

Alberta's Young Innovators

Innovequity

Innovative idea reduces building costs

A technological breakthrough from the minds of two Edmonton-based entrepreneurs will change the way buildings are constructed.

Mark Holtom, C.O.O. of Innovequity and his business partner Ben Bertrand have developed a robotic system (Geometric Construction System or GCS) that automates up to 70 per cent of the labour required to build a factory-built home. And their process can cut the costs of a \$150,000 home by half.

Once information is programmed into the Geometric Construction System, robotics build walls, floors & roofs with plumbing, wiring, insulation and ventilation installed without human involvement. The result is increased speed and efficiency. For example, it takes two labourers and a robotic system only 30 minutes what it takes 10 labourers five or six hours to complete. The GCS is also small enough to be easily transported and can be set up with little effort.

Innovequity's technology is unique in North-America. Its closest competitor is US-based Mitek Inc. with a similar system but it only produces wall panels that do not have any services completed and requires a great deal of labour.

Innovequity is refining their technology and is obtaining construction expertise from homebuilder Winalta and technical help from NAIT. They hope to commercialize their innovation within the next two years.

Holtom is an entrepreneur who got his start in the IT field. He started Data Driven Tech (now Dintegra), developed timeshare software now used in 28 resorts over three continents and still remains on Dintegra's board. From there he moved to land acquisitions for his own firm Holtrand Holdings and connected with Bertrand – resulting in establishment of Innovequity.



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