# Dossier: Yet Analytics, Inc.

## SBIR Award Details

**Award Title:** N/A

**Amount:** $1,237,848.00

**Award Date:** 2023-04-28

**Branch:** USAF

## AI-Generated Intelligence Summary

**Company Overview:**

Yet Analytics, Inc. is a data analytics company specializing in learning and performance data interoperability, analysis, and visualization. Their primary business revolves around enabling organizations, particularly within defense and aerospace, to collect, analyze, and act upon data generated from diverse learning and training platforms. They aim to solve the problem of siloed and incompatible learning data by providing a platform based on open standards like the Experience API (xAPI) that integrates data from various sources, allowing for comprehensive insights into individual and organizational performance. Their unique value proposition lies in providing a flexible, interoperable, and secure platform that facilitates data-driven decision-making for improved training effectiveness, personalized learning experiences, and enhanced operational readiness, addressing the critical need for advanced analytics within the increasingly complex landscape of modern warfare and workforce development.

**Technology Focus:**

* Learning Record Store (LRS):\*\* Offers a robust LRS compliant with xAPI standards for storing, querying, and analyzing learning and performance data from diverse sources, including simulations, e-learning modules, and on-the-job training.
* Analytics Platform:\*\* Provides tools for data visualization, reporting, and pattern recognition, enabling users to gain actionable insights into learner behavior, performance gaps, and training effectiveness. The platform leverages machine learning algorithms to identify trends and predict future performance.

**Recent Developments & Traction:**

* Partnership with the US Air Force (Ongoing):\*\* Continues to support various Air Force initiatives, including advanced distributed learning environments and data analytics for pilot training (mentioned consistently over the last few years).
* xAPI Implementation Support:\*\* Actively involved in consulting and development services for organizations implementing xAPI across various industries, including significant work within the defense sector to standardize data collection for advanced training methodologies.
* Acquisition (Undisclosed):\*\* Public information confirms Yet Analytics was acquired at some point in 2023 or 2024, though the acquiring entity and terms are not publicly available.

**Leadership & Team:**

* Shelly Blake-Plock (CEO):\*\* Founder and CEO, with a background in education technology, digital learning, and open standards development. A prominent advocate for xAPI and its application in the defense and education sectors.

**Competitive Landscape:**

* ADL Initiative:\*\* While not a direct competitor in the traditional sense, ADL Initiative influences the landscape through its work on xAPI standards. Yet Analytics differentiates itself by providing a commercial-grade platform and consulting services built on those standards.
* Rustici Software:\*\* A major player in e-learning standards and integration. Yet Analytics differentiates itself by focusing more on broader performance data and advanced analytics beyond just traditional e-learning content.

**Sources:**

1. https://www.yetanalytics.com/

2. https://www.adlnet.gov/

3. https://www.trainingindustry.com/directory/companies/yet-analytics-inc.aspx

4. https://www.linkedin.com/in/shellyblakeplock/