

Safer Roads Ahead. – The Canyon Program

A FIRE-SEASON SPRINT · LAUNCH JUNE 25

Cover the Lytton canyon before the next fire does.

The Lytton / Fraser–Thompson Canyon is one of BC's most wildfire-exposed evacuation corridors – and it launches June 25. The The Canyon Program puts a fleet of Scout kits across the corridor now, plus drivers ready to capture fresh readings the moment an emergency hits. We've already put in the first kit. We need help covering the rest – fast.

\$54,000

THE CANYON PROGRAM · THE RAISE

7 additional Scout kits + driver recruitment to blanket the corridor and keep readings fresh through peak season.

1 OF 8 KITS ALREADY FUNDED – INTELLIMASS DONATED THE FIRST



Plus \$12,000 toward driver recruitment – two \$6,000 sponsorships that put local community members behind the wheel on dedicated collection routes. Fresh readings on demand, from people who know the roads.

INTELLIMASS: \$6K + 1 KIT (DONATED) · 7 KITS × \$6K = \$42000 + DRIVERS \$12,000 = \$54,000 TO RAISE

Why now.

Every kit and driver added before the corridor heats up is coverage a community actually has when an order comes. We're racing the season, not the budget cycle – which is why we started before the grants landed.

HOW IT WORKS – PASSIVE FLEET, PLUS COMMUNITY DRIVERS

Community trucks, forestry vehicles and crews hitch-mount our units – plus optional, easy road-health video capture. They gather road-condition data on routine drives, and our AI turns it into clear road-health assessments for emergency coordinators. On top of that, the program funds local community members to run dedicated collection routes on demand, accelerating coverage when it matters most.

Safer Roads Ahead. — Join the The Canyon Program

THREE WAYS TO HELP COVER THE THE CANYON

\$6,000

FUND A SCOUT KIT

Put a unit on the the canyon for the season — one of the 7 still open. Your kit, your lockup on its data.

\$3,000

CO-SPONSOR A KIT

Share a kit with another brand. Two co-sponsors, one unit, both names on the data it collects.

\$6,000

SPONSOR A COMMUNITY DRIVER

Fund a local community member to run dedicated collection routes on demand — accelerating coverage far beyond what passive hitch-units can reach alone. Two driver sponsorships available.

WHAT YOUR SPONSORSHIP GETS YOU

1 Your logo on the maps and the data

Every kilometre and hazard your kit collects is automatically linked to your brand — your lockup on the route footage, live maps and road-health reports, dynamically, all season.

2 Press release mentions

Named as a founding The Canyon Program sponsor in our press releases and media outreach — the story's already landing with Global News, CBC and regional press.

3 Your logo on our sponsors page

A permanent home for your logo on the BackRoadIntel website's sponsors page — recognized alongside the other brands making this possible.

**Join the
The Canyon.
June 25**

Fund a kit (\$6,000), co-sponsor one (\$3,000), or sponsor a community driver (\$6,000). Every level carries founding-sponsor recognition — your name in the launch press, on the maps and in the coverage that follows. **Ryan Gallagher · CEO, IntelliMass Technologies · ryan.g@intellimass.ai**

Safer Roads Ahead. — Proof & Press

BACKED, PROVEN AND ALREADY IN THE FIELD

\$1.15M

FEDERALLY PRE-QUALIFIED

IntelliMass.ai is pre-qualified under the federal government's \$1.15M AI Innovation Testing Stream, which evaluates Canadian tech solving public-sector challenges.

10+

FIRST NATIONS · LYTTON

This season, 10+ First Nations around Lytton are the first to pilot BackRoadIntel.

Now

LIVE, AHEAD OF GRANTS

The the canyon rollout is underway ahead of grant approvals — so the data is available right away, not next fire season.

IN THE NEWS

KELOWNA CAPITAL NEWS	Kelowna tech helps advocate for back-road maintenance and emergency detours	watch →
GLOBAL NEWS ★	Kelowna tech company mapping backcountry roads — our best feature	watch →
CBC DAYBREAK SOUTH	A Kelowna company's AI technology helps plan evacuations (radio)	listen →
CBC NEWS	BackRoadIntel: AI for emergency planning in BC	read →
CASTANET	Okanagan startup maps backcountry roads ahead of wildfire season	read →
PORT HARDY	Mayor's / RDMW Letter of Support — North Island Road Intelligence	open →
SENATE OF CANADA	"Canada on Fire" — wildfire impacts on Indigenous communities (June 2026)	open →

**Help cover
the the canyon.**

Fund a kit (\$6,000), co-sponsor one (\$3,000), or back the drivers. Reach out and we'll get your support on the corridor before the season peaks. **Ryan Gallagher · CEO, IntelliMass Technologies · ryan.g@intellimass.ai**