

Nashville Firm Launches AI Tool to Automate Project Planning for General Contractors

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An Adam App, a Nashville-based product development firm, has launched its first AI product, BABE, designed to automate project planning for general contractors.

Project scheduling, mapping task dependencies and calculating critical paths have long been labour-intensive tasks for contractors. BABE uses artificial intelligence to convert uploaded estimates into structured, actionable project plans, aiming to remove one of the most time-consuming stages of delivery.

According to the company, contractors can upload an estimate and have line items automatically transformed into a dynamic schedule. The platform is intended to reduce planning and organisational time significantly, particularly for smaller firms with limited administrative capacity.

“BABE was built alongside GCs in the field to cut time spent project planning and organising by at least 75%,” said Adam Vassar, creator of BABE. “Smaller teams often do not have the resources to dedicate the required time for this step. BABE gives independent contractors access to sophisticated planning tools without the cost and complexity typically associated with them.”

Key features include instant schedule creation from estimates, embedded job site intelligence that surfaces local code, permit, inspection and utility requirements, and portfolio management tools providing real-time oversight across multiple projects.

Taylor Hobbs, Owner of Blue Ox Construction, said the tool had delivered practical benefits on site. “We’ve tried a lot of project management tools, and most didn’t last. BABE did. It’s straightforward, easy to learn and doesn’t overcomplicate. Schedules are cleaner and changes aren’t scattered across notes and emails.

Jobs run smoother with less headache.”

With contractors operating under tighter margins and compressed timelines, the company positions BABE as a way to reduce administrative burden and improve delivery control. More information is available at pmbabe.com.