# Dossier: SENSING STRATEGIES INC

## SBIR Award Details

**Award Title:** N/A

**Amount:** $1,188,865.00

**Award Date:** 2024-08-09

**Branch:** NAVY

## AI-Generated Intelligence Summary

**Company Overview:**

Sensing Strategies Inc. is a provider of advanced sensor solutions and analytics primarily focused on infrastructure monitoring and security applications, including energy infrastructure, border security, and pipeline integrity. The company leverages distributed acoustic sensing (DAS) and other sensor modalities to provide real-time awareness of threats, leaks, and other anomalies along critical infrastructure. Their core mission is to transform massive volumes of raw sensor data into actionable intelligence for asset owners, operators, and security professionals. The company aims to solve the problems associated with inefficient and labor-intensive manual inspection methods by providing comprehensive, persistent monitoring with advanced data analytics and automated alerting. Their unique value proposition lies in combining cutting-edge sensor technology with sophisticated AI-powered analytics to deliver superior performance in leak detection, intrusion detection, and overall infrastructure health monitoring compared to traditional approaches.

**Technology Focus:**

* Distributed Acoustic Sensing (DAS): Sensing Strategies utilizes fiber optic cables as distributed sensors to detect vibrations, acoustic signals, and strain along the entire length of the cable. This enables continuous, wide-area monitoring with a single sensing unit.
* Machine Learning and AI Analytics: The company employs proprietary algorithms to analyze the raw sensor data and differentiate between routine operational noise and potential threats or anomalies. This includes leak detection, intrusion detection, and identification of equipment malfunctions.

**Recent Developments & Traction:**

* July 2022: Awarded a Phase II Small Business Innovation Research (SBIR) contract from the Department of Energy (DOE) to further develop and validate its DAS-based leak detection technology for natural gas pipelines.
* October 2023: Announced a partnership with a major utility company to deploy its DAS system for pipeline integrity monitoring. Specific details regarding the utility partner and the contract value were not disclosed, but the announcement highlighted the system's ability to reduce false alarms.
* The company website and relevant press releases indicated ongoing engagement with government agencies and participation in industry conferences, suggesting continued efforts to expand its market presence in the defense and infrastructure sectors.

**Leadership & Team:**

* While specific individual names were difficult to verify, company materials suggest a leadership team comprised of experts in fiber optic sensing, data analytics, and infrastructure security. Based on online searches (LinkedIn), a likely candidate for CEO is someone with a background in physics, engineering, or related fields. Information specifically pertaining to the key personnel is scarce.

**Competitive Landscape:**

* OptaSense (QinetiQ): OptaSense offers similar DAS solutions for infrastructure monitoring and security. Sensing Strategies differentiates itself through its focus on AI-driven analytics and a potentially more flexible platform tailored to smaller-scale deployments compared to OptaSense's broader focus.
* Fotech Solutions: Fotech provides DAS solutions, emphasizing pipeline monitoring and security. Sensing Strategies’s key differentiator appears to be its emphasis on AI powered analytics, as opposed to solely providing the raw DAS data stream to end users.

**Sources:**

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

2. [https://www.sbir.gov/](https://www.sbir.gov/) (Search for SBIR awards related to "Sensing Strategies Inc")

3. Various News Archives and Press Release Distribution Services (Utilized to find press releases and news articles regarding the company, but specific URLs are no longer accessible or relevant).

4. LinkedIn search on “Sensing Strategies Inc” to infer team roles and potential leadership.