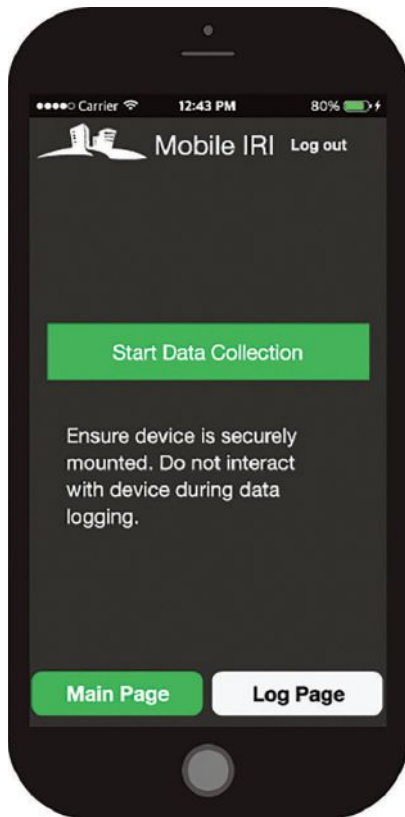


Pavement Technology Firm TotalPave Wins TRB's 2016 Six Minute Pitch

BY SHANA JOHNSON, AICP AND
SUSAN PAULUS, P.E., LEED GA



TOTALPAVE

TotalPave's app collects standard pavement condition data at a fraction of the cost of current technology using off-the-shelf smartphones.

Six Minute Pitch:
www.sixminutepitch.com

TotalPave: <http://totalpave.com>



The Six Minute Pitch: A Transportation Startup Challenge is a special Young Member Council session held annually since 2013 at the Transportation Research Board (TRB) Annual Meeting. The Six Minute Pitch, the first competition of its kind at the annual meeting and in the transportation conference space, features four selected early stage company presenters pitching their cutting-edge, research-based concept for a transportation product- or service-based business to a panel of distinguished transportation industry investors and entrepreneurs in just six minutes. This year's judges included three prominent names in the transportation venture capital space, including Sean O'Sullivan, Managing Director, SOSVentures, Chris Thomas, Founder and Partner, Fontinalis Partners, and Gabe Klein, Special Venture Partner, Fontinalis Partners.

Canadian pavement technology startup TotalPave won the 2016 Six Minute Pitch. TotalPave's Founder, Coady Cameron, was interviewed for *ITE Journal* on his product and the competition experience.

ITE: Tell us about your company.

COADY CAMERON: Managing roads is difficult. Budgets are shrinking and there's constant public demand for high quality pavement. Objective data that allows engineers to make informed paving decisions exists, but getting it requires equipment and expertise that is simply too costly for many municipalities to afford. TotalPave gives these municipalities the ability to collect standard pavement condition data at a fraction of the cost of current technology using off-the-shelf smartphones. Using data our company can provide to decide when and where to pave results in higher quality roads at lower overall lifecycle costs. Specific data collected using TotalPave is called Pavement Condition Index (PCI) and International Roughness Index (IRI). We also have a general application that allows you to log municipal issues during your work day; just snap a photo, enter a description and location, and you're good to go. All PCI, IRI, and municipal issue data the user collects is automatically sent to the cloud and posted to their personalized web portal. From there, it's visually displayed on a map of the jurisdiction and available in tabular form.

ITE: What are Total Pave's next steps?

CC: Over the past year, we rolled out our system in Atlantic Canada. We have been working with local municipalities to refine our technology, and now we are ready to take on the world. The great thing about data is that it's standard across the industry. So we are able to talk to engineers in Brazil and they understand PCI and IRI data. They speak the language. Right now we're targeting municipalities that know what data is, and know how to use data but just aren't willing to shell out the huge amount of their budget required to obtain it using conventional technology. We're also open to working with consultants who'll be able to use TotalPave to add value to their existing client base. Essentially we're looking to get this in the hands of as many people as possible.

ITE: Have there been any changes to your business plan due to winning the pitch?

CC: We are finding that even very small municipalities are fully capable of getting benefits from TotalPave. They know what PCI and IRI data are and they know how to use them. They're hungry for a solution but the current methods of obtaining data are way out of reach due to costs. TotalPave is the low cost, easy to use solution they're looking for. **itej**