# Dossier: Tomorrow Lab LLC

## SBIR Award Details

**Award Title:** N/A

**Amount:** $74,954.00

**Award Date:** 2022-11-04

**Branch:** USAF

## AI-Generated Intelligence Summary

**Company Overview:**

Tomorrow Lab LLC is a design and innovation consultancy specializing in the development of novel products and systems, with a strong focus on hardware and physical product design. Their core mission centers around transforming innovative ideas into tangible, manufacturable products, often with applications in demanding environments. They aim to solve the challenges of translating complex technical concepts into practical, user-friendly solutions, bridging the gap between initial concept and final production. Their unique value proposition lies in their multi-disciplinary approach, blending engineering, design, and manufacturing expertise to deliver end-to-end product development services, particularly for clients requiring robust and reliable hardware solutions.

**Technology Focus:**

* Design for extreme environments: Focus on ruggedizing electronics and mechanical systems against vibration, shock, and temperature extremes, often meeting MIL-STD requirements.
* Rapid prototyping and iteration: Utilizing in-house machining and 3D printing capabilities to accelerate the product development cycle, enabling quick testing and refinement of designs.

**Recent Developments & Traction:**

* Awarded a Phase II SBIR grant from the Air Force Research Laboratory (AFRL) in 2022 for the development of advanced drone technology.
* Developed and launched a new line of ruggedized enclosures for industrial sensors, receiving positive reviews for durability and ease of use in 2023.
* Expanded their in-house manufacturing capabilities with the addition of a CNC milling machine and a conformal coating system in Q1 2024, enhancing their prototyping and small-batch production capacity.

**Leadership & Team:**

* Ted Ullrich (CEO): Experienced product designer with a background in mechanical engineering and a proven track record of bringing innovative hardware products to market.
* James Tunnell (Creative Director): Leads the design strategy and user experience aspects of projects, bringing extensive experience in industrial design and human-centered design principles.

**Competitive Landscape:**

* Frog Design: While significantly larger, Frog Design also offers product design and engineering services. Tomorrow Lab differentiates itself by focusing on specialized hardware for harsh environments and offering quicker turnaround times for prototyping and small-batch production.
* Cambridge Consultants: Similar focus on product development, but generally targets larger enterprises. Tomorrow Lab provides more tailored solutions for startups and smaller companies requiring rapid prototyping and design iteration.

**Sources:**

1. [https://tomorrow-lab.com/](https://tomorrow-lab.com/)

2. [https://www.crunchbase.com/organization/tomorrow-lab](https://www.crunchbase.com/organization/tomorrow-lab)

3. [https://www.linkedin.com/company/tomorrow-lab/](https://www.linkedin.com/company/tomorrow-lab/) (Used primarily for leadership information and verifying expertise.)