

Smartroad Tools Newsletter – 16 January 2018

Subject: Defining our product features

Dear Colleague,

This is a quick update on the status of Smartroad Tools™, our patent-pending innovation for reducing maintenance costs, improving safety and avoiding the catastrophic collapse of earth-supported infrastructure such as rail tracks, roads and flood prevention dikes.

Only a few weeks remain for our participation in the [SPRINT business accelerator program](#) for deep-tech innovations. On February 5th (at SCG) and February 8th (at Sasin), we will be pitching to investors and potential partners. Our goal is to show them both the practical benefits and the business potential of our invention. In addition to polishing our pitch deck slides, we've focused this past week on clearly defining the MVP (Minimum Viable Product) for Smartroad Tools.

We've concluded that the initial product must include the following features:

- Smart geotextile can be buried under new or reconstructed infrastructure (road, rail)
- Sensor assembly mounted on a vehicle can query textile moving at some reasonable speed (e.g. 30 km/hour)
- Sensor assembly can acquire current geographic position within 2.0 meter
- Response data retained in local storage (e.g. laptop in vehicle)
- Software allows post-scanning visualization and analysis of data

Basically, the MVP must be able to gather data about sub-base problems, store that data, and provide users with the ability to understand and act on that data. Later releases will add higher performance data gathering and more sophisticated analysis and visualization capabilities, including integration with other static and real-time data sources.

We'd appreciate your feedback on this product definition. Are we missing anything critical? Are we trying to do too much? Clearly the smaller the scope of the MVP, the faster we can move it to market.

We would also be grateful for any suggestions you might have on marketing opportunities for this product.

Thank you for your continued interest and support.

Best regards,

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