

Rugged Robotics Raises \$9.4 Million Series A from BOLD Capital Partners and Brick & Mortar Ventures

Rugged Robotics aims to modernize the commercial construction sector, founded by industry veteran and former NASA engineer

Houston, TX, March 1 - 2022 - [Rugged Robotics Inc](#) (DBA Rugged Robotics), a construction technology startup aimed at modernizing the commercial construction sector, announced today that it has closed \$9.4M in Series A financing led by [BOLD Capital Partners](#) and leading construction-tech venture capital firm [Brick & Mortar Ventures](#). Seed investors Riot Ventures, Morpheus and Embark also participated, as did industry leaders Consigli Construction Company and Suffolk Technologies. Rugged Robotics has raised \$12M to date and will use this fresh round of capital to scale its operations, expand its offerings, and leverage its navigational stack to tackle other challenges on the job site. The funding enables rapid expansion for the existing solution and continued R&D into other products.

“We are thrilled to be part of the Rugged team,” says Maxx Bricklin, partner at BOLD Capital. “We looked at a number of companies in the space and became convinced that the Rugged team, technology and partner ecosystem would allow Rugged to dominate and capitalize on this significant and disruptive market opportunity.”

Founded by Derrick Morse, a construction industry veteran, and Logan Farrell, a NASA engineer, Rugged Robotics aims at modernizing the commercial construction sector. The Mark 1 product tackles the challenge of field layout, and replaces slow, error-prone, manual layout with a “layout Roomba” that marks architectural and engineering designs directly onto unfinished concrete floors.

Rugged Robotics initially raised a \$2.5M Seed round in late 2019, then spent 18 months in stealth-mode, embedded with general contractors (GCs), developing a self-contained, autonomous layout solution. Early customers include Consigli Construction Co., Inc., Suffolk Construction, and Brasfield & Gorrie.

“When Derrick and Logan first visited our office, they clearly understood the problems we face and immediately separated themselves from typical technology startups. Their focus on solving real-world problems resonates with us, and we jumped at the opportunity to engage with them,” said Mike Haseltine, VP and Head of Operations at Consigli. “Seeing their robots, their layouts, and their impact is inspiring. They’ve built something that’s going to change how we build buildings.”

The idea of autonomous robotic layout is not new, but Rugged Robotics’ approach is entirely unique. While other layout systems require complex, third-party surveying equipment to achieve accurate results, Rugged Robotics has built a self-contained solution. The company’s wheeled rover autonomously navigates concrete floors using simple stationary targets to achieve the same levels of accuracy. The self-contained system enables multi-rover deployments, one-time set-ups that span an entire floor, and print zones that extend around and behind obstructions like columns, stairs, and elevators.

“We’re building better,” said Derrick Morse, founder and CEO at Rugged Robotics. “We set out to modernize the construction industry, and to build practical solutions that solve the pain points contractors struggle with every day. We believe that layout is the ideal starting point. Layout is the beachhead for construction automation. It sits at the intersection of the digital and physical world,

solves a huge problem, and unlocks the ability to deploy robotics onto job sites in a very meaningful way.”

The team currently delivers layout as a service, which allows them to engage directly with strategic customers and maintain a high level of customer service while they refine and simplify the system.

“Derrick’s experience in the field, combined with Logan’s understanding of the technology, has enabled Rugged to build a solution that delivers tremendous value. There are clear benefits for owners, GCs, and trade-partners, and the feedback we’re getting from the field is overwhelmingly positive. We look at a lot of startups and a lot of technology, and to see “pull” from project teams that want to deploy their system is a clear indication of market fit.” said Parker Mundt, Operating Director from Suffolk Technologies.

As Rugged Robotics further refines its end-to-end system, the company plans to simplify deployment and eventually unlock unmanned, overnight work. In addition to the new funding round, Rugged Robotics is rapidly expanding its team with key hires, including Mason Markee, the former Director of Mechanical Engineering of Auris Health. Mason joined Auris as a senior mechanical engineer, but quickly climbed into leadership, building a team of 75, and overseeing hardware development that contributed to Auris’ multibillion-dollar acquisition by Johnson and Johnson in 2019.

“Mason has 15 years of years of robotics experience. I knew him at NASA, and we’re delighted to have him onboard at Rugged. He brings tremendous experience to the table. He is familiar with the entire product life cycle, from concept generation to final commercial production. He’s seen scale, and we’re excited by the rapid growth his technical expertise and leadership experience enables.” says Rugged Robotics Co-founder and CTO Logan Farrell.

"We have seen Rugged Robotics grow from an idea to POCs and pilots with incredible feedback from the industry," said Kaustubh Pandya, Partner at Brick & Mortar Ventures. "We are absolutely thrilled to support them in their next phase of growth as they scale the platform for commercial layout deployments and invest in other complementary onsite robotic use-cases."

About Rugged Robotics

Rugged Robotics is a Houston-based construction technology company. Their first product tackles the challenge of field layout, and replaces slow, error-prone, manual layout with an autonomous vehicle that marks fully coordinated A/E designs directly onto unfinished floors. The team spent 18 months embedded with industry leading general contractors and is now scaling commercially with several multi-billion-dollar clients.

About BOLD

BOLD is a venture capital firm that seeks entrepreneurs and companies who share a fierce vision for a brighter tomorrow. We identify emerging science and technologies that will disrupt and democratize massive markets, creating innovative solutions to humanity’s greatest challenges.

About Brick & Mortar Ventures

Brick & Mortar Ventures is an early stage venture fund focused on the Built World. Founded by Darren Bechtel, the firm invests in emerging companies developing innovative software and hardware solutions for the industries of architecture, engineering, construction, and facilities management. Notable past investments of the firm and its General Partner include Seed round participation in PlanGrid, Levelset,

BuildingConnected, BuildZoom, and Rhumbix, as well as early-stage investments in FieldWire, Curbio, and Curri. Brick & Mortar Ventures is based in San Francisco, CA.

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