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PRESS RELEASE

**Former Harvard Tech Innovator Joins BILT:**

Wheelwright Lends 50 Years of Operations Expertise to 3D App Company

Grapevine, TX, October 20, 2020 – BILT Incorporated, creators of 3D Intelligent Instructions® and the BILT mobile app, announced today that Dr. Steven Wheelwright, the former senior associate dean of Harvard Business School, will join their board of directors.  Wheelwright, who led Harvard’s MBA program in the 1990s and directed the strategic management program at Stanford University’s Graduate School of Business, is known internationally for his research in product and process development.  His experience mentoring manufacturers and helping organizations secure a competitive advantage through operational excellence has already impacted BILT’s company culture.  
  
“Steve has helped us develop a mindset of continuous improvement.  We are creating scaling strategies, so processes that used to take days now take hours,” said BILT Chairman & CEO Nate Henderson.  “We’ve been fortunate to have him work with the entire team.  At BILT, the term ‘Wheelwrighting’ has become synonymous with seeking, implementing, and sharing a constant stream of micro-improvements to our daily processes.”  
  
BILT is among the 500 fastest-growing companies in America over the last three years, according to Inc. magazine.  Manufacturers partner with BILT to provide 3D interactive mobile instructions for assembly, installation, repair, and maintenance. The free-to-use BILT app is proven to reduce set-up time and errors.  Within the BILT app, users can tap the touchscreen of a mobile device to see more information on a part, zoom in for a closer look at intricate parts, and rotate the entire CAD image 360º to view the animation from virtually any angle.  
  
Weber-Stephen grills, Samsung appliances, Coleman Powersports vehicles, Little Tikes playsets, Yale locks, Whalen furniture, and Lifetime sheds and basketball hoops are among the thousands of 3D instruction sets on BILT.  Products in the Home Depot, Walmart, Costco, and on Amazon offer this premium customer experience.  BILT provides data analytics on usage, whether the products are set up at home by consumers or installed by professional technicians like plumbers, locksmiths, and electricians.  
  
Wheelwright’s counsel will be invaluable as BILT diversifies and expands its commercial and governmental practices.  The Software as a Service (SaaS) company has secured federal contracts to provide 3D interactive instructions for the United States Air Force and Naval Sea Systems Command.  
  
“With the rapid growth of e-commerce and DIY assembly, installation, and initial use of an ever-widening array of products, BILT not only simplifies the tasks faced by consumers, but in the process dramatically reduces frustrations and returns while raising the product’s net promoter score (NPS) to new highs,” says Wheelwright.  “All of this results in significant benefits to consumers, manufacturers, and retailers.  I’m honored to be working with such an innovative, game-changing team as BILT.”  
  
Available in 12 languages, the BILT app is currently being used in more than 200 countries worldwide.  With Wheelwright’s penchant for operations excellence, BILT is poised to grow exponentially over the next five years.  
  
About BILT:  
The award-winning BILT app provides 3D interactive Intelligent Instructions that are voice & text guided.  Beginning with a product overview, BILT includes tools required, parts included and directs the procedure step by step.  BILT has proven to increase NPS, star ratings, product registrations & brand loyalty while reducing returns, calls to customer support, set-up time & errors.  BILT empowers brands with analytics on each product and revolutionizes the way companies connect to their consumers.  Manufacturers maintain control of their content; updates to instructions can be made in real time, so they’re never obsolete.  BILT supports manufacturers’ efforts to go green by minimizing paper instructions, warranty & registration cards.  Download the free BILT app on iOS or Android or go to BILTapp.com for details.