

The background of the slide is a deep space scene. It features a dark blue and black sky filled with numerous bright stars of varying colors, including white, blue, and yellow. A prominent, glowing blue nebula or galaxy structure is visible in the upper left and center. On the right side, a large, reddish-brown planet, likely Mars, is partially visible, showing its characteristic surface features and atmosphere. The overall lighting is soft, highlighting the celestial bodies against the dark void of space.

**NASA/MARSHALL SPACE  
FLIGHT CENTER**

**JOINT COUNSELING SESSION**

**May 25, 2021**

***BluePath Labs***

# Background

<b>COMPANY NAME:</b>	BluePath Labs, LLC	<b>ADDRESS:</b>	2101 L St. NW Suite 800 Washington, D.C. 20037
<b>OWNER:</b>	Dominic Ju & Joe Helfrich	<b>CONTACT NAME:</b>	Kody Higginbotham
<b>EMAIL:</b>	<a href="mailto:khigginbotham@bluepathlabs.com">khigginbotham@bluepathlabs.com</a>	<b>YEARS IN BUSINESS:</b>	5
<b>CAGE CODE:</b>	60JV7	<b>DUNS NUMBER:</b>	962242405
<b>WEB SITE:</b>	<a href="http://www.bluepathlabs.com">www.bluepathlabs.com</a>	<b>NAICS CODES:</b>	541512, 541611, 541715, 541990

**CERTIFICATIONS (e.g., ISO 9001, AS 9100, etc.):** ISO 9001:2015

# Business Size & Classifications

<b>EMPLOYEES (range):</b>	10-50
<b>AVERAGE SALES (range):</b>	\$1-8M

<b>CLASSIFICATIONS (select from list below):</b>	<b>Yes/No</b>
<b>SMALL BUSINESS</b>	Yes
<b>SMALL DISADVANTAGED BUSINESS</b>	Yes
<b>NATIVE AMERICAN-OWNED</b>	No
<b>ALASKAN NATIVE CORPORATION</b>	No
<b>WOMEN OWNED</b>	No
<b>ECONOMICALLY DISADVANTAGED WOMEN OWNED</b>	No
<b>VETERAN-OWNED</b>	Yes
<b>SERVICE DISABLED VETERAN OWNED</b>	Yes
<b>HUBZONE CERTIFIED</b>	No
<b>8(A) CERTIFIED</b>	Yes
<b>8(A) EXPIRATION DATE (if applicable)</b>	3/14/2027



# Primary Capabilities

## Research and Analysis

Scientific Portfolio Analysis  
China/PLA Studies  
Collaboration & Facilitation

## Custom Software Development

Software Development and Integration  
AI/ML/RPA Applications  
Systems Engineering & Integration

## Management Consulting Services

Program & Project Management  
Business Process Reengineering  
Technical & Administrative Support

## Capability Highlights

---

### **Horizon Scans & Technology Scouting**

Computer Science • AI/Machine Learning •  
Neuromorphic Computing • Reinforcement  
Learning • Materials Science • High Temperature  
Materials • Quantum Information Systems •  
Quantum Sensing • Directed Energy

### **China Studies**

Extensive open source native language research  
on China including Hypersonics, High  
Temperature Materials, Civil-Military Fusion,  
UAV's, etc.

### **Drug Enforcement**

Helping DHS CBP fight the Opioid crises through  
technical support and business process  
reengineering support services.



# Current and Recent Contracts/Performance ( < 5 years )

Client	Project Title	Capability Areas
US Air Force Research Lab	AF 2030 S&T Strategy	Horizon Scanning, Natural Language Processing, AI/ML, Data Analysis, Sensing, Human Performance, Cyber, Software Development, Research Collaboration
Army Research Lab (ARL)	ARL Technology Forecast	Strategic Planning, Data Analytics, OSINT, Research Network Facilitation
DOE – Lawrence Livermore National Lab	LASERNet US	Data analytics, OSINT, Scientific Analysis, Research Network Collaboration
US Air Force – China Aerospace Studies Institute (CASI)	CASI Associates & CASI Periodicals	OSINT Research & Analysis, Cloud Design, Systems Design, Data Management, Robotic Process Automation, Analysis-of-Alternatives, Research Collaboration, Technical Exchange Events
Defense Threat Reduction Agency	Strategic Trends: Studies Focused on Competition with Revisionist Powers	OSINT Research & Analysis, FICINT Narrative Design, Fusion Intelligence, Research Collaboration



# NASA Value - Quad Chart



## Problem(s):

- MSFC New Frontiers and Scientific Research Programs need to leverage public/private partnerships and novel analytic resources to remain at the forefront of emerging technologies with national security or scientific implications to ensure continued technological advantage over potential adversaries
- MSFC must meet the challenge of engaging with HBCU researchers and other Minority Education Institutes

## Company Solution:

- BluePath has developed an AI/ML powered tool which uses Natural Language Processing and Semantic embedding to rapidly process millions of documents, patents, publications, etc. to identify leading researchers, existing collaborations, emerging technology clusters, and leading institutions for a given domain.
- BluePath has implemented this solution at ARL, AFRL, and DOE LLNL
- More effective scientific portfolio investments, increased understanding of technology landscape
- For example: conducting technology horizon scans to identify emerging research topics & researchers of potential consequence to the Air Force in 2030 and beyond.

## Value:

- There is tremendous value in bringing clarity to the often gray areas of niche scientific research. Not knowing what you don't know has a tangible negative impact on RDT&E organizations felt through duplicative efforts and ineffective investments. This tool will reduce risk associated with investing in new frontiers and help MSFC and their partners collaborate more effectively in the public and private arena.

## Status of Solution:

- BluePath's solution is at TRL level 7. The analytic tool is operational and can be implemented immediately with the same results as previously supplied. The tool has been designed with the end user in mind and is modifiable to match MSFC's needs.



# Awards/Notable Accomplishments

- **BluePath intelligence report on Chinese Military-Civil Fusion for CASI was used as the critical input for the DASD for China in the Pentagon's 2020 China Strategy report.**
- **BluePath nominated for DOE Small Business of the Year (2020)**
- **U.S. Department of Labor HIRE Vets Platinum Award (2019)**

# Principle Point(s) of Contact

<b>NAME</b>	<b>TITLE</b>	<b>PHONE</b>	<b>EMAIL</b>
<b>Joe Helfrich</b>	Principal	301-675-3419	<a href="mailto:jhelfrich@bluepathlabs.com">jhelfrich@bluepathlabs.com</a>
<b>Kody Higginbotham</b>	Corporate Development	240-565-1727	<a href="mailto:khigginbotham@bluepathlabs.com">khigginbotham@bluepathlabs.com</a>