RoadBotics

ROADBOTICS CO-FOUNDER AND CEO BEN SCHMIDT, PHD, TO RELEASE FIRST BOOK

Pittsburgh, PA, March 9, 2022 - RoadBotics Co-Founder and Chief Executive Officer Ben Schmidt, PhD, will release his first book entitled *Mission Control: The Roadmap to Long-Term, Data-Driven Public Infrastructure* on June 1, 2022. The book focuses on how civil infrastructure management can be improved by adopting new processes and technologies, and how using the right data can serve as a foundation for informed decision making.

As a visionary technologist and serial entrepreneur with a background in biotech, renewable energy, and infrastructure, Ben is able to provide meaningful insight into the common obstacles of innovators. He shares actionable steps to inspire progress and disrupt the status quo while saving money and achieving better outcomes.

"In the past, when managing civil infrastructure, local governments used to be forced into using subjective, infrequent, and incomplete data when making decisions. The best hopes for better outcomes were all outside of the administrator's control: the election of a particularly skilled mayor, the influx of new business and new citizens, or an economic boom that would see a major boost in tax revenue. . . However, it doesn't have to be this way. Thanks to advances in innovative new technologies, we can collect and organize data and make better data-driven decisions today, all without overwhelming a local government budget."

Mission Control: The Roadmap to Long-Term, Data-Driven Public Infrastructure will be available June on 1, 2022 through Amazon.

About RoadBotics:
RoadBotics empowers governments and communities to make objective, data-driven decisions about their public infrastructure assets. We automate image mapping and road assessments, generating interactive maps, unbiased ratings, and practical tools to save time and taxpayer dollars for hundreds of communities across the country and around the world.

RoadBotics started with an advanced artificial intelligence (AI) product capable of automatically assessing roadways that has enabled over 250 governments worldwide to objectively manage their road networks. RoadBotics technology results in improved efficiencies and, ultimately, better services for every citizen.

About Benjamin Schmidt, PhD:
Benjamin Schmidt is a visionary technologist, serial entrepreneur, and the founder and CEO of RoadBotics. Passionate about the impact of advanced technology in the real world, Benjamin began his career in biotech before moving into renewable energy, then infrastructure, recognizing how lives are transformed by technology. His startup mindset has bridged the gap between problem and solution for governments throughout the world, revolutionizing how issues are identified at the government level with a nimble, collaborative approach. Benjamin lives in Pittsburgh, Pennsylvania.
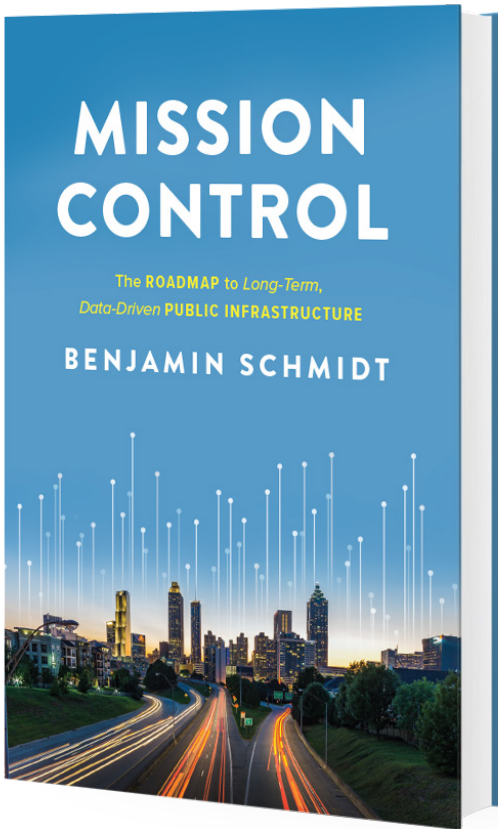
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MISSION CONTROL:
THE ROADMAP TO LONG-TERM, DATA-DRIVEN PUBLIC INFRASTRUCTURE

You can't make it better until you make it work.

In America, we don't create bad infrastructure—we just fail to maintain it. The crumbling infrastructure of U.S. cities and towns is often overshadowed by budget concerns, national turmoil, and global crises. As a leader in your local government, you know this better than anyone.

But progress is possible.

In Mission Control, technologist and entrepreneur Benjamin Schmidt shares how you can join the data-driven revolution and lead the way in adopting new processes and technologies to save money, achieve better outcomes, and make a tangible difference in your civil infrastructure management.

