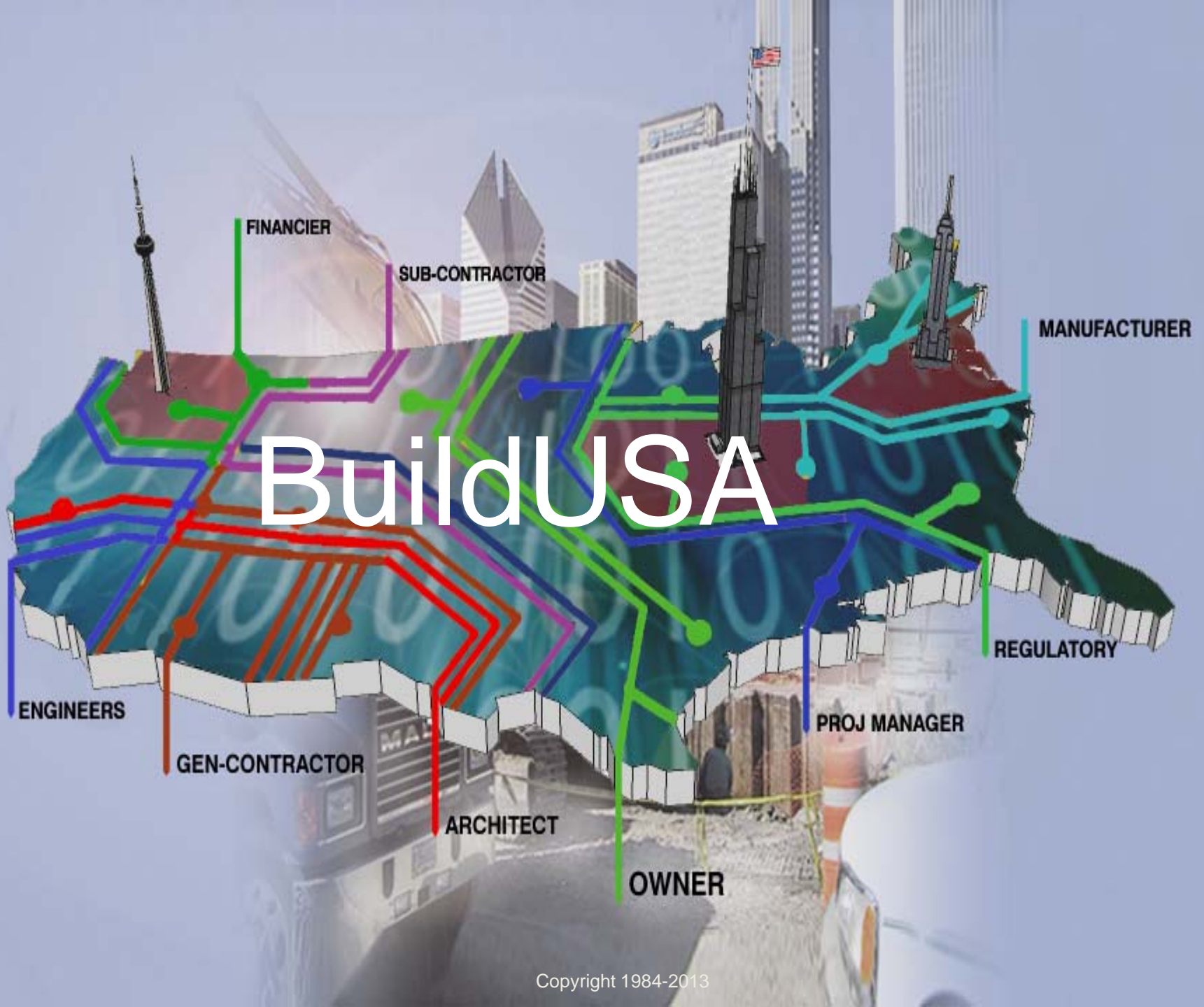# What is a Collaborative Platform?

