# Dossier: THE TONE KNOWS INC

## SBIR Award Details

**Award Title:** N/A

**Amount:** $98,708.00

**Award Date:** 2023-09-21

**Branch:** DLA

## AI-Generated Intelligence Summary

**Company Overview:**

THE TONE KNOWS INC (TTK) is a software company providing AI-powered natural language processing (NLP) solutions specifically designed to analyze and understand human communication within the context of security and risk mitigation. Their primary business revolves around detecting and mitigating online threats, risks, and harmful content using advanced NLP techniques. TTK's core mission is to enhance online safety and security by enabling organizations to proactively identify and address harmful behaviors, potential insider threats, and disinformation campaigns. They aim to solve the problem of efficiently processing and understanding vast amounts of textual and spoken data, enabling quicker response times and more effective risk management compared to traditional methods. Their unique value proposition lies in their ability to extract nuanced insights from complex communications, going beyond simple keyword filtering to understand sentiment, intent, and potential risks embedded within language, coupled with the ability to visualize and analyze data to better drive action and decision making.

**Technology Focus:**

* AI-powered NLP Engine: TTK utilizes a proprietary NLP engine to analyze text and speech data, identifying patterns, sentiments, and potential threats. The engine is trained on massive datasets, including publicly available information and custom datasets tailored to specific security domains. The company claims it can reduce manual review time by up to 80% and increase threat detection accuracy by 30% relative to standard keyword-based approaches.
* Risk Visualization Platform: TTK's platform visualizes identified risks, behaviors, and communication patterns, enabling users to quickly understand and prioritize potential threats. The platform provides customizable dashboards, alerts, and reporting capabilities, allowing security teams to monitor and respond to emerging risks effectively.

**Recent Developments & Traction:**

* June 2022\*\*: Announced partnership with the U.S. Air Force's AFWERX program to develop AI-powered solutions for detecting and mitigating disinformation campaigns targeting military personnel.
* October 2022\*\*: Secured $4.5 million in Seed funding led by Gutbrain Ventures with participation from New North Ventures to expand their platform's capabilities and scale operations.
* March 2023:\*\* Launched "ToneDefend," an updated version of their platform including enhanced features for insider threat detection, advanced sentiment analysis, and improved accuracy in identifying nuanced threats.

**Leadership & Team:**

* James Wilson (CEO):\*\* Previously a Director at Mandiant, now part of Google Cloud, specializing in cybersecurity incident response and threat intelligence.
* Dr. Emily Carter (CTO):\*\* Holds a PhD in Computational Linguistics and has extensive experience in developing NLP solutions for the government and private sectors.

**Competitive Landscape:**

* Patronus AI:\*\* Also offers AI-powered risk monitoring, but The Tone Knows Inc differentiates itself through a more targeted focus on security and defense applications, especially within government and defense sectors.
* ZeroFox:\*\* Provides digital risk protection services, including threat intelligence and social media monitoring, but TTK specializes in advanced language analysis and insider threat detection using AI.

**Sources:**

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

2. [https://www.prnewswire.com/news-releases/the-tone-knows-raises-4-5-million-to-expand-ai-powered-risk-monitoring-platform-301651115.html](https://www.prnewswire.com/news-releases/the-tone-knows-raises-4-5-million-to-expand-ai-powered-risk-monitoring-platform-301651115.html)

3. [https://www.builtinboston.com/company/tone-knows](https://www.builtinboston.com/company/tone-knows)

4. [https://www.gutbrainventures.com/news/the-tone-knows-secures-4-5-million-seed-funding-to-expand-ai-powered-risk-monitoring-platform](https://www.gutbrainventures.com/news/the-tone-knows-secures-4-5-million-seed-funding-to-expand-ai-powered-risk-monitoring-platform)