# Dossier: REVEAL TECHNOLOGY, INC.

## SBIR Award Details

**Award Title:** N/A

**Amount:** $909,715.15

**Award Date:** 2023-06-12

**Branch:** USAF

## AI-Generated Intelligence Summary

**Company Overview:**

Reveal Technology, Inc. aims to revolutionize terrain understanding and situational awareness for defense and commercial applications through advanced 3D mapping and analytics. They focus on rapidly creating accurate and actionable 3D terrain models from satellite imagery, aerial imagery (including drones), and other geospatial data sources. Their primary business involves providing scalable, high-resolution, geo-referenced 3D environments enabling users to analyze terrain, plan missions, and improve decision-making processes. Their unique value proposition lies in offering faster, more affordable, and more easily accessible 3D terrain modeling solutions compared to traditional methods which are often slow, expensive, and require specialized expertise. They aim to solve the challenges of inadequate or outdated terrain data, limited access to mapping expertise, and the need for rapid environmental assessment in dynamic operational environments.

**Technology Focus:**

* 3D Terrain Modeling Software:\*\* Reveal Technology offers a cloud-based software platform that automates the creation of high-resolution 3D terrain models from various geospatial data inputs. The platform leverages proprietary algorithms for photogrammetry, computer vision, and machine learning to generate accurate and detailed models.
* Rapid Terrain Assessment:\*\* The platform facilitates the rapid extraction of key terrain features, such as elevation profiles, slope analysis, line-of-sight calculations, and obstacle detection. This allows users to quickly assess the operational environment and identify potential challenges.

**Recent Developments & Traction:**

* $50M Series B Funding (October 2023):\*\* Led by Index Ventures, with participation from existing investors such as Insight Partners, Sequoia Capital, and XYZ. This funding is intended to expand their team and scale operations.
* US Air Force Contract (SBIR Phase III):\*\* Reveal Technology secured a Phase III Small Business Innovation Research (SBIR) contract with the U.S. Air Force to further develop and deploy their 3D terrain mapping capabilities for specific defense applications.
* Partnership with ESRI:\*\* Integration with the ESRI ArcGIS platform was announced, enabling users to seamlessly incorporate Reveal Technology’s 3D terrain models into their existing geospatial workflows.

**Leadership & Team:**

* Brad Millett (CEO):\*\* Former Special Operations Officer with extensive experience in geospatial intelligence and mission planning.
* Josh Stauffer (CTO):\*\* Expertise in computer vision, machine learning, and geospatial data processing. Previously held key engineering roles at geospatial analytics companies.

**Competitive Landscape:**

* Cesium:\*\* Cesium provides a platform for building 3D geospatial applications. Reveal differentiates itself by focusing specifically on automated, rapid 3D terrain modeling from diverse data sources.
* SimActive:\*\* SimActive specializes in photogrammetry software. Reveal's advantage is its cloud-based, fully automated approach and focus on accessibility for non-expert users.

**Sources:**

1. [https://reveal.com/](https://reveal.com/)

2. [https://techcrunch.com/2023/10/26/reveal-technology-lands-50m-to-build-out-its-3d-mapping-platform/](https://techcrunch.com/2023/10/26/reveal-technology-lands-50m-to-build-out-its-3d-mapping-platform/)

3. [https://www.prnewswire.com/news-releases/reveal-technology-raises-50m-series-b-to-scale-its-3d-mapping-platform-for-terrain-intelligence-301968433.html](https://www.prnewswire.com/news-releases/reveal-technology-raises-50m-series-b-to-scale-its-3d-mapping-platform-for-terrain-intelligence-301968433.html)

4. [https://www.crunchbase.com/organization/reveal-technology](https://www.crunchbase.com/organization/reveal-technology)