# Dossier: Synthetaic, Inc.

## SBIR Award Details

**Award Title:** N/A

**Amount:** $150,000.00

**Award Date:** 2024-09-30

**Branch:** SCO

## AI-Generated Intelligence Summary

**Company Overview:**

Synthetaic, Inc. is a synthetic data generation company focused on unlocking insights from unstructured data. They aim to solve the critical problem of limited, expensive, and often inaccessible real-world data that hampers the development and deployment of effective AI/ML models, particularly in domains like defense, aerospace, and security. Their mission is to democratize AI by providing a platform that allows users to generate high-fidelity, labeled synthetic data at scale. This synthetic data helps organizations overcome data scarcity, privacy constraints, and biases associated with traditional data collection methods, enabling them to train robust AI models for object detection, classification, and other critical applications. Their unique value proposition lies in their ability to create synthetic data that is statistically indistinguishable from real data, allowing for improved model performance and faster time-to-deployment.

**Technology Focus:**

* RAIC (Randomized AI-Generated Content): Synthetaic's core technology allows users to create and label synthetic datasets on demand, customizing parameters such as object types, scene variations, and sensor characteristics. This enables the generation of datasets tailored to specific AI/ML training needs.
* Data Quality & Diversity: Their platform prioritizes the generation of diverse and representative synthetic data, mitigating biases and improving the generalization capabilities of AI models trained on it. This includes features to simulate edge cases and rare events that are difficult to capture in real-world data.

**Recent Developments & Traction:**

* DoD Contracts:\*\* Synthetaic has secured multiple contracts with the U.S. Department of Defense (DoD) for applications in areas such as object detection in satellite imagery and enhancing situational awareness. These contracts showcase the platform's value in addressing critical national security challenges.
* Series A Funding:\*\* In December 2021, Synthetaic closed a $13 million Series A funding round led by Lytical Ventures, with participation from Booz Allen Ventures. This funding is being used to expand the company's team and accelerate the development of its synthetic data platform.
* Partnership with Palantir:\*\* Announced a partnership with Palantir to integrate RAIC with Palantir's Foundry platform, enabling users to easily access and utilize synthetic data for AI/ML development within the Foundry environment.

**Leadership & Team:**

* Nicole Beck, CEO:\*\* Nicole Beck brings extensive experience in business strategy and AI commercialization.
* Corey Jaskolski, Founder:\*\* A computer scientist and inventor, Corey Jaskolski previously founded and led companies in the fields of AI and augmented reality.

**Competitive Landscape:**

* Datagen:\*\* Datagen focuses on synthetic data generation for computer vision, particularly in the areas of human-centric AI and autonomous vehicles. Synthetaic differentiates itself by focusing on the defense and aerospace markets and by emphasizing the ability to generate data for a wider range of sensors and modalities beyond visual imagery.
* Mostly AI:\*\* Mostly AI focuses on synthetic data generation for tabular data used in finance and other industries. Synthetaic's RAIC technology is specifically designed for unstructured data, which distinguishes its applications and focus.

**Sources:**

1. [https://www.synthetaic.com/](https://www.synthetaic.com/)

2. [https://www.prnewswire.com/news-releases/synthetaic-closes-13m-series-a-led-by-lytical-ventures-301441917.html](https://www.prnewswire.com/news-releases/synthetaic-closes-13m-series-a-led-by-lytical-ventures-301441917.html)

3. [https://www.palantir.com/newsroom/press-releases/palantir-synthetaic-partnership/](https://www.palantir.com/newsroom/press-releases/palantir-synthetaic-partnership/)

4. [https://www.lytical.com/portfolio/synthetaic/](https://www.lytical.com/portfolio/synthetaic/)