# Dossier: ROWND INC

## SBIR Award Details

**Award Title:** N/A

**Amount:** $73,931.00

**Award Date:** 2023-12-15

**Branch:** USAF

## AI-Generated Intelligence Summary

**Company Overview:**

ROWND INC (stylized as rownd) is a developer platform designed to simplify and secure user authentication and authorization for software applications, focusing on developer experience and data privacy. Their core mission is to eliminate the complexity of building and maintaining user management systems, allowing developers to concentrate on their core product. Rownd solves the problem of integrating authentication, access control, and user data management which is often a significant overhead, especially for companies needing to comply with data regulations such as GDPR and CCPA. Their unique value proposition lies in providing a "headless" user infrastructure that's highly customizable, easily integrates with any existing codebase, and ensures data privacy by design, offering developers control over where their user data is stored and processed.

**Technology Focus:**

* Headless User Infrastructure:\*\* Rownd offers a suite of APIs and SDKs that developers can use to build custom user experiences without managing the underlying infrastructure. This includes features such as passwordless authentication, social login, multi-factor authentication, and role-based access control.
* Data Privacy & Compliance:\*\* The platform emphasizes data privacy and compliance, allowing developers to control where user data is stored (including the option to host data within their own infrastructure) and providing tools for managing data consent and compliance with regulations.

**Recent Developments & Traction:**

* $4.1 Million Seed Round (October 13, 2021):\*\* Rownd secured a $4.1 million seed round led by Differential Ventures, with participation from Village Global, Front Porch Ventures, and M25. This funding was intended to expand their team and accelerate product development.
* New Feature Launches:\*\* While specific dates aren't widely available, ROWND's blog and product updates showcase continuous improvements and additions to their platform, including expanded authentication options, improved user management tools, and enhanced data privacy features.
* Integration Partnerships:\*\* Rownd actively pursues integrations with popular developer tools and platforms, further streamlining the user management process within various software development ecosystems. Specific partners beyond broad announcements are difficult to ascertain.

**Leadership & Team:**

* Dave Gray (Co-founder and CEO):\*\* Previously Founder and CEO of DRG Consulting, a software development company.
* Brandon Anderson (Co-founder and CTO):\*\* Prior experience as a software engineer and architect.

**Competitive Landscape:**

* Auth0 (Okta):\*\* Auth0 is a larger, more established player in the authentication and authorization space. Rownd differentiates itself through its strong emphasis on data privacy, headless architecture, and developer-centric approach offering greater control over data and user experience compared to Auth0's more standardized solutions.
* Firebase Authentication (Google):\*\* Firebase offers simpler authentication as part of a broader platform. Rownd offers a more robust and customizable solution with greater focus on data privacy and independent control, particularly important for applications needing granular data governance.

**Sources:**

1. [https://www.rownd.io/](https://www.rownd.io/)

2. [https://news.crunchbase.com/news/rownd-seed-round-authentication/](https://news.crunchbase.com/news/rownd-seed-round-authentication/)

3. [https://www.prnewswire.com/news-releases/rownd-raises-4-1m-seed-to-give-businesses-control-of-their-user-data-301399157.html](https://www.prnewswire.com/news-releases/rownd-raises-4-1m-seed-to-give-businesses-control-of-their-user-data-301399157.html)