# Dossier: TIP & CUE INC.

## SBIR Award Details

**Award Title:** N/A

**Amount:** $236,821.84

**Award Date:** 2024-03-14

**Branch:** ARMY

## AI-Generated Intelligence Summary

**Company Overview:**

TIP & CUE INC., based in Tampa, FL, is a technology company focused on developing advanced sensing and data fusion solutions for enhanced situational awareness, particularly in dynamic and contested environments. Their primary business revolves around creating sensor fusion platforms that integrate data from diverse sources, including acoustic, video, and other sensor modalities, to provide real-time, actionable intelligence. The company aims to solve the problem of information overload and fragmented intelligence streams by consolidating and correlating data to provide a clearer, more comprehensive understanding of complex situations. Their unique value proposition lies in their AI-powered sensor fusion engine that intelligently filters noise, highlights critical events, and presents information in an easily digestible format, enabling faster and more informed decision-making.

**Technology Focus:**

* Sensor Fusion Platform:\*\* TIP & CUE's core technology is a modular sensor fusion platform capable of ingesting data from various sensors (acoustic, visual, thermal, etc.) and fusing them into a unified situational awareness picture.
* AI-Powered Analytics:\*\* The platform utilizes artificial intelligence and machine learning algorithms to analyze sensor data, detect anomalies, classify events, and predict potential threats, reducing operator workload and improving response times.

**Recent Developments & Traction:**

* Partnership with U.S. Special Operations Command (SOCOM):\*\* In 2021, TIP & CUE announced a partnership with SOCOM to develop and deploy their sensor fusion technology for enhanced situational awareness in tactical environments. Specific contract details are not publicly available.
* Acquisition by BlueHalo:\*\* In April 2024, BlueHalo, a portfolio company of Arlington Capital Partners, announced the acquisition of TIP & CUE. This acquisition strengthens BlueHalo’s portfolio in AI-enabled autonomous systems.
* Expansion of Acoustic Sensing Capabilities:\*\* Ongoing research and development efforts appear to be focused on enhancing the platform's acoustic sensing capabilities, with potential applications in threat detection and border security.

**Leadership & Team:**

* John P. Suthard (Founder & CEO):\*\* Extensive experience in defense technology and signal processing.
* Details of remaining leadership team are less readily available online following the acquisition by BlueHalo.

**Competitive Landscape:**

* Palantir Technologies:\*\* While Palantir operates on a much larger scale, they are a competitor in the broader market of data analytics and situational awareness platforms. TIP & CUE differentiates itself through its specific focus on sensor fusion and edge computing in dynamic operational environments.
* Anduril Industries:\*\* Anduril also competes in the realm of defense technology and situational awareness, specializing in AI-powered defense solutions. TIP & CUE distinguishes itself through its specific sensor fusion capabilities and its potential for rapid deployment and integration with existing sensor networks.

**Sources:**

1. [https://bluehalo.com/news/bluehalo-acquires-tip-cue-inc/](https://bluehalo.com/news/bluehalo-acquires-tip-cue-inc/)

2. [https://www.crunchbase.com/organization/tip-cue-inc](https://www.crunchbase.com/organization/tip-cue-inc)

3. [https://m.youtube.com/watch?v=iR3N\_4I8z6s](https://m.youtube.com/watch?v=iR3N\_4I8z6s)