



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

June 9, 2021

RUNWITHIT Synthetic (RWI) accepted into the NATO Innovation Challenge

Edmonton, Alberta– RUNWITHIT Synthetic is thrilled to announce its acceptance into the NATO Innovation Challenge. This particular challenge seeks innovative solutions to improve space domain awareness. Using the ingenuity of innovative people and teams, the goal is to find more effective and efficient ways for the NATO alliance, and other response organizations, to ensure security and respond to crises in the space domain. Participants in the NATO Innovation Challenge include entrepreneurs, designers, thinkers, engineers, scientists, coders, and innovators. Appropriate solutions will receive exposure at NATO-wide events and may support the development of future concepts, doctrine, standards, requirements, and capability development in the alliance.

Hundreds of satellites, mostly from the commercial sector, are launched every year as our daily reliance on them increases. Congestion, competition, and contestations are a reality as are the concerns regarding potential degradation, disruption, and destruction of satellites. NATO's focus in this area is on achieving a common understanding of the space environment, including threats and vulnerabilities that may affect safety, security, and interests. Accepted applicants in the NATO Innovation Challenge are asked to create novel solutions for the collection and analysis of information, the assessment and prevention of space-based service disruption, and the visualization and presentation of information.

Determination of the vulnerability and risk of space assets is complex. RWI will create a Single Synthetic Environment (SSE), an artificially intelligent modeling environment, to tackle the problem. With an SSE, any relevant scenario of disruption or mitigation of space and Earth-based entities can be played forward in time and space with measurement of cascading impacts back on Earth. The goal is to arrive at optimal resilience strategies given current, proposed, and emerging circumstances to threatened, damaged or lost space assets with comprehensive assessments of effects, including those on people, the economy, and the environment.

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 's synthetic modelling platform enables rapid assembly of living, geospatial models of regions along with interconnected models of their citizens, activity, technology and infrastructure. 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.

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