

Augmenta



hazelvview
VENTURES

BACKING WHAT'S NEXT IN CONSTRUCTION

ABOUT AUGMENTA

Founded by pioneers of Generative Design at Autodesk, Augmenta uses Generative AI to transform how buildings are designed and engineered. Their flagship product, the Augmenta Construction Platform (ACP), significantly accelerates design detailing and estimation, eliminates costly rework, and reduces overall risk. Their recently commercialised Electrical System Design (ESD) module generates fully constructible, code-compliant electrical raceway routing designs for engineers and contractors.



Industry
Construction



Location
Toronto, ON



Year Founded
2018



FRANCESCO IORIO

CEO & Co-founder

Known as the “Father of Generative Design,” Francesco created the Generative Design paradigm and program at Autodesk.

Francesco Iorio is the co-founder and CEO of Augmenta, where he brings together experts in AI, computational science, and user-centred design to transform how buildings are conceived and constructed.

Prior to founding Augmenta, Francesco was Director of Computational Science Research at Autodesk, leading groundbreaking research that helped define modern generative design. Earlier in his career, he worked at IBM's High Performance Computing Group in Dublin, focusing on next-gen computing systems to accelerate engineering and financial workloads.



AARON SZYMANSKI

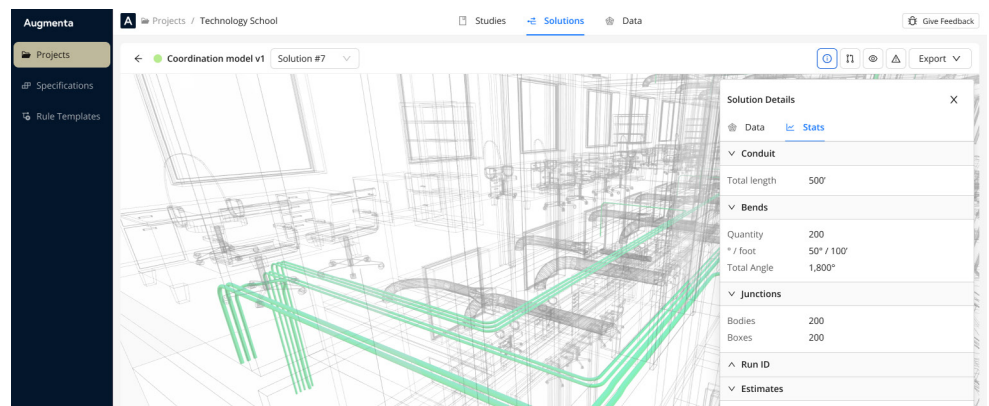
CPO & Co-founder

Led the development of core UX principles for Generative Design at Autodesk.

Aaron Szymanski is the co-founder and Chief Product Officer at Augmenta, where he leads product strategy and design—translating advanced computational and AI capabilities into practical tools for the AEC industry.

Before Augmenta, Aaron founded real/ideal, a strategic foresight and product consultancy, working with clients like Shopify and Facebook to develop products for emerging markets. He previously served as an industrial designer at Blackberry, and later led product design at Xtreme Labs (now Pivotal Labs), guiding major digital initiatives for Fortune 500 companies across North America.

ESD module of the ACP platform generating electrical system designs that can be easily reviewed and exported directly into Revit



KEY MILESTONES

SEPTEMBER
2024

Partnered with BIM service provider, ENG to deliver their AI generated designs directly to US customers.

NOVEMBER
2024

C&R electric began construction on two buildings using Augmenta's generated designs.

JANUARY
2025

Officially closed their \$10M USD bridge round led by Prelude Ventures, a prominent sustainable investment fund in the US.

MARCH 2025

Their AI agent surpassed 2.1x productivity compared to the current standard process for electric design systems.

WHAT PROBLEM ARE THEY SOLVING?

The construction industry, despite being a \$15 trillion global market, is one of the most stagnant in terms of productivity growth and the design process stands as a key bottleneck. Currently, buildings are designed and engineered separately, relying on manual processes and 30-year-old "state-of-the-art" software. Each year, \$1.3 trillion is spent on rework, with errors in design and coordination standing out as primary sources of risk, inefficiency, and waste across the industry.



The engineer process accounts for about 20% of construction costs.



Up to 20% of AEC professionals time and up to 6% of the cost of a building is spent on fixing errors created during the design and planning



Up to 30% of new building materials go to waste because of mis-ordering and rework, while buildings consume 40% of global energy and resources.

*AEC stands for Architecture, Engineering and Construction.

THE HAZELVIEW VENTURES EDGE

Why Hazelview Ventures invested?

Hazelview Ventures led Augmenta's seed round in 2022, backing a visionary team and a transformative product with the potential to reshape how buildings are engineered.

This is a massive market ripe for change, and we see significant value in being early testers and adopters within the residential real estate space. With a \$12 billion development pipeline—10–15% of which is allocated to design costs—we see significant value in driving efficiency and innovation for Hazelviews investors and partners through early-stage partnerships like this one.

How Hazelview supports them

Hazelview supports Augmenta by providing strategic insights into the residential real estate market and will be a future adopter once the platform launches in Canada.

Results or value realized to date

Augmenta is currently focused on the US market, where in-slab wiring is not common practice. Canadian commercial application will likely be available in the coming year. However, Hazelview has agreed to a 10-year commercial terms agreement for Canadian commercial application at a very compelling price point. We will have the advantage of being a first mover in the Canadian landscape. We aim to continue conversations with the company around further applications.

“AUGMENTA'S TECHNOLOGY IS A HUGE STEP FORWARD FOR THE CONSTRUCTION INDUSTRY AND WILL HELP STAKEHOLDERS ACHIEVE BOTH COST SAVINGS AND ESG BENEFITS THROUGH WASTE REDUCTION.”

— ROGER POIRIER

LOOKING AHEAD

Augmenta is planning to launch their Series A before the end of 2025. The funding will be used to further refine their electrical system design and advance the development of similar solutions for mechanical and plumbing systems.

Augmenta is steadily enhancing ACP, with UX/UI updates and quality improvements underway, they expect to release several new features in the coming months.

Augmenta continues to push for less human intervention requirements, anticipating a 3x productivity achievement by the end of this year.

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Explore our portfolio at hazelviewventures.com

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