



News Release

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Rajesh Jha, Founder & CEO of SimInsights Inc. Selected as 2020 SBIR/STTR Grant Recipient of the Year

Research and development enable high-tech training for manufacturing, healthcare, and education sectors

SANTA ANA, Calif. – The U.S. Small Business Administration, Orange County / Inland Empire District Office has selected Rajesh Jha, Founder & CEO of SimInsights Inc. to be recognized as the 2020 SBIR/STTR Grant Recipient of the Year.

SimInsights is a Southern California based software company that uses virtual and augmented reality (VR/AR), simulation, sensing, and artificial intelligence and machine learning (AI/ML) across the entire employee, customer and product life cycles to develop products for the healthcare, manufacturing, and education industries.

Starting SimInsights from his apartment, Jha recognized the fast-growing technology of simulation and analytics as having great potential to address needs in workforce development and education while also leading to commercial success and job creation. Jha saw the SBIR program as an opportunity to continue his research and development through grant funding. He was successfully awarded four grants during 2015-2019 from the U.S. Department of Education, the National Science Foundation, and the National Institutes of Health for continued R&D. Overarching goals for the SBIR projects were to develop technologies for immersive AR/VR content creation, AI/ML powered multimodal virtual assistants, and automated generation of game based assessments, and then to apply these technologies to the development of software products for personalized learning. A grant from the National Institutes of Health helped the company in developing LifeGames, a set of sensor enabled assessment games for biology and health education with an emphasis on engagement, deeper learning of the heart and cardiovascular function and diseases, and valid formative feedback to guide the next steps for teachers and students. The company's two main products, HyperMock and HyperSkill, enable VR and AR based training for the manufacturing, healthcare, and education sectors. The products accelerate learning, boost productivity, improve decision making, and build insights. SimInsights' growing customer base includes leading universities (UCLA), major manufacturing and healthcare companies (Shaw Floors, UCLA Health), as well as local Southern California startups (Care Transparency Solutions).

Expanding from Jha's apartment into a 2,000 square foot facility, SimInsights now employs a crew of eight full-time employees with a core team of engineers and designers, who have years of experience producing world class software for Fortune 500 companies and leading R&D labs. SimInsights donates time in the local community by partnering with

local schools, school districts, universities, and companies by hosting interns to give them the inspiration and skills needed to pursue STEM careers and degrees. COVID-19 has hampered company fundraising, travel to conferences for business development, and customer visits, but the SBIR awards have motivated the SimInsights team to continue to work hard towards building a successful technology company, creating jobs, fostering STEM learning, and serving as a resource for the community.

The SBA Orange County / Inland Empire District is honored in recognizing Rajesh Jha of SimInsights Inc. as the 2020 SBIR/STTR Grant Recipient of the Year.

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About the U.S. Small Business Administration (SBA)

The U.S. Small Business Administration (SBA) was created in 1953 and is a Cabinet-level agency of the federal government to aid, counsel, assist and protect the interests of small business concerns, to preserve free competitive enterprise and to maintain and strengthen the overall economy of our nation. The SBA helps Americans start, build and grow businesses, and recover from disasters. Through an extensive network of field offices and partnerships with public and private organizations, the SBA delivers its services to people throughout the United States, Puerto Rico, the U.S. Virgin Islands and Guam. To learn more about SBA, visit www.sba.gov.

About the SBIR/STTR Program

The SBA serves as the coordinating agency for the SBIR program. It directs the agencies' implementation of SBIR, reviews their progress, and reports annually to Congress on its operation. The Small Business Innovation Research (SBIR) program is a highly competitive program that encourages domestic small businesses to engage in Federal Research/Research and Development (R/R&D) that has the potential for commercialization. Through a competitive awards-based program, SBIR enables small businesses to explore their technological potential and provides the incentive to profit from its commercialization. By including qualified small businesses in the nation's R&D arena, high-tech innovation is stimulated, and the United States gains entrepreneurial spirit as it meets its specific research and development needs.

About the Orange County / Inland Empire District Office

The Orange County / Inland Empire District Office, under the leadership and vision of J. Adalberto Quijada, District Director, is responsible for the delivery of SBA programs and services in the Southern California counties of Orange, Riverside, and San Bernardino. Located in Santa Ana near John Wayne Airport, the office and its staff facilitate understanding and access to SBA loan programs; coordinate and conduct hundreds of training sessions and special events annually such as matchmaking forums and loan workshops; and manage a portfolio of nearly 100 businesses enrolled in the agency's 8(a) business development program.