



R U N W I T H I T
S y n t h e t i c s

RUNWITHIT Synthetic (RWI) Selected as a Semi-Finalist for the City Architecture for Tomorrow Challenge (CATCH) in Kuala Lumpur.

Edmonton, Alberta, August 14, 2020 – RUNWITHIT Synthetic has been selected as one of the 17 semi-finalists in the international City Architecture for Tomorrow Challenge. CATCH is organised by Toyota Mobility Foundation and co-developed by Deloitte Future of Mobility Solution Centre. The challenge aims to provide a solution to meaningful human-centric and data driven innovations in the area of mobility and city planning for the city of Kuala Lumpur.

In a rapidly changing world that has exerted significant pressure on resources, data and technology can be harnessed to reimagine urban infrastructure. The objective of CATCH is to inspire and invite global teams including entrepreneurs, start-ups, academic/research institutions, and innovators to rethink and design future city infrastructures through dynamic, intelligent, data-driven, and connected solutions.

The Toyota Mobility Foundation was formed in 2014 to support the development of a truly mobile society. The mission of the organisation is to enable more people to go more places by sharing knowledge, partnering with others and using their innovative spirit to build a more joyful mobile society. The Deloitte Future of Mobility Solution Centre was established in 2018 in Singapore to blend digital and analytics capabilities with the ecosystem and solution engineering to design and develop proofs of concept, prototypes, eminence, and solutions that will generate value to clients in the region and around the globe.

RUNWITHIT Synthetic is a women-led, certified Aboriginal business that accelerates the design and de-risking of complex global systems. Through the intersections of people, technology, and infrastructure, RWI creates synthetic models, which are living geospatial models of cities, their citizens, activity, and infrastructure like roadways and utilities. Limitless future scenarios are then dialed forward to analyze, compare, validate, and quantify even the unexpected emergent ripple effects and outcomes. RWI works with global leaders to get ahead of disruptive change.

