

Smartroad Tools Newsletter – 23 January 2018

Subject: Seeking the people who really need our product

Dear Colleague,

Over the past two months, through our work in the [SPRINT business accelerator program](#), we've been working hard to build a strong business case for Smartroad Tools™. Our patent-pending technology offers an effective, inexpensive capability for monitoring the stability of earth-supported infrastructure. Having a great innovation does not guarantee success, though. We have to connect connect with the people who really need our product. This includes organizations who own, operate or maintain infrastructure as well as companies who sell inspection technologies that complement ours.

This past week, our focus has shifted to lead generation. We've cast a wide net among all our contacts, seeking introductions. We're also asking for help from you and the other members of our "inner circle" email list. Can you help us reach possible customers and partners? If there's anyone you know who is in the construction or infrastructure business, we hope you'll introduce them to us.

Thank you for your continued interest and support.

Best regards,

Sally Goldin & Kurt Rudahl

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