# Dossier: SOMEWEAR LABS, INC.

## SBIR Award Details

**Award Title:** N/A

**Amount:** $1,799,931.99

**Award Date:** 2023-07-28

**Branch:** USAF

## AI-Generated Intelligence Summary

**Company Overview:**

Somewear Labs, Inc. is a technology company focused on developing innovative communication and connectivity solutions for individuals and organizations operating in remote, off-grid, and challenging environments. Their core mission revolves around ensuring reliable communication and safety for users regardless of location or infrastructure availability. The company addresses the critical need for consistent communication in situations where traditional cellular or satellite services are unreliable or unavailable, providing a lifeline for adventurers, field workers, and emergency responders. Their unique value proposition lies in their ability to create a compact, user-friendly, and affordable satellite-enabled communication device and platform that goes beyond basic SOS functionality, offering two-way messaging, location sharing, and weather updates via a user's smartphone.

**Technology Focus:**

* The Somewear Global Hotspot leverages the Iridium satellite network to provide global two-way communication, location tracking, and SOS capabilities. It pairs with a smartphone app via Bluetooth to provide a user-friendly interface for sending and receiving messages, sharing location data, and initiating emergency alerts.
* The Somewear mobile application (iOS & Android) provides users with an interface for communicating with contacts, viewing maps, accessing weather forecasts, and managing account settings. It facilitates seamless interaction with the Somewear Global Hotspot device and the broader Somewear platform.

**Recent Developments & Traction:**

* In early 2022, Somewear Labs announced integration of their communication platform with Esri's ArcGIS Field Maps, enabling field teams to seamlessly share location data and communicate directly from within the ArcGIS environment.
* In 2021, the company was acquired by ACR Electronics, Inc., a brand of Drew Marine, providing them with greater resources and distribution channels.
* Partnerships with various outdoor retailers and organizations to expand market reach and provide communication solutions for outdoor enthusiasts and professionals.

**Leadership & Team:**

* The information regarding specific current leadership roles (CEO, CTO, President) after the acquisition by ACR Electronics is not publicly readily available without a deeper dive into ACR's corporate structure. Prior to the acquisition, the information is now stale. Given ACR's size and maturity, specific leadership individuals are less indicative of company success than prior to acquisition.

**Competitive Landscape:**

* Garmin (inReach devices): While both provide satellite communication devices, Somewear Labs distinguishes itself through its lower device cost, flexible subscription plans, and tighter integration with existing smartphones (leveraging the phone's screen and interface instead of a dedicated device screen).
* Zoleo: Another competitor offering satellite messaging, Somewear Labs competes through its user experience and integrations with platforms like Esri's ArcGIS.

**Sources:**

* [https://www.drew-marine.com/news/acr-electronics-acquires-somewear-labs/](https://www.drew-marine.com/news/acr-electronics-acquires-somewear-labs/)
* [https://www.esri.com/en-us/news/releases/2022/acr-electronics-integrates-somewear-communication-platform-with-esri-s-arcgis-field-maps](https://www.esri.com/en-us/news/releases/2022/acr-electronics-integrates-somewear-communication-platform-with-esri-s-arcgis-field-maps)
* [https://www.geospatialworld.net/news/acr-electronics-integrates-somewear-communication-platform-with-esri-s-arcgis-field-maps/](https://www.geospatialworld.net/news/acr-electronics-integrates-somewear-communication-platform-with-esri-s-arcgis-field-maps/)