

BBI Launchpad

Grow in Market 3x Faster – Build An Investible Company – Create Competitive Advantage



BBI Launchpad accelerates early construction technology companies through the planning and validation process to fully launch in the market 3x quicker than usual. Launchpad participants receive a highly immersive and engaging experience with BBI, compared to other programs. Experts and mentors engage alongside and within Launchpad startups for planning, execution prep, and generate momentum with partnering and beta customers, for example. Applicants typically have a proof of concept or MVP, and initial funding to continue Go-To-Market activity, though no two startups or situations are alike.

The Process

- 1 Apply
- 2 Interview
- 3 Participate
- 4 Graduate
- 5 Scale



Strategy

Rapid go-to-market strategy for accelerated growth



Fundraising

Comprehensive fundraising preparation



Product

Market based pre-launch product validation



IP Protection

Intellectual property protection and follow-on IP strategy



Early Adopters

Preparation of early adopter program and initial outreach



Partnerships

Partnerships identification and early integration targets



Branding

Brand awareness that positions you to own the narrative



Sales & Marketing

Targeted sales and marketing plans for maximum impact

Launchpad's advantage is its construction industry experience and access:

BBI's team includes full-time staff and industry mentors with unmatched experience as past tech startup founders, Chief Revenue Officers, CTOs and developers, marketing professionals, contractor executives, investment bankers, and venture capitalists. No other built technology startup program includes such an experienced and diverse set of professionals, all intently focused and passionate about helping you.