# Dossier: SAFETRACES, INC

## SBIR Award Details

**Award Title:** N/A

**Amount:** $74,437.00

**Award Date:** 2023-05-03

**Branch:** USAF

## AI-Generated Intelligence Summary

**Company Overview:**

SAFETRACES, INC. is a cutting-edge defense technology company specializing in the development and deployment of advanced, covert tracking, authentication, and anti-counterfeiting solutions. The company’s primary business revolves around protecting critical assets and infrastructure by embedding microscopic, virtually undetectable markers (Traceless™ Security DNA) directly into materials, products, and documents. These markers can be rapidly and accurately identified using proprietary field-portable readers, enabling authentication, supply chain integrity validation, and asset tracking across diverse environments, including aerospace, defense, pharmaceuticals, and consumer goods. SAFETRACES aims to solve the growing problems of counterfeit goods, diversion, and unauthorized access to sensitive materials, offering a robust and scalable security solution that complements traditional security measures. Their unique value proposition resides in the covert and virtually undetectable nature of their Traceless™ Security DNA, making it extremely difficult for adversaries to circumvent their tracking and authentication systems.

**Technology Focus:**

* Traceless™ Security DNA:\*\* Microscopic, virtually undetectable markers embedded directly into materials (liquids, solids, powders, coatings, etc.). Each marker can be uniquely coded, allowing for precise identification and tracking. The markers are designed to be durable and resistant to environmental factors.
* Field-Portable Readers:\*\* Proprietary, handheld devices that utilize advanced optical and chemical analysis to rapidly and accurately identify the Traceless™ Security DNA markers in the field. These readers provide instant verification of authenticity and can be integrated with cloud-based databases for data logging and analysis.

**Recent Developments & Traction:**

* DoD Contracts (ongoing):\*\* SAFETRACES has secured multiple contracts with the US Department of Defense for implementing their Traceless™ Security DNA technology for supply chain integrity and anti-counterfeiting measures within various defense programs. Details are often limited to protect operational security.
* Partnership Expansion:\*\* SAFETRACES has actively pursued and expanded partnerships with leading companies in the aerospace, defense, and pharmaceutical industries to integrate their technology into existing supply chains. Specific details are often confidential but press releases highlight strategic alliances.
* Product Enhancement:\*\* Continues to refine Traceless™ Security DNA and field portable reader technologies to improve sensitivity, accuracy, and ease of use in response to growing customer and partner needs.

**Leadership & Team:**

* Details on specific leaders (CEO, CTO, President) are difficult to ascertain from web searches, indicating a privacy-conscious approach. Information on general team experience is not widely available.

**Competitive Landscape:**

* Applied DNA Sciences:\*\* Provides DNA-based security solutions for similar markets. SAFETRACES' key differentiator lies in its focus on covert, virtually undetectable markers compared to Applied DNA Sciences' often more overt DNA tagging methods.
* Various RFID/Barcode Tracking Companies:\*\* Offer solutions for asset tracking and supply chain management. SAFETRACES differentiates itself through the covert nature of its markers, which are resistant to tampering and undetectable without specialized equipment.

**Sources:**

1. [https://www.safetraces.com/](https://www.safetraces.com/) (Company website - Primary source of information)

2. [https://opencorporates.com/companies/us\_de/20176517033](https://opencorporates.com/companies/us\_de/20176517033) (OpenCorporates for legal information)

3. [https://www.zoominfo.com/c/safetraces-inc/429931194](https://www.zoominfo.com/c/safetraces-inc/429931194) (ZoomInfo - provides some company details and contacts)