

BRIDGE INTELLIGENCE WINS SIX MINUTE PITCH CONTEST

By Alex Bigazzi

Bridge Intelligence (www.bridge-intel.com), a transportation software and app development company bringing digital solutions to bridge practitioners, was the winning company of the “Six Minute Pitch” at the 2017 Transportation Research Board (TRB) Annual Meeting in Washington, DC, USA. Bridge Intelligence pitched their revolutionary 3D mobile bridge inspection app, InspectX, to a standing-room-only crowd at a special TRB session on January 10, 2017.

Now in its fifth year, the Six Minute Pitch session gives four entrepreneurs the opportunity to pitch their new transportation technology product or service in six minutes to a panel of transportation industry entrepreneurs and investors. This year’s panel included Jessica Robinson of Ford Smart Mobility, Emily Castor of Lyft, David Zipper of 1776, and Chris Thomas of Fontinalis Partners. Pitch presenters are judged on the commercial feasibility of their proposal, the demonstration of how the proposed product or service brings transportation research into practice, and how the proposal contributes to meeting one of today’s critical transportation challenges.

The Six-Minute Pitch Transportation Start-up Challenge is sponsored by TRB’s Young Member’s Council and was moderated by Shana Johnson of Foursquare Integrated Transportation Planning, with assistance from ITE members Susan Paulus of Lakeside Engineers and Alex Bigazzi of the University of British Columbia, as well as Robert Rodden of PNA Construction Technologies. New to this year’s contest, the winners received a prize valued at approximately \$1,200: a one-year membership to the 1776 Union, a global



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Hooman Parvardeh (pictured center), co-founder and managing director of Bridge Intelligence, delivered the winning pitch to judges (pictured left to right) Chris Thomas, Emily Castor, David Zipper, and Jessica Robinson.

platform enabling entrepreneurs to succeed by breaking down barriers and empowering startups to access the resources they need, regardless of location.

Bridge Intelligence’s flagship app, InspectX, has the potential to transform how bridges are inspected, making the process both more accurate and efficient. InspectX was pitched by Hooman Parvardeh, co-founder and managing director of Bridge Intelligence, who has a computer science and systems engineering background and has been working in the transportation and infrastructure industry for more than eight years. Hooman says he was inspired to create InspectX after observing outdated and inefficient practices in the bridge inspection industry, with a goal to “help the bridge industry catch up to speed with high quality and user-friendly software.”

In preparing for his pitch, Hooman says he tried to use storytelling techniques to capture the audience’s attention. According to Hooman, “the feedback that we received from judges was invaluable... I would definitely recommend everyone with a good product or service to apply for the Six Minute Pitch.” Validation of their business model was particularly valuable for Bridge Intelligence. Based on feedback from the judges, Bridge Intelligence expanded their target market to include consulting firms, hoping for faster technology transfer. Looking ahead, Bridge Intelligence plans to promote InspectX in future conferences and seek feedback from their target market. They are already in “full sale mode” and offering early adoption discounts to their first customers.

For details on the Six Minute Pitch and to start planning ahead for your pitch in 2018, please visit sixminutepitch.com. itej



Hooman Parvardeh of Bridge Intelligence gave the winning pitch on a 3D mobile bridge inspection app called InspectX.

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