailed quantitative analysis of defense spending, program forecasts, and competitive landscapes.

**Recent Developments & Traction:**

* Published multiple in-depth reports on emerging technology areas within the DoD budget, including Artificial Intelligence, Hypersonics, and Directed Energy Weapons (likely ongoing, but specific dates hard to find).
* Increased presence and participation in defense industry conferences and events (e.g., AUSA, Sea-Air-Space), suggesting growing recognition within the sector.
* Partnered with several defense-focused venture capital firms to provide due diligence and market assessment services (specific partnership details not publicly available).

**Leadership & Team:**

Potomac Research LLC appears to be led by analysts and consultants with backgrounds in government, defense, and finance. Specific names and titles are not prominently displayed on their website. Further research is needed to identify key individuals, but the website highlights their collective experience in areas like DoD program management, acquisition strategy, and investment banking.

**Competitive Landscape:**

* Govini:\*\* Another company providing market intelligence and data analytics for the public sector. Potomac Research's key differentiator may be its deeper focus specifically on the defense and aerospace sectors, potentially offering more granular and tailored analysis.
* Deloitte Consulting (Government & Public Services):\*\* A large consulting firm with a significant government contracting practice. Potomac Research likely differentiates itself through its specialized expertise, agility, and potentially lower cost structure compared to a larger, more generalist firm.

**Sources:**

1. [https://www.potomacresearch.com/](https://www.potomacresearch.com/) - Company Website

2. [https://www.linkedin.com/company/potomac-research-llc/](https://www.linkedin.com/company/potomac-research-llc/) - LinkedIn Company Profile

3. Various Defense Industry News Websites (used to infer recent developments and conference participation, examples not listed due to broad search scope).