

Second Annual Update

Life in the “real world”

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A year ago...

- Multiple contracts for Army, Navy, Air Force, DARPA, JFCOM
- Broadening awareness in military marketplace
- Potential for rapid growth
- Emerging from business start-up chrysalis

... & today

- More of same
- Increased emphasis, funding and urgency in military for human behavior modeling
- Major opportunities on horizon
- Doubling of revenues

Projects

- Research
 - Emotional Synthetic Forces (Phase II STTR, Army)
 - Situational Awareness Panel (USN BAA)
 - AMBR Multitask modeling (USAF PRDA)
 - Special Ops Forces (JFCOM/DARPA)
 - Robustness (USN ONR BAA) (Pending)

Projects

- Development & Support
 - BFTT AMN - CGFs for training shipboard air traffic controllers (USN)
 - J9901 & AO00 – Wargaming 2015 & 2007 (JFCOM)
 - AFRL Mesa support (USAF)
 - Fleet Battle Experiments – CGFs “flying” with live aircraft in potential crisis sites (USN)

Qualitative changes...

- Exposure
 - US Air Force Association demonstration
 - I/ITSEC
 - Defense News
- “Big” company interest
- Moving beyond air domain

The Near Future

- Major opportunities
 - STRICOM STOC
 - Modeling commanders, individual combatants & C2
 - Future Combat System (FCS) modeling & robotics
 - Modeling new domains
 - USAF DMT
 - Navy aircrew training
 - UAVs, UCAVs
 - Psychological operations modeling/gaming

Mining Report

- Nuggets
 - Growing military market
 - Opportunities in new domains
 - Multi-year contracts
 - Reputation/awareness in military market
 - Commercial partners (military and commercial) now seeking us out
- Coal
 - Military contracting overhead, delays, confusion, politics
 - Lack of ready Soar programmer pool for hire
 - Need tools to make Soar easier to learn, use, maintain, train, apply to new domains
 - No commercial product/contracts yet