



Theta Among Teams Competing in AFWERX Energy Showcase

(Baltimore, MD) (January 8, 2021) – [AFWERX](#), the catalyst for fostering innovation within the U.S. Air Force, announced **Theta** as one of the [179 participating teams](#) selected from across the globe competing to Reimagining Energy for the DoD.

The [AFWERX Challenge](#) is centered around six topics - Fixed and Mobile Energy Generation, Energy Transmission and Distribution, Fixed and Mobile Energy Storage, New Warfighting and Operational Equipment, Data Availability for Improved Planning and Decision Making, and Energy Culture, Policy, and Education. The proposals selected to advance represent innovative solutions to allow for more effective warfighting and humanitarian missions less reliant on fossil fuels.

Located in Baltimore, **Theta** is competing in the **Data Availability for Improved Planning and Decision-Making Challenge** alongside a diverse group of teams - originating from the vast regions of North America, Europe, Australia, and other allied countries – that represent entrepreneurial startups, small businesses, large enterprises, academic institutions, and research labs all vying to Reimagine Energy for the Department of Defense.

“The AFWERX Reimagining Energy for the DoD Challenge is critical to our mission of increasing collaboration between large businesses and entrepreneurs to accelerate solutions for the Air Force,” stated Mark Rowland of AFWERX. “On behalf of AFWERX and the Department of Defense, we congratulate the teams advancing to the next phase. Their contributions are invaluable and have the potential to create game-changing results across the Air Force enterprise.”

The **Data Availability for Improved Planning and Decision-Making Challenge** strives to improve our available data and analytics capabilities around the generation, transmission, storage, and use of energy. The Department of Defense (DoD) consumes large amounts of operational and facility energy to provide a combat-credible force. The DoD is one of the largest single consumers of energy globally, and the Air Force is the largest user of fuel energy in the US Government. The way we generate, transmit, store, and use this enormous amount of energy today is both a paramount combat enabler and a potentially crippling vulnerability.

Theta’s proof-of-concept solution (codenamed: **Project:BrickFrog**) is a data analysis predictive tool and platform intended to provide its user (e.g., organizations, landlords, government agencies) with not only a way to collect energy data, but more importantly, a way to regulate, assess, and ultimately optimize energy usage accurately and consumption with close to real-time data energy reporting capabilities.

“**Theta’s** Innovation Lab has been diligently working on taking our proof-of-concept energy data analysis predictive tool and platform and bringing it to fruition, and we are excited to have been

selected to participate in AFWERX's Reimagining Energy for the DoD Challenge." – Emmanuel "Mannie" Iroanya, MMBR & Founder, [**Theta**](#).

To learn more about the *Reimagining Energy for the DoD* Challenges, [click here](#).

ABOUT THETA

Theta is a black-owned, SBA-Certified **HUBZone** full-service digital & management firm based in *Baltimore, MD*, devoted to *representing* our values to always **be of service, be passionate, and be different** and to create a world where tech works for everybody.

At **Theta**, we take pride in being at the intersection of business & technology **and** the intersection of technology and its impact on the world. **Theta's** position at these intersections allows us to intimately understand these worlds' limitations and develop innovative organic solutions to unique problems.

ABOUT AFWERX

Established in 2017, AFWERX is a product of the U.S. Air Force, directly envisioned by former Secretary of the Air Force Heather Wilson. Her vision of AFWERX — to solve some of the toughest challenges that the Air Force faces through innovation and collaboration amongst our nation's top subject matter experts. AFWERX serves as a catalyst to unleash new approaches for the warfighter through a growing ecosystem of innovators. AFWERX and the U.S. Air Force are committed to exploring viable solutions and partnerships to further strengthen the Air Force, which could lead to additional prototyping, R&D, and follow-on production contracts.

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Theta Media Contacts:

Michael Iroanya, Strategic Partnerships, *Theta*
m.iroanya@theta-llc.com

AFWERX Media Contacts:

support@afwerxchallenge.com
Marketing@afwerx.af.mil