



JANUS and Powerhouse Planning – Providing Solutions for a Global Industry Leader

Founded in 1997, JANUS Research Group (JANUS) is an industry leader in the integration and application of technical, engineering, and domain expertise to deliver full life-cycle services and lasting solutions to federal, Department of War, and commercial clients. Enabled by its successful track record of cost-schedule performance, innovation, and customer service, JANUS is a vibrant, rapidly growing company dedicated to its customers' missions.

JANUS RESEARCH GROUP LEADING CHANGE. DELIVERING RESULTS.

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SOLUTIONS:

- SOFTWARE & DIGITAL SOLUTIONS**
Data dominance, Artificial Intelligence (AI) integration, and decision advantage
- RESEARCH TO OPERATIONS**
Space domain awareness and atmospheric superiority
- SYSTEMS ENGINEERING & NETWORK INTEGRATION**
Unified network and systems integration
- TRAINING, SIMULATION, & READINESS**
Readiness at the point of need using Unity/Unreal
- AI & AGENTIC SOLUTIONS**
Agentic Large Language Model (LLM) orchestration to edge inference, delivering AI that reasons, adapts, and acts across the mission spectrum

CLIENTS INCLUDE:

KEY UNIVERSITY RESEARCH AFFILIATIONS:

PLATFORMS:

- BEACON**
A fundamental, applied AI framework designed to deliver mission-focused, data-driven decision support by harnessing cutting-edge Large Language Models (LLMs). It serves as the foundation for specialized toolsets like TGA.
- SAANT**
A Space Anomaly AI Nextgen Tool (SAANT) designed specifically for DOW mission support. It provides real-time detection, diagnostics, and prediction of space hazards to improve battlespace awareness and mission resilience.
- HVLE**
High Velocity Learning Environment (HVLE) is a key platform for JANUS' Training and Readiness capabilities, particularly in the naval domain. It is a mobile, strategic, data-driven system designed to solve logistical and cost-related training challenges, bringing advanced training directly to the point of need.
- SPARK**
Shared Program Actions, Resources, and Knowledge (SPARK) is a robust management portal developed by JANUS subject matter experts. It serves as a data-rich, easily accessible program management environment for PMs and support staff.
- LIGHTHOUSE**
A modular, AI-enabled decision-support platform that integrates and visualizes diverse datasets in real time. Built on extensible SBIR architecture, it enhances stakeholder engagement, operational planning, and mission execution across critical defense functions.
- RAPTOR**
The JANUS Rapid Target Predictor (RAPTOR) uses NVIDIA GPU-accelerated ray tracing and 3D CAD models to rapidly generate synthetic EO, IR, and SAR target signatures across diverse conditions, enabling large-scale AIML training and validation when real-world data, particularly from A2AD environments, is limited.
- FOGLIFTER**
FogLifter is a stand-alone, scalable, secure, and fully dedicated mobile AI framework powered by NVIDIA NDC. This framework is designed to deliver sophisticated AI capabilities at the edge.
- SWIFTS**
JANUS Space Weather for Training and Simulation (SWIFTs) integrates realistic space weather effects into the Army Synthetic Training Environment, helping warfighters prepare for diverse space weather conditions using past and future scenario data.
- JAVELIN**
An immersive training framework that rapidly extends commercial game engines (Unity/Unreal) for high-fidelity learning.
- TGA**
A Training Gap Analysis Tool (TGA) that uses AI to optimize training programs by identifying critical skill gaps within a workforce.

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Challenge

The client initially sought marketing support services after their marketing lead departed. In an industry where ongoing marketing solutions are critical to sustaining success, the company needed to onboard marketing support quickly. With a need to seamlessly provide high-quality marketing support, the client sought a solution that involved minimal onboarding and potentially time lost while a new marketing person learned the specifics of the industry. Additionally, ongoing support included assistance with company rebranding, event planning, and social media support. Through its remote team solution, Powerhouse was able to identify evolving partner needs and expand support services accordingly.

Solution

By partnering with Powerhouse Planning's total remote team solution, the client was able not only to ensure an almost seamless transition in marketing support but also to outsource additional human resource needs designed to reinforce its

Case Study

JANUS RESEARCH GROUP

Business Name: JANUS Research Group, LLC

Website: janusresearch.com

Industry or Business Type: Technology; Engineering; Technical Services

Powerhouse Services:

- Marketing Lead
- Marketing Lead Support
- Website Designer
- Graphic Designer 1
- Graphic Designer 2
- New Media Specialist
- Quality Assurance Specialist
- Technical Writer
- Events and Awards Administrator
- Employee Anniversary and Awards Administrator

Benefits:

An industry leader sought marketing support after the departure of their previous marketing lead. By partnering with Powerhouse Planning, the client was able to gain critical marketing support as well as an entire team of dedicated freelancers not only to support current needs but also to identify and provide solutions for both business development and human resources needs.

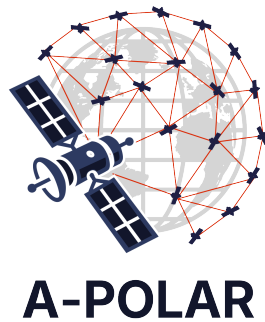
"Powerhouse Planning stepped in when we needed to fill an immediate marketing need, providing incredible marketing and HR support whenever we needed it. They have become strategic partners as invested in our growth and success as we are. Powerhouse delivers on time, and their remote team solution allows us to focus on what we do best. Thank you, Powerhouse Planning, for making my life easier!"

– Michael Wright, Vice President, Business Development, JANUS Research Group



industry-leading reputation and provide a cohesive approach to honoring its diverse employees spread throughout the globe.

