CITM LAUNCHES MOBILITY AND SAFETY INNOVATION CHALLENGE WITH PARSONS CORPORATION

As new solutions for micromobility and multimodal transportation systems are developed and implemented, new types of passenger and pedestrian safety challenges will arise. Keeping people safe as they move using different modes of transportation safely must be a "designed in" feature of the transportation system, not a bolt-on.

PROPOSE YOUR SOLUTION TO THE FOLLOWING CHALLENGES

MOBILITY SAFETY AND SECURITY DATA OPTIMIZATION

Parsons is looking for companies, products, and solutions that gather and analyze data and information to monitor and measure the safety of people – passengers, pedestrians, and other multimodal transportation system users.

MAINTAIN AND IMPROVE PASSENGER AND PEDESTRIAN SAFETY

Parsons is also looking for innovative companies, products, and solutions that maintain and improve passenger and pedestrian safety to support a safe and secure multimodal transportation system.

APPLY NOW

ABOUT PARSONS COPROATION

Parson Corporation helps communities around the world move people and goods safely and efficiently. As leaders in integrated design and delivery, and experts in the digital enablement of traditional transportation infrastructure, we combine new technologies – like cloud-based intelligent transportation solutions – with legacy infrastructure, to improve traffic efficiency, enhance safety, reduce emissions, and maximize our clients' investment.

Delivering Solutions That Move The World

Parson Corporation's professionals use the latest technologies to deliver complex roads, bridges, tunnels, highways, and transit solutions. By leveraging augmented and virtual reality, XD modeling, digital twins, and drones, we're unlocking the potential of transportation infrastructure for our customers and the communities they serve.
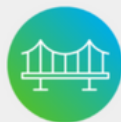

Aviation — Tunnels — Rail And Transit — Roads And Highways — Bridges — Intelligent Transportation Solutions

CITM'S INNOVATION CHALLENGE PROGRAM

The Center for Integrated Transportation and Mobility (CITM) in association with Innovation Factory and funded by the Ontario Vehicle Innovation Network (OVIN) launch innovation challenge problems twice a year across various transportation and mobility sectors from EV/CA, to powertrain technologies through to transportation as a service solution.

Innovation Challenge problems are designed by leading industry partners such as Parsons Corporation, Nokia and Geotab ITS in efforts to solve real world business, operational, and technological problems facing these companies or industries. Innovative start-ups and scale-ups who apply and are successful winners of the CITM Innovation Challenge Program have the opportunity to work with major brands for test pilots, commercialization, early adoption, data access, and further business and product development. The full scope of CITM's 5G Network, DataStor, and Virtual Reality Product Development Center support innovators develop robust solutions that are pitch ready to major brands to increase successful integration of solutions to existing corporate infrastructure and technology.

CITM's Innovation Challenge Program bridges corporations to innovation for the betterment of planet, people, and profits.

CITM'S INNOVATION CHALLENGE PROGRAM KEY DATES

June 12, 2023
Applications for Parson Corporation Micromobility Challenge on YouNoodle Platform.

July 30, 2023
Applications for Micromobility Challenge Clsoe.

August 11, 2023
First Round of Judging Ends and Shortlisted Companies Notified.

August 21 - 28, 2023
Shortlisted Companies Pitch Demonstration to Parsons Corporation Begin.

August 28, 2023 - Winner(s) Announced

THE JUDGING PROCESS

Parsons Corporation, CITM, and OVIN have dedicated judges to score all applications throughout the Innovation Challenge Program.

Judging Round One: Accessed through the YouNoodle Platform, first applications are judged and assessed. Companied must reach a minimum score of 80% to move onto the second round.

Judging Round Two: Recorded Pitch Demonstrations videos of 2 minutes will be recorded by semi-finalists and reviewed by all judges. Companies must reach a minimum of 85% to be a winner of the challenge.

CITM'S INNOVATION CHALLENGE PROGRAM FAQ

1. **Can I apply to more than one Challenge Statement?**

Yes, applicants can apply to more than one Challenge Statement at a time, however, please keep it relevant and ensure your efforts are best matched to your company core competencies.

2. **Will I get any feedback from the judging process?**

Yes, all applications will receive feedback from judges after the application close date.

3. **If I am not successful can I reapply?**

Yes, please continue to check out our Innovation Challenges Page for future challenges that you can apply for.

4. **What are the next steps after the Challenges?**

CITM will work with winners of the Challenges to launch discovery calls with our partners to develop a roadmap and strategy to better integrate and adopt solutions into existing infrastructure and technology. Please note that CITM cannot guarantee test pilots or other outcomes, however, we do our best to support innovators be successful with partner organizations.

5. **Do I have to have a YouNoodle Account to be able to apply?**

Yes, all applicants must create a YouNoodle Account to be able to apply to our Challenges.

6. **Do I have to be a registered client of the Innovation Factory | CITM to be eligible?**

You do not need to meet Innovation Factory's mandate of being an Ontario Canada registered business to be eligible for the Innovation Challenges. If you are based in Ontario Canada you can register with Innovation Factory | CTIM and unlock other value added services and other financial and partner opportunities.

7. **What is Innovation Factory | CITM?**

Innovation Factory is a Hamilton, Ontario Canada based accelerator for innovative start-ups and scale-ups that provides business development, product development, mentoring, and specialty sector programming to clients. The Center for Integrated Transportation and Mobility is a specialty program inside The Innovation Factory for the transportation and auto sector.

8. **What is OVIN?**

OVIN is the Ontario Vehicle Innovation Network which is a government entity designed to help fund and accelerate growth of innovative startup and scale-ups in the transportation and auto sector. They are the CITM's funding and governing body. OVIN has their own funding programs, learn more here.

CITM'S INNOVATION CHALLENGE PROGRAM MICROMOBILITY APPLICATION QUESTIONS

Note these questions are represented here for your reference and to develop your answers. You must submit your final answers on the CITM YouNoodle Platform under the Mobility and Safety Application Page. All questions have a word count and we suggest making a YouNoodle Account and reading through the application portal before you begin crafting your answers.

Business Basic Questions

1. What is the name of your organization?
2. Which challenge are you applying for?
3. What is the Technological Readiness Level of your Business?
4. Is your Business registered in Ontario? and if so, please provide your Ontario Business Registration Number. If no, please state "N/A".
5. Is your Business Registered in Canada? and if so, please provide your Canada Business Registration Number. If no, please state "N/A".
6. Are you an international applicant?
7. Please provide your registered business address (Street Number, City, Province or State, Country, Postal Code or ZIP Code).
8. Please provide at least one contact person name and e-mail address who is able and legally entitled to enter into contracts and agreements on behalf of the organization or business.
9. Are you a current Innovation Factory / Center for Integrated Transportation and Mobility (CITM) client?
10. How did you hear about CITM's Innovation Challenge Program?

Business Advanced Questions

1. Give us your high-level pitch
2. Describe your business in 350 words or less.
3. Which type of product are you building? (Select)
4. Which fields or tags are your startup involved in? If others, please specify.
5. Which milestones have your reached to date? (Select)
6. Please briefly explain each of your milestones to date in more detail.
7. Please provide your website URL.

Technical Questions

1. Which multimodal transportation system does your solution support the safety of?
2. Describe your user9s) your solution is designed for.
3. Describe your target market in more detail.
4. What is the specific use case that your solution meets?
5. How does your product or solution meet the need or use case you have stated?
6. How does your solution integrate with existing infrastructure?
7. How do you measure success of your solution?
8. Do you have any references that can speak to the performance of your solution?
9. If there are other pieces of information you wish to include, please do so here.