



REVEAL

Small Business Success Story

(March 27, 2024)

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 user-friendly and requires only basic training

Identifi at a Glance



Company Timeline



Jan 2021

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.

July 2021

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.

Jan 2022

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.

Oct 2022

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.

Oct 2023

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.

Feb 2024

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

- a) 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**
- 2) **Defense innovation, not for the weak or faint hearted**
 - a) Patience, the valley of death is real
- 3) **Go with friends**
 - a) The defense innovation ecosystem is 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, requirement generation, appropriations



Questions?