- An internet website that allows all project participants to create, edit, share and archive key project data

- One of only two places where a well-run project should reside
  - The collaborative platform
  - The physical job site

The SyntecGroup

Construction Business Environment

- New, young decision makers are less resistant to change
- Market and regulatory pressures on developers and builders to deliver a better product
- Owners are demanding higher quality
  - construction processes
  - finished building products
  - Life cycle building performance

ALL FOR A LOWER COST!!

The SyntecGroup

A Little History

Starting in the late '90s, construction industry insiders joined forces with internet technologists to address a number of constant problems.

The goal was to reduce wasteful project costs associated with duplication of files, on-site errors caused by poor communication, change orders, legal disputes among project participants, and delayed project completion dates.

Well designed "collaborative platforms" have been shown to achieve many of these goals

What is a Collaborative Platform?

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The BuildUSA Platform

BuildUSA has improved upon past and current platforms by adding new concepts and functionality that will build a <u>ubiquitous brand</u> and open previously untapped revenue streams.

- Free initial entry with two increasingly sophisticated upgrade options
- Simple, with minimum training required
- Majority of revenue from selling accumulated **Business Intelligence**

BuildUSA is Unique

- Most total project costs split 50% labor to 50% materials and services

- Past and current platforms only addressed labor component

- "Circle of Interest" engages both labor and materials

- BuildUSA monetizes its Business Intelligence database through exclusive new functionality called **"Notes"** and sale of **targeted ads and coupons**

What is the "circle of interest"?

- Simply put, the supply chain distribution market
- Project participants need data and specs from manufacturers and service providers
- Manufacturers waste huge sums with unfocused advertising and marketing

Owners, developers, contractors, architects, engineers, consultants, etc.

BuildUSA empowers the "circle of interest"

- For users/customers
  - Connects all project participants in collaborative process
  - Opens opportunity for improved information and reduced costs

- For manufacturers and service providers
  - Closer contact with customers
  - Improves efficiency of marketing and product support

- For BuildUSA
  - Greatly expands potential customer base
  - Creates Business Intelligence for users and suppliers that can be monetized by BuildUSA

Platform Architecture makes BuildUSA Unique

- Low initial entry cost encourages broad participation

- Signup Coding - enables "circle of interest" connections

- Ads - generic banner or highly targeted

- Notes/Coupons - unique functionality for manufacturers

- Sparky & Pipes - custom application for distributors

- Business Intelligence - monetizes accumulated data

- Adjustable for variable user needs and experience

  - BuildUSA

  - BuildUSA Apps

  - BuildUSA Enterprise Solutions

Platform Architecture

- Eliminates previous resistance to
  - User license fees
  - Onerous repetitive training costs
- Three unique/exclusive functional areas
  - Operations
    - create new projects
    - populate/maintain master databases
    - establish security permissions
  - Control
    - Initiate collaborative transactions
    - Authorize activity on the project
  - Team
    - Respond to Control/Operations transactions
    - Initiate new Control for your transactions

Coding creates "circle of interest" data and the roadmap to growing **business intelligence.**

Coding provides:

- simplified collaboration
- targeted information flows
- streamlined research
- simplified bidding
- direct links to manufacturers and service providers

Sparky, Pipes, and Studs

Sparky
+ Apps
BUSA Lite

Sharing data across platforms
Sharing data between Apps

Enables BuildUSA Environment

Customized Sparky, Pipes, and Studs tablet apps create BuildUSA brand identity throughout the product distribution chain

What is BuildUSA Business Intelligence?

- BuildUSA uses its technologies, processes, and applications to accumulate mostly internal, structured data and business processes

- Analytics, data mining, and process mining create valuable connections and enable the "circle of interest". BuildUSA can sell this data to users.

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Adjustable User Levels
structured for variable user needs and learning curves

- BuildUSA
  - Simple, free gateway to basic BuildUSA functionality
  - Builds "circle of interest"

- BuildUSA Apps
  - Enhanced functionality for payouts, bidding, scheduling, budgeting, financial, energy, lighting……. analysis, etc.
  - Pay as you go

- BuildUSA Enterprise Solution
  - Robust integrated project management for sophisticated corporate or institutional users requiring customization and integration with legacy programs
  - Fees per negotiated contract

The following slides highlight information that should be of interest to potential investors.

