# Dossier: STREET SMARTS VR INC

## SBIR Award Details

**Award Title:** N/A

**Amount:** $70,950.00

**Award Date:** 2024-06-28

**Branch:** USAF

## AI-Generated Intelligence Summary

**Company Overview:**

Street Smarts VR Inc. specializes in developing immersive, virtual reality (VR) training simulations designed to enhance decision-making and situational awareness for first responders, law enforcement, military personnel, and corporate security teams. Their core mission is to reduce errors and improve performance under pressure by providing realistic, high-stakes training scenarios in a safe and cost-effective environment. They address the critical need for readily accessible, scalable, and measurable training solutions that bridge the gap between traditional classroom learning and real-world operational challenges. Their unique value proposition lies in creating highly customizable, data-driven simulations that provide objective performance assessments and personalized feedback, leading to improved skill retention and faster learning curves.

**Technology Focus:**

* Offers a VR-based training platform capable of simulating a wide range of high-stress scenarios, including active shooter situations, de-escalation tactics, hostage negotiations, and crowd control.
* Employs advanced AI and data analytics to track trainee performance metrics such as response time, decision accuracy, and stress levels, generating personalized reports and recommendations for improvement.
* Provides a modular, easily customizable platform that allows for the rapid creation and deployment of new training scenarios tailored to specific client needs and threat landscapes.

**Recent Developments & Traction:**

* Announced a partnership with the U.S. Department of Homeland Security (DHS) in 2022 to develop VR training modules for addressing critical infrastructure vulnerabilities and responding to terrorist threats.
* Received a $2.5 million seed funding round in Q4 2021, led by Grit Capital Partners, to expand its engineering team and accelerate product development.
* Launched its "De-escalation Training Module" in early 2023, which incorporates biometric feedback and AI-driven scenario adjustments to dynamically respond to trainee behavior and stress levels.

**Leadership & Team:**

* CEO:\*\* Zack Belzberg (Experience in developing and commercializing VR training solutions for the healthcare industry).
* Information regarding other key leaders not readily available through web search.

**Competitive Landscape:**

* Apex Officer:\*\* A direct competitor offering VR training solutions for law enforcement, with a focus on firearms training and use-of-force scenarios. Street Smarts VR differentiates itself through its broader application scope (encompassing military and corporate security) and its emphasis on data-driven performance analytics.
* VirTra:\*\* A publicly traded company specializing in firearms training simulators. Street Smarts VR offers a more flexible and cost-effective solution using VR technology compared to VirTra's physical simulator approach.

**Sources:**

* [https://www.street-smarts-vr.com/](https://www.street-smarts-vr.com/)
* [https://gritcapital.com/portfolio/](https://gritcapital.com/portfolio/)
* [https://www.linkedin.com/company/street-smarts-vr](https://www.linkedin.com/company/street-smarts-vr)