The Powerhouse total remote team solution provides services and skills to clients who are looking for support for certain aspects of their business development plan. Powerhouse Planning's total remote team solution provides services at potentially significant discounts compared to what it would cost to hire those services individually. Additionally, the Powerhouse total remote team solution is composed of freelancers working as a cohesive team to support the current needs of the client organization as well as to identify gaps and provide solutions. This solution ensures continued, if not greater, success and allows companies to focus on their mission and meet their customers' needs, all while knowing Powerhouse has their back.

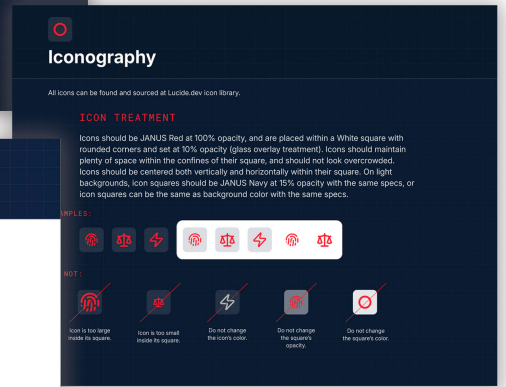
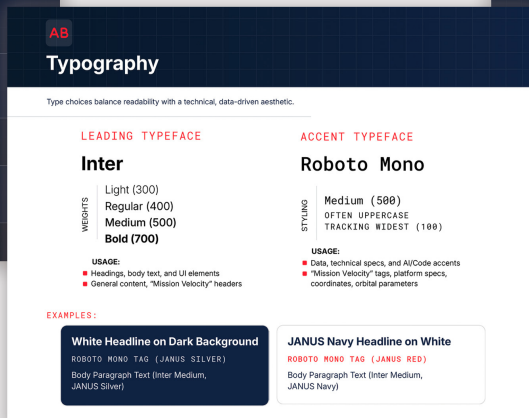
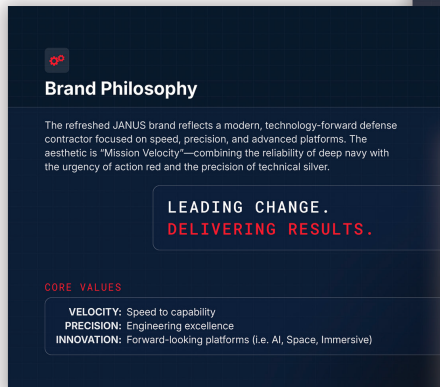


Results

While the Powerhouse Planning/JANUS partnership began with marketing support, it quickly grew to encompass increased human resources support. This result is indicative of the Powerhouse Planning model: support the client's identified needs while working alongside them to pinpoint other points of need and provide additional support as required. In addition to identifying areas in which Powerhouse Planning could support human resources solutions, the Powerhouse team provided event facilitation for an important industry conference as well as multiple business development and marketing deliverables.

Over the course of the first eight months of the contract, Powerhouse Planning

- Refreshed brand guidelines
- Designed a slick highlighting JANUS solutions
- Revised and designed PowerPoint presentations
- Designed a branded PowerPoint template
- Designed a SPARK portal diagram
- Redesigned tech logos



- Provided event facilitation for I/ITSEC conference
- Designed pull-up banners for an industry conference
- Designed monthly “Blue Light Special” flyer
- Wrote 13 employee anniversary blog posts
- Composed 36 blog posts for employee ENERGY awards (internal to company)
- Designed a quarterly newsletter
- Designed a job fair/hiring card
- Crafted 146 posts and graphics for social media
- Crafted press releases for HIRE Vets award, ISO certification, and Great Place to Work recognition

Continued contract deliverables include the following:

- Blog and press release support
 - JANUS Awarded U.S. Fleet Forces Command Contract to Support Ready Relevant Learning Program
 - JANUS Atmospheric Research Scientists Featured in NOVA Documentary
 - JANUS Scientists Find Strong Evidence for Expansion of the Earth's Tropics
 - Q&A with JANUS AI Solutions Architect Alex Werbos
 - JANUS' Cordula Robinson Named as a 2025 AAAS Fellow
 - JANUS Awarded \$9 Million Contract from U.S. Space Force, Air Force Research Laboratory, Space Vehicles Directorate
 - JANUS Announces SAAINT Is Officially Listed in the Tradewinds Solutions Marketplace
 - JANUS Announces SHIELD Award from MDA

- Video support
- Assistance with company rebrand
 - Redesigned logos
 - Developed updated marketing collateral
- Ongoing event and trade show support
 - Designed event banners, collateral, swag ordering
 - Assisted with registration, booking outings, and more



Long-term social media trends indicate JANUS is evolving from a relatively modest social presence into a more established and consistently visible professional brand. Through strategic content management and consistent social media execution, Powerhouse has helped JANUS

- Grow LinkedIn followers by nearly 2,000
- Increase Facebook audience by more than 40%
- Maintain strong engagement rates over time
- Strengthen professional visibility in highly competitive industries
- Build a loyal and engaged audience
- Increase click-through traffic and interaction with company content
- Establish a stronger, more consistent online presence

Partnering with Powerhouse allowed JANUS to continue providing marketing materials, human resource deliverables, and event facilitation after the departure of a key marketing employee. The partnership meant JANUS could focus on providing cutting-edge, industry-leading solutions to its customers while resting confident that marketing and human resources needs were being met by a highly skilled Powerhouse Planning team.

updated 6/03/26



Powerhouse Planning serves as an affordable, scalable, and targeted resource to assist companies of all sizes in achieving their goals. Our talented freelancers become a team within your team, supporting your company as a whole at no overhead cost to you. Founded in 2012, Powerhouse provides our clients with remote team solutions in the areas of business growth, content creation, and event facilitation while providing careers for military spouses and veterans worldwide.

Visit powerhouseplanning.com to learn more.

