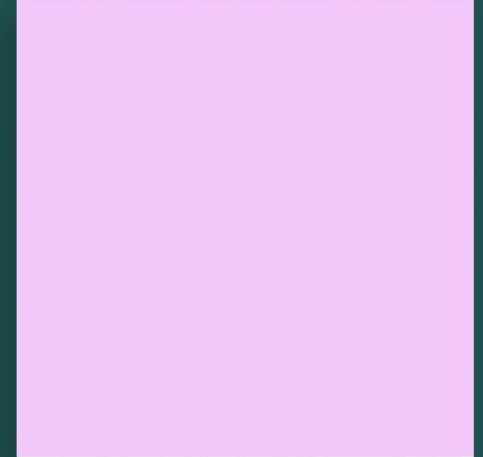




Media kit

2022

Last updated March 2022



MISSION

To help the
construction industry
maximize profits and
reduce risk by taking
a people-first
approach.



COMPANY

Overview

Bridgit is workforce intelligence for the construction industry. Bridgit's mission is simple – to help the construction industry maximize profits by taking a people-first approach. Workforce Intelligence from Bridgit transforms workforce data into actionable insights that inform an organization's strategic and tactical business decisions.

Bridgit works with construction industry leaders like Skanska, Balfour Beatty, Ryan Companies, among others. Bridgit is a privately held company, having raised over \$35 million USD in equity financing, with capital from investors such as Autodesk, BDC Capital's Women in Technology Venture Fund, Camber Creek, Export Development Canada, IAF, Nine Four Ventures, Salesforce Ventures, Sands Capital, StandUp Ventures, Storm Ventures, and Vanedge Capital.

Learn more about Bridgit at gobridgit.com



COMPANY

Overview

FACTS

- Founded: 2014
- Headquarters: Kitchener, Ontario
- Employees: 100
- Product: Bridgit Bench
- Recognition:
 - Forbes Manufacturing & Industry 30 Under 30
 - Best Of Canada Forbes Under 30 Innovators
 - The Globe and Mail's Top Growing Canadian Companies
 - Top 40 Under 40 in Canadian Construction

FINANCIAL HIGHLIGHTS

- \$24M CAD Series B co-led by Camber Creek and Storm Ventures
- \$7M USD strategic investment led by Autodesk
- Raised \$4.6M USD Series A
- Raised \$4M USD in seed funding
- Raised \$1.1M USD from CIBC Innovation Banking
- \$550k USD investment led by FedDev Ontario

CO-FOUNDERS

Mallorie Brodie

Chief Executive Officer

Mallorie Brodie is the CEO and Co-founder of Bridgit. Along with Lauren Lake, Mallorie co-founded Bridgit in 2014 with a simple mission: to help the construction industry maximize profits and reduce risk by taking a people-first approach. Under her leadership, the team at Bridgit has established Bridgit Bench, the company's flagship product, as the leading workforce intelligence solution built exclusively for the construction industry. Along with being named to the Top 40 Under 40 in Canadian Construction, Forbes Manufacturing & Industry 30 Under 30, and Best Of Canada Forbes Under 30 Innovators lists, Mallorie has been instrumental to Bridgit being recognized as one of Globe and Mail's top growing companies in Canada for three consecutive years.

[LinkedIn](#) →



CO-FOUNDERS

Lauren Lake

Chief Operating Officer

Lauren Lake is the COO and Co-founder of Bridgit. With a degree in Civil Structural Engineering from Western University, Lauren co-founded Bridgit with the belief that the best way to fix any problem is to understand it first-hand and from the ground up. With her guidance and expertise in the AEC industry, Lauren has helped establish Bridgit Bench, the company's flagship product, as the leading workforce intelligence solution in construction today. Lauren is proud to be named in the TechWeek 100, Forbes Manufacturing & Industry 30 Under 30, and Best Of Canada Forbes Under 30 Innovators lists. Her true source of pride comes from helping over 100 contractors across North America get the most out of their workforce.

