

New Building Future of Ukraine



“Don't make bad decisions, choose us”

PROBLEM

Low competitiveness of residential complexes, outdated elements of planning and approaches to commercialization creates new challenges in the real estate market



Example – what builders actually implement in life, using the own project development engineers as our competitors.

Essentially, this buildings can be only realized on deep outskirts of big cities because this project don't include any social/business infrastructure and affect a lot of transport load to all nearby roads.

SOLUTION

The company develops modern ecosystem solutions in construction to help builders to increase competitiveness with/or ergonomic and socially efficient building projects.

We support of development and implementation projects of low-rise residential complexes with following management of areas for office and small businesses.

MARKET

Medium and small construction companies that do not have the opportunity to compete with monopoly construction companies, private business.

Ukrainian building market Value

254 000 000 000 UAH*

*<https://sostav.ua/publication/ukra-nskij-rinok-bud-vnitstva-bud-velnikh-mater-al-v-rezultati-12-m-s-2021-91200.html>

Small businesses – almost **2 million** people*

*<https://opendatabot.ua/analytics/foconomics-2021>

COMPETITORS

Competitor NAME	STRENGTH++	WEAKNESS--	OPORTUNITY
DBK-Zhytolbud (own project development engineers)	Their construction woks are known , they cause more trust. It is much easier to use «black» and «gray» schemes the money laundering activities or kickbacks with own engineers.	Projects designed by our own engineers do not meet the demands of consumers on the market as well as the <u>world construction trends</u> . Engineers do not perform after-service maintenance and management of the building, <i>which creates problems in operation by the user and leads loss of potential profits.</i>	Our service includes building management after commissioning and project development taking into account global construction trends. With a high degree of probability, <i>consulting service for builders matches with market demand better than the existing solutions</i> , which means that it is a competitive advantage for any builder.

WHAT ARE THE EXISTING SOLUTIONS AND HOW CAN WE BE DIFFERENT:

EXISTING SOLUTION IS TO HAVE BUILDING PROJECT "AS IT IS" WITH OUT PAYING ATTENTION TO USER DEMAND OR WORLD BUILDING TRAND



Blue - areas for rent for small businesses, such as a hairdresser

Yellow - apartments for business workers, or offices

Pink - the area for ordinary housing which sells and is sold in full by the builder to cover the cost of materials and work

BUT WE OFFER - CONSULTING MANAGEMENT OF SPECIFIC BUILDINGS WITH 3 CATEGORIES OF (PREMISES (1) HOUSING APARTMENT (2) AREAS FOR SELF-EMPLOYMENT BUSINESS (3)).

SUBPRODUCT OF MANAGEMENT SERVICES FOR UOAB, CENTRALIZED MANAGEMENT OF ENTIRE QUARTERS FOLLOWING URBAN STANDARDS AND CORPORATE SOCIAL VIABILITY.

BUSINESS MODEL

Win-Win strategy

We don't call building companies to pay for any services, but our cooperation agreement means:

1. **20%** of the apartments are managed by a consulting company
2. We offer **50%** of any earnings from this area as share to building company

We **plan**, the builder realizes,
we **manage** - the builder earns
profits.

MONETIZATION

we plan to take part of long term management of a part of the area and share a part of profit with a building company in such a rank: 50 to 50.

OUR COMPETENCIES

<i>Pavlo Samus</i>	<p>Postgraduate student at Business, Trade and Logistics Department of NTU “KhPI”, MS in Business, Trade and Exchange Activity Experience: 2nd place in YEP!Starter incubation for Startup «Health Helper», participation in the startup team of the BloodSpeed project as a junior analyst, marketer</p>
<i>Olga Gaponenko</i>	<p>PhD in Economics, Associate Professor at Business, Trade and Logistics Department of NTU “KhPI”, MS in Economics Experience: Tutor of courses “Fundamentals of Entrepreneurship”, “Technological Entrepreneurship and Exchange Activity”, “Logistics”, Mentor of student startup “Fandomat”</p>
<i>Oleksandr Bilotserkiivskyi</i>	<p>PhD in Technics, Associate Professor at Business, Trade and Logistics Department of NTU “KhPI”, MS in Dynamics and Strength of Machines, MS in Administrative Management Experience: Tutor of course “Fundamentals of Entrepreneurship”, Mentor of student startup “Pizza machine”</p>
<i>Larisa Sepetjuk</i>	<p>Teacher of economic disciplines, chairman of the cyclic management commission of the Husyatyn Vocational College of Ternopil National Technical University named after Ivan Puluy</p>

FINANCIALS AND COST EXPLANATION

COST STRUCTURE

Production equipment - UAH 300.000.

Current cost:

Room rent - UAH 5.000 per month

Salary - UAH 40.000 per month

Utilities - UAH 4.000 per month

Additional payments - UAH 3.000 per month

Total UAH 52.000 per month

OUR TEAM



Pavlo Samus – CVO (vision, strategy)



Olga Gaponenko – CFO (financial research)



Oleksandr Bilotserkiivskyi – CTO (technical documentation)



Larisa Sepetjuk – CMO (economics and marketing)