

WINNER I-NOV



August 14, 2025

The Cross Product, winner of the 2025 Bpifrance i-Nov competition as part of France 2030

The Cross Product selected thanks to the LiDAR4Infra project

The Cross Product is proud to announce its recognition as the 2025 winner of the i-Nov competition, led by Bpifrance and funded as part of the France 2030 plan. Our LiDAR4Infra project, aimed at accelerating the transition to more sustainable mobility through the combination of 3D LiDAR and artificial intelligence, was selected among the most innovative French SMEs.

The i-Nov competition annually rewards research, development, and innovation projects with strong potential for growth and economic transformation. This recognition confirms the relevance and added value of the LiDAR4Infra project, which aims to modernize and optimize the management of transport infrastructure, thus reducing its environmental impact while improving its efficiency.

LiDAR4Infra combines 3D LiDAR sensors and advanced AI algorithms to provide a precise and actionable view of infrastructure, facilitating predictive maintenance and sustainable mobility planning.

Thanks to this funding and support, The Cross Product will strengthen its position as a key player in the digital and sustainable transformation of infrastructure, serving communities, operators and users.

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The Cross Product (TCP)

The Cross Product, based in Fontainebleau, is a French company specializing in the processing, analysis, and enhancement of geospatial data from 3D 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.

Bpifrance

Bpifrance is the French public investment bank that supports businesses at every stage of their development. It finances, invests capital, and supports the innovation, export, and growth of SMEs, mid-cap companies, and startups. Its goal is to promote competitiveness and employment in France, serving a sustainable and innovative economy.