

Voice-native primary research on *the U.S. military community*.

VTRN Labs runs AI-moderated voice interviews with verified veterans, service members, and military families, and turns those conversations into decision-grade research briefs. Delivered in days, not months.

CORE CAPABILITIES

- › **Voice-native primary research.** AI-moderated conversational interviews at scale with identity-verified members of the U.S. military community.
- › **Precision cohort access.** Sharp segmentation by era, branch, MOS, disability rating, geography, VA enrollment, family status, and more.
- › **Decision-grade briefs.** Themes, verbatims, and recommendations. Built for board, policy, or product decisions.
- › **Speed.** Cohort recruit in hours. First answers in 72 hours. Full brief within a week.
- › **Structured by leading AI reasoning models** including those from Anthropic.

DIFFERENTIATORS

- › 2M+ verified members across the U.S. military community. Not a self-reported survey panel.
- › Identity validated against service metadata. DD-214, VA enrollment, service era, branch.
- › Hard-to-reach cohorts available natively (caregivers, spouses, specific MOS communities, disability profiles).
- › Voice captures tone, hesitation, and emotion that surveys miss.
- › Founder-led. Veteran-founded and veteran-owned.
- › A fraction of the cost of traditional research firms.

SUBCONTRACT FIT

- › Available as a subcontractor on prime contracts requiring rapid, verifiable research access to the U.S. military community.
- › Precision cohort access across veterans, active-duty, National Guard, Reserve, and military family populations.
- › Supports small business subcontracting plan requirements under FAR 52.219-9.
- › Comfortable partnering with primes on program pursuits, capability responses, and past-performance narratives.

CORPORATE SNAPSHOT

LEGAL BUSINESS NAME

VTRN Labs, Inc.

SAM.GOV UEI

LU2DCM56F2C2

CAGE CODE

Pending (DLA processing)

STATE OF INCORPORATION

Delaware

ENTITY TYPE

Delaware C-Corporation

POINT OF CONTACT

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SDVOSB (self-represented)

SBA cert in progress

SAM.gov TIN cleared

NAICS & PSC CODES

NAICS (PRIMARY): 541910 Marketing Research & Public Opinion Polling

NAICS (SECONDARY): 541611 Management Consulting · **541720** R&D in Social Sciences

PSC: R408 Program Management · **R499** Support Services

HOW WE CREATE VALUE FOR CLIENTS

Voice-native interviews capture *~7× the data points and inferences per participant* than surveys or rote Q&A studies.

Tone, hesitation, follow-up context, and unprompted mentions are captured, coded, and delivered as decision-grade insight — not left on the cutting room floor.

2M+ verified members, each with 8+ proprietary attributes. Service era, branch, MOS, pay grade, deployment history, VA enrollment, geography, family status, and more. That depth is what makes precision cohorts possible.

See it in action: [Example decision brief](#) · [Example live dashboard](#)

EXAMPLE COHORT WE CAN FIELD

350 Army and Marine Corps officers from specific MOS's who deployed to Iraq or Afghanistan between 2006–2008.

Branch: Army · USMC

Pay grade: 0-1 to 0-3

MOS: specific communities

Deployment: 2006–2008

Theater: Iraq · Afghanistan

Base assignment (current or prior)

Disability rating: 30%+

Does not use VA care

n = 350

Aaron Kletzing

FOUNDER & CHIEF EXECUTIVE OFFICER

Founder of VTRN Labs. Previously founded RallyPoint, the professional network for the U.S. military community (2M+ verified members worldwide). Corporate leadership at Amazon and Atoms (parent of CloudKitchens). U.S. Army officer deployed to Baghdad Province, Iraq with the 25th Infantry Division. Survivor of late-stage cancer from burn pit exposure. West Point and Harvard Business School graduate.

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