Additional details are available in the BuildUSA Business Plan by request.

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BuildUSA Market Potential

- More than $1.0 trillion U.S. building market
- $3.5 trillion worldwide market
- Industry participants are frustrated by wasted costs
- No single tool like MS Office has emerged to unite the industry under a consistent format.
- BuildUSA technologies provide potential building industry savings and improvements of $200 billion/year.
- Platform technology sales potential $20 billion/yr.

National Customer Base

U.S. Census Data
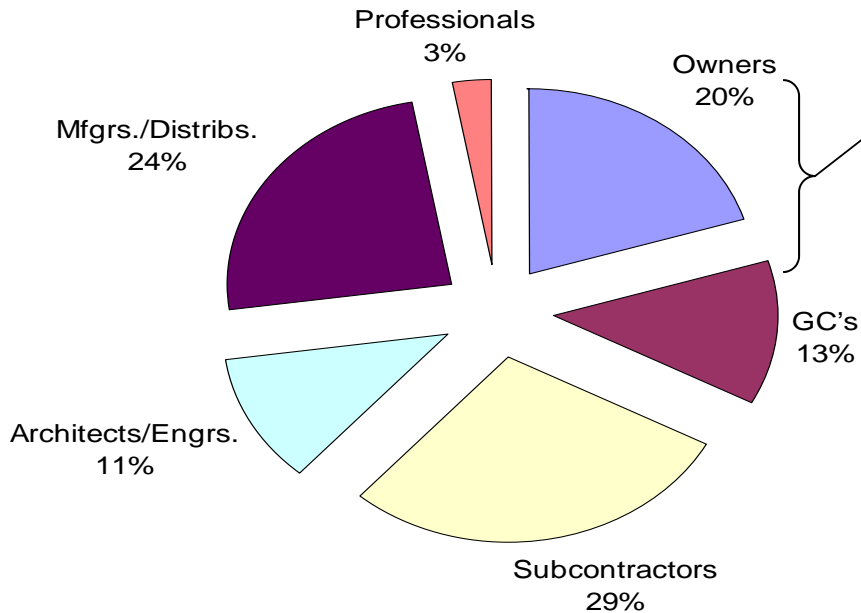
The existing competition almost exclusively targets Owners and GC's, leaving 60% of the potential market untouched./GC market.

Pie chart:
- Professionals 3%
- Owners 20%
- Mfgrs./Distribs. 24%
- GC's 13%
- Architects/Engrs. 11%
- Subcontractors 29%

Companies (000's)	
Owners	325
GC's	200
Subcontractors	457
Arch/Engr	180
Mfg/Dist	390
Professional	45
Total	1272

Barriers to Entry

Existing competitors

- Investment in poor system architecture
  - Rebuild from scratch?
- Business model limits growth
  - Focused on owners and large GCs
  - Unpopular license-based revenue model
- No recognized brand name

Barriers to Entry

New platforms

- – Can platform developers merge construction industry expertise into user-friendly technology?

- – Level playing field for users demands objectivity/independence from platform developers

- – Capital availability

Current Status of BuildUSA

Business model components in place
– Business plan
– Financial projections
– Marketing strategy

BuildUSA System and Platform
– Prototypes developed, extensively used and analyzed
– BuildUSA foundation in place and operating
– Detailed schematic design ready for full implementation

Selected Financial Projections

After Initial Funding ($000s)		
	Year 3	Year 4
Sales	$11,600	$44,339
Pretax Net	$3,881	$26,639
Cash Flow	$2,489	$10,179
ROI on $1.5 MM	232%	1279%

Investor Potential

- Huge untapped market

- No dominant competitor

- Short time to market

- Triple digit ROI potential

- Every organization that participates in the building business is reviewing their processes, so they will be ready when the market heats up!

- The timing for bringing BuildUSA to market is ideal!