# REVEAL

Small Business Success Story

(March 27, 2024)

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## Identifi: Biometrics At The Edge



#### **Platform Agnostic**

Identifi is platform agnostic and works with any Android End User Device (EUD).



#### **Matching at the Edge**

Identifi's powerful matching algorithm matches on device and does not require network connection



#### **Multi-Modal Biometrics**

Identifi is powered by industry leading facial recognition, contactless fingerprints, dual-eye iris, and voice collection

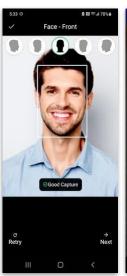


#### Easy to Learn & Integrate

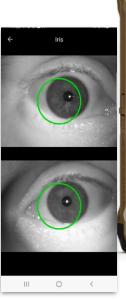
Identifi's straightforward UI, designed with operators in mind, is userfriendly and requires only basic training

## **Identifi at a Glance**

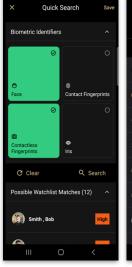










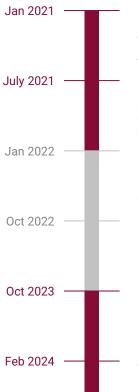




## **Company Timeline**







#### **DFL Founded**

Along with co-founder Jim Carlson, created DFL (Depart Friendly Lines) with the vision of creating TeamINT - an Android intel app to help the warfighter collect on people, places, and things.

#### **SOFWERX SSE Virtual Assessment**

Submitted a white paper for our concept "TeamINT" for the Special Reconnaissance Virtual Assessment Event hosted by SOFWERX which was accepted. We pitched our concept in Aug.

#### First SOFWERX RDA

On behalf of PEO SR, SOFWERX connected indicating interest in moving forward with a project. This resulted in DFL's first RDT&E funding.

#### **Completed Identifi Prototype**

Following a 9 month sprint, DFL produced Identifi, a high TRL prototype for a handheld multi-modal biometric enrollment and matching system.

#### **Favorable Completion of TBE-23**

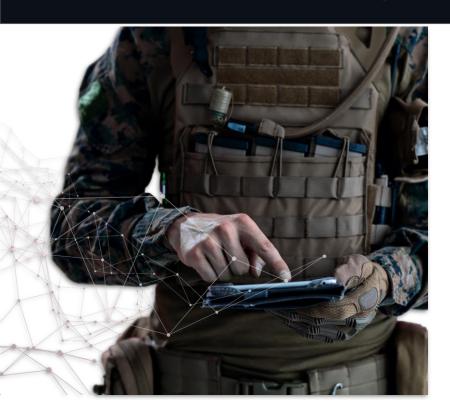
Following a spring '23 technical evaluation and a summer '23 OT&E, Identifi was selected as the most favored biometric handheld system to replace the Biosled.

#### Acquisition by Reveal Technology

In order to effectively scale to meet the new demand and derisk execution, DFL was acquired by Reveal Technology - a leader in defense technology and intel at the edge.

## What We Did Right





#### 1) End user & product focused

- The core of DFL was and is a passion for the end user, warfighters, and our drive to put great tech into their hands
- b) Constant feedback and improvements

#### 2) Pivoted

a) Looked for *requirements* that were "close enough" and pursued those

#### 3) Listened

a) SOCOM had the SMEs with a clear understanding of what the product should look like and do. We asked for their opinions and then incorporated their insights.

### Lessons Learned





- 1) Know your end user, not just your tech
- Defense innovation, not for the weak or faint hearted
  - a) Patience, the valley of death is real
- 3) Go with friends
  - The defense innovation ecosystem if full of patriotic people who want to support, find good partners
- 4) Raise money strategically
  - a) Is scale right for you or can you bootstrap?
- 5) Good fences make good neighbors
  - a) Always get it in writing
- 6) Amateurs talk tactics, professionals talk logistics
- a) Learn about DoD acquisitions,

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