A pioneer in public infrastructure technology, Benjamin explains how to overcome the common obstacles and wrong turns that stop innovators in their tracks, demonstrating how obtaining the right data works as a foundation for informed decision-making. Sometimes a good idea just needs a push in the right direction. Learn how to avoid the pitfalls, gain momentum, and take actionable steps with a proven framework for inspiring progress and disrupting the status quo.

Author Bio

Benjamin Schmidt is a visionary technologist, serial entrepreneur, and the founder and CEO of RoadBotics. Passionate about the impact of advanced technology in the real world, Benjamin began his career in biotech before moving into renewable energy, then infrastructure, recognizing how lives are transformed by technology. His startup mindset has bridged the gap between problem and solution for governments throughout the world, revolutionizing how issues are identified at the government level with a nimble, collaborative approach. Benjamin lives in Pittsburgh, Pennsylvania.

10 Questions and Answers with Benjamin Schmidt, PhD

Author of *Mission Control: The Roadmap to Long-Term, Data-Driven Public Infrastructure*

1. **Tell us a little about yourself.**
   I am curious by nature and love solving problems. It is what led me to pursue, first, a PhD in engineering and then jump into the world of startups as a serial entrepreneur. I just like tackling hard problems. I am a father and husband, and it is through that lens that I now see the challenges of supporting the folks in government as a mission that directly impacts my kids' future. We all love to sit around the dinner table and complain about government ineptitude, but I would rather spend my time trying to help.

2. **Give a brief description of your book.**
   This book is about how government officials and policy makers can create a framework in which decisions use data-driven techniques to achieve goals beyond budget. Too often, governments myopic focus on budget constraints justify, or fail to justify, actions that might be for the greater public good. What I have seen is that this is usually because there is a failure to define what success looks like. This book provides that framework.

3. **What aspects or events in your life inspired you to write this book?**
   Founding and running an organization like RoadBotics that helps governments manage their infrastructure has been an enormous influence on my thinking. Earlier than that though, my dad was mayor and board member of the town I grew up in. Those experiences combined to give me dual perspectives - from a company helping the government and from the inside of the government.

4. **Who do you hope reads Mission Control?**
   Government officials and policy makers who are charting the course of their organization. I firmly believe that we need a better framework for making data-driven decisions that don't rely solely upon budget. We need to enable governments to accomplish goals and give them the ability to measure their progress, and eventually, their success.

5. **What was the most difficult part of writing this book?**
   Choosing stories was hard. We have curated so many great stories and anecdotes from seeing first hand how governments struggle and cope with guiding their organization. It is really a testament to the incredible people that have dedicated their lives to helping others by focusing on good governance.

6. **What do you think are the biggest opportunities in managing public infrastructure?**
   The local level offers immense opportunities and advantages in moving past the "American infrastructure is crumbling" narrative. Local governments own and manage the vast majority of infrastructure in the US (and around the world). By enabling better policy and procedures to manage that process, we can reinvigorate our decaying physical infrastructure. And working at the local level enables us to circumvent staid bureaucratic processes at state and federal levels.

7. **What are the biggest challenges?**
   Government procedures are hard-wired for budget constraints. Everything from procurement procedures to contracting to reporting are built exclusively for budget considerations. We tend to think of "we can solve this problem with this much money" as the typical government way of solving problems. This needs to change to a data-driven and metric-based approach that enables benchmarks of success that are different from "under budget" or "over budget". It is an understatement to say that it is going to be difficult.

8. **Who do you believe is best positioned to positively impact how public infrastructure is managed?**
   Local civic leaders can have the fastest and biggest impact on people's lives through infrastructure. At state and national levels, there is an enormous opportunity to help, but a massive impediment exists in policy and procedure already. We use local infrastructure constantly, and local leaders can have an outsize impact by thinking and operating differently.

9. **What is your favorite part of the book?**
   I am really excited about the future outlook of this book. If we can move more governments to take a data-driven approach, we will get multiple enormous benefits for free. Sharing data on what works and what doesn't becomes easier so we can establish best practices. Our political conversations will move from debating theoretical points to debating measured outcomes - something I think we would all appreciate.

10. **What message do you hope readers walk away with or what action do you hope they take after reading it?**
    If the benchmark of government success is only whether we "met our budget", then we will never solve our infrastructure crisis. We need to have accountability and measurability about what we really want - "Is the government doing a good job managing our infrastructure?" If the answer is "no, but we were under budget", does anyone care? And finding out how to answer that question is the basis of this book.