[LinkedIn](#) →



MEDIA ASSETS

Co-founder photos

[Download co-founder photos](#) →



MEDIA ASSETS

Executive photos

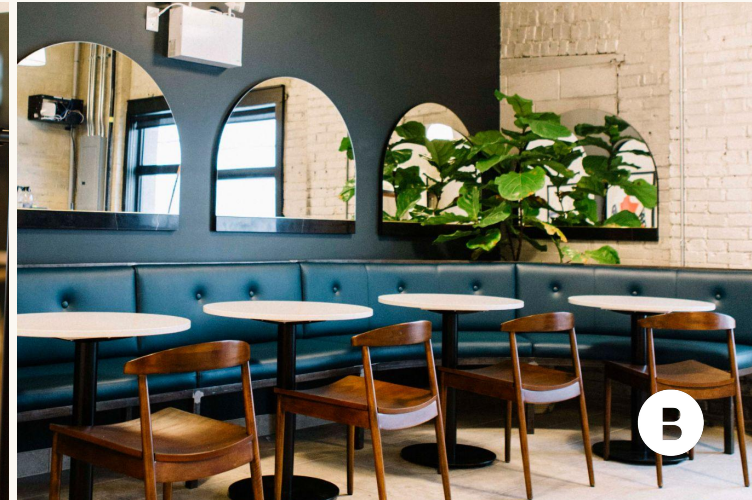
[Download executive photos](#) →



MEDIA ASSETS

Office photos

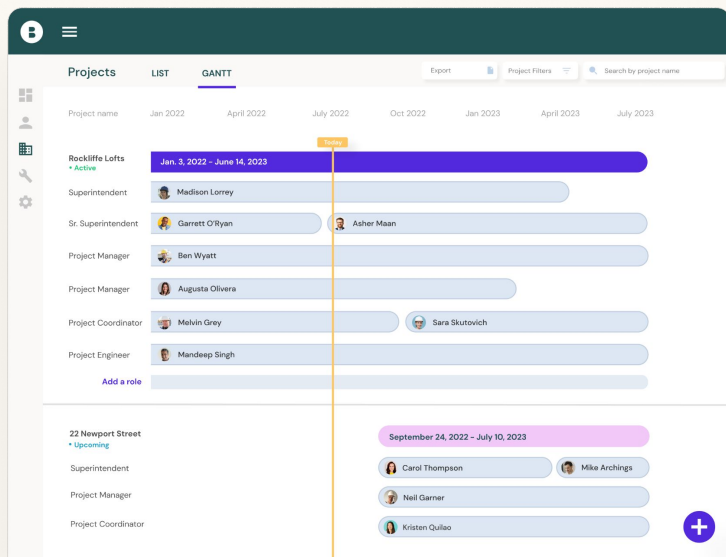
[Download office photos](#) →



MEDIA ASSETS

Product images

[Download product images](#) →



EXPANDED PROJECT GANTT

PEOPLE LIST

| Photo | Name | Title | Availability (% until) | Current Project | Next Project | Issue | Region |
|-------|----------------|---------------------|------------------------|-------------------------------|-----------------------|-------|--------|
| | Carol Thompson | Superintendent | 100% Sept 24, 2022 | | 22 Newport Street | | South |
| | Neil Garner | Project Manager | 100% Sept 24, 2022 | | 22 Newport Street | | East |
| | Kristen Quilao | Project Coordinator | 100% Sept 24, 2022 | | 22 Newport Street | 1 | East |
| | Maria Roberts | Sr. Project Manager | 50% March 31, 2022 | Urban Bridge St. 17 people | Clarington Lofts | | West |
| | Kieran Laweson | Project Engineer | 0% August 14, 2022 | Callan Art Center | 1400 Keen Lane | 1 | South |
| | Jharni Mayorga | Safety Engineer | 0% August 14, 2022 | Keller Estate 17 people | Blantau Apartments | | West |
| | Mary Blanchard | Sr. Project Manager | 50% Oct 18, 2022 | Urban Bridge St. 17 people | 11 Seaside Way Condos | | North |
| | Robert Pinsch | Project Coordinator | 100% Dec 31, 2022 | | 280 Duff Grove | | East |
| | Frank Katarjen | Sr. Superintendent | 0% August 14, 2022 | Callan Art Center | Mezzo Restaurant | 1 | West |
| | Liz Nelson | Sr. Project Manager | 100% July 14, 2022 | | 18 Lanlow Blvd. | 1 | East |
| | Elena Stone | Superintendent | 100% Feb 1, 2023 | | Caplan Properties | | South |

PEOPLE LIST



MEDIA ASSETS

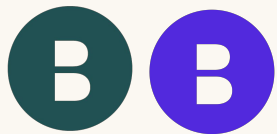
Logos and icons

FULL WORDMARK ON LIGHT BACKGROUNDS

 Bridgit

 Bridgit

ICON ON LIGHT BACKGROUNDS



[Download logos and icons](#) →

FULL WORDMARK ON DARK BACKGROUNDS

 Bridgit  Bridgit

 Bridgit  Bridgit

ICON ON DARK BACKGROUNDS



COLOUR USAGE – CORRECT COMBINATIONS

 Bridgit

 Bridgit

 Bridgit

 Bridgit

 Bridgit

 Bridgit

 Bridgit

 Bridgit

 Bridgit

 Bridgit

 Bridgit

 Bridgit

This combination to be used for internal purposes & employer branding only.

 Bridgit

 Bridgit

 Bridgit

 Bridgit

COLOUR USAGE – DO NOT DO'S



Do not apply our logo in Black (#000000). If you need to apply the logo in a dark neutral, use our Deep Tech Green (#215152).



Do not apply our Echo Purple (#5329DD) on our Deep Tech Green (#215152), or vice versa.



Do not bring any outside colours to our icon or wordmark.



Do not apply the logo in our Rio Red (#EB553F).



Do not apply White (#FFFFFF) on our Bolt (#EAF46E), or vice versa.



Do not apply the logo in White (#FFFFFF) on our Rio Red (#EB553F).



Do not apply the logo in our Canary orange (#FEC663).



Do not apply White (#FFFFFF) on our Cloud (#FBF8F2), or vice versa.



Do not apply the icon or wordmark in anything other than white (#FFFFFF) when applied on top of our gradient.

DESIGN ELEMENTS

The Bridgit Gradient

[Download gradients](#) →

A design element that our brand leverages in order to convey evolution, multi-faceted ideas and products, and the flow of change.

Bridgit Gradient 1



| | | | | |
|---------|-------------|---------|---------|---------|
| Echo | Quippy Pink | Bolt | Canary | Rio |
| #5329DD | #F2C8F9 | #EAF46E | #FEC663 | #EB553F |

Bridgit Gradient 2



| | | | |
|---------|-----------------|---------|-------------|
| Echo | Deep Tech Green | Bolt | Quippy Pink |
| #5329DD | #215152 | #EAF46E | #F2C8F9 |

CONTACT

Media requests

Bridgit Marketing Team
marketing@gobridgit.com

For more information, please visit gobridgit.com and follow Bridgit on [LinkedIn](#), [Twitter](#), [Instagram](#), [YouTube](#).

