

ITWIN ACTIVATE 2025



October 1st 2025

The Cross Product Selected for Bentley's iTwin Activate Accelerator Program, Awarded Funding to Advance LiDAR Automation for Infrastructure

The Cross Product (TCP), a French startup pioneering automation solutions for LiDAR data processing, has been selected as one of four global winners of the Bentley iTwin Activate Accelerator program. TCP will receive a share of the \$250,000 funding package and direct support from Bentley Systems to accelerate its mission of transforming how infrastructure is surveyed, inspected, and maintained.

TCP specializes in automated processing of LiDAR data for large-scale infrastructure projects, including railways, highways, and urban networks. Its technology enables engineering teams and asset owners to rapidly convert raw point clouds into actionable insights—such as digital inventories, measurements, and condition assessments—significantly reducing time, costs, and risks associated with traditional inspection methods.

The iTwin Activate Accelerator, now in its 2025 edition, focuses on startups leveraging 3D geospatial data and digital twins to improve the design, construction, and operation of critical infrastructure. Participants benefit from funding, mentorship, and technical integration with Bentley platforms, including Cesium and 3D Tiles, advancing open standards for 3D geospatial visualization and interoperability.

TCP joins three other innovative startups in this year's cohort, selected for their cutting-edge approaches to drone data, 3D visualization, and digital asset management. Together, they represent the growing global ecosystem of companies reshaping infrastructure through advanced 3D technology.

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The Cross Product (TCP)

The Cross Product, based in Fontainebleau, is a French company specializing in the processing, analysis, and development of geospatial data from LiDAR acquisition. With extensive expertise in data science and 3D modeling, TCP offers automated and intelligent solutions for transforming massive point clouds into actionable information, particularly in the infrastructure, industry, and transportation sectors.

Bentley Systems

Bentley is an American company specializing in infrastructure engineering software. It provides modeling, simulation, and management solutions for projects in the transportation, energy, construction, and network sectors. Its tools are used by engineers, architects, and operators worldwide to design, build, and operate sustainable infrastructure.