



OPTIMOTIVE

180 Eugenie St W #200, Windsor, ON N8X 2X6

UNDER EMBARGO UNTIL SEPTEMBER 10, 2024 AT 8AM ET

Optimotive Secures \$2 Million in Funding to Launch Next-Gen Outdoor Robots and Redefine Construction Automation



Windsor, ON, September 10, 2024 - Optimotive has raised \$2M USD in an oversubscribed seed round, driven by strong interest in its fleet of advanced autonomous robots for extreme environments. Led by [Version One Ventures](#) with participation from [Garage Capital](#) and [Newlab](#), this investment will allow Optimotive to fulfill the pre-orders received earlier this year and accelerate the company's mission to further automate the outdoor construction workforce and support the launch of two new groundbreaking robots designed to enhance efficiency, data capture, and safety across outdoor industrial sites. The evolution of Optimotive's robotic fleet underscores the company's commitment to pushing the limits of automation, ensuring reliable performance in the most demanding conditions.



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The two new robots—MULE and SCRUBBLES— will accompany the existing fleet of in-market robots - IRIS and BOX, which have already deployed with major market players Ellis Don, Pomerleau & Borea. MULE, designed for streamlining onsite material handling, and SCRUBBLES, engineered to revolutionize site cleanup, are poised to elevate outdoor industrial automation to new standards. As the demand for reliable, autonomous solutions grows, Optimotive's expanded fleet is ready to meet the evolving needs of outdoor environments. Learn more about these groundbreaking robots on our [website here](#).

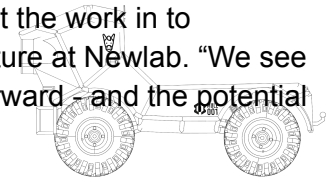
"At Optimotive, we're defining what's possible with outdoor automation," said Scott Fairley, Founder & CEO. "With MULE and SCRUBBLES, we're making autonomous systems a vital part of daily operations in challenging outdoor environments. This funding not only moves us forward but also marks a significant shift in how industries like construction, mining, and oil & gas approach automation. By reducing human exposure to dangerous and repetitive tasks, our robots are setting new standards for safety and efficiency."

"AI is driving major advancements in robotics, but turning these advances into practical products is still challenging," said Angela Tran, General Partner at Version One Ventures. "That's what makes Optimotive so exciting. Their innovations, like IRIS and the new MULE and SCRUBBLES robots, aren't just pushing boundaries—they're addressing real, immediate needs in industries like construction, renewable energy, building materials, and beyond."

Optimotive's existing fleet includes IRIS and BOX, which have already set the benchmark for outdoor industrial automation. IRIS excels at capturing & delivering precise, large-scale site data, such as 3D scans & 360 photos for BIM/VDC, and QA/QC for the renewables sector, specifically solar. While the BOX acts as the central hub for autonomous robot operations, data uploads, and a reliable home base. Together, they form the foundation of Optimotive's growing ecosystem, showcasing the company's expertise in cutting-edge automation solutions.

"We're incredibly excited about the potential for automation enabled by Optimotive technology to improve the safety and productivity of job sites while reducing costs. Optimotive's fleet of robots enables them to quickly demonstrate this value to customers by seamlessly taking over previously human-performed tasks at a fraction of the cost," said Devon Galloway, Partner, Garage Capital."

"An integral member of Newlab's growing ecosystem, Optimotive has put the work in to understand what the industry needs," said Garrett Winther, Head of Venture at Newlab. "We see the Optimotive team playing a big role in propelling reindustrialization forward - and the potential for expanded use cases is clearly there."





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As Optimotive continues to grow, the focus remains on delivering scalable, reliable, and cost-effective solutions that meet the real-world needs of our customers,” said Patrick Thompson, Head of Growth at Optimotive. “This new funding allows us to expand our operations and accelerate the adoption of our technology across various industries. Our goal is to provide companies with the tools they need to adapt to a changing workforce and stay competitive.”

Optimotive is committed to leading the charge in construction automation and looks forward to unveiling more innovations that will shape the future of outdoor work.

About Optimotive:

At Optimotive, our mission is to shape tomorrow's outdoor workforce with advanced or autonomous robotics. We design robots capable of thriving in the most challenging outdoor environments, taking on the mundane, repetitive tasks that burden human workers. Our robots are built to ensure automation is always available—no matter the conditions—delivering efficiency and reliability where it's needed most. As the workforce declines and ages, our scalable, low-cost robotic solutions provide immediate utility, supporting industries with cutting-edge technology. We continuously push the boundaries of what our robots can achieve, forever redefining “Extreme” to ensure they meet and exceed the demands of an ever-evolving world.

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