

VEDI VERDE

Wisdom in Every Shade of Green



Building the platform for a greener future!

The construction industry is responsible for a staggering **40% of global greenhouse gas emissions**, making it one of the most significant contributors to climate change.

As the world becomes increasingly focused on sustainability, there is a **pressing need** for solutions that can help reduce the environmental impact of construction projects. That's where our **software** comes in:

By enabling everyone involved in a construction project to design and operate buildings in the most sustainable way possible, our software is poised to revolutionize the industry and pave the way for a greener future!

Maria Volpe, CEO
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v- 2023-6

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VEDIVERDE.com



GOALS

Our Overarching Goal:

Our primary aim is to establish VEDI Verde as a global leader in environmental impact assessment and sustainability solutions across multiple industries. By leveraging advanced technology and a flexible, scalable platform, we seek to make sustainability assessments more accessible, accurate, and relevant for all businesses committed to contributing positively to the world's environmental goals!

Revenue Goals post MVP to market:

- Year 1: Annual revenue: kr 1,458,000.00
Approx. 11 licenses, up to 38 users
- Year 2: Annual revenue: kr 2,580,000.00
Approx. 20 licenses, up to 65 users
- Year 3: Annual revenue: kr 3,810,000.00
Approx. 32 licenses, up to 95 users
- Year 4: Annual revenue: kr 4,440,000.00
Approx. 42 licenses, up to 105 users



The projections outlined above are based on a conservative estimate of 1-3 new users a week. However, given the strong market need for sustainable construction solutions, we believe that much higher growth is likely. Should this occur, our strategy is to reinvest profits to further enhance and develop our product. Evidence supporting this assumption, drawn from comprehensive market research, can be found on the [investors' page at VEDI Verde.com](https://www.vediverde.com/investors).



BIM

Building Information Modeling
Digital representation of constructions,
containing important information.

Taxonomy

A taxonomy is a classification system that
categorizes and organizes things based on
their characteristics or attributes.

WE LEVERAGE TWO PREVAILING MARKET TRENDS

Digitalization
Construction Industry

The Green Shift
The European Green deal



PROBLEMS

Digitalization Construction Industry

In Common

The Green Shift The European Green Deal

- Construction Industry has proven to evolve slow, but is now faced with no other choice than to innovate **rapidly**.
- One weakness of primitive use of BIM is how information is stored in local files, that utilize index-based systems, and never fully exploit the information.
- Current software has not yet taken advantage of technologies already available.
- Information is too often conveyed through non-machine-readable formats such as pdf.
- Lack of standardizations
- Fast BIM adaptations due to government demands, not user-friendly software, more often than not poor UX interferences.

**Lack of softwares
that caters to the new
market needs**

- The EU Taxonomy is a useful tool, but how do you for each industry determine what is a sustainable activity?
- Lack of clear guidelines and standardizations.
- Finance institutions now have to consider how sustainable their portfolios are. Sustainability will influence funding.
- Larger construction companies operating within the European Union (EU) are required to report on sustainability due to the EU Taxonomy Regulation.
- Transitioning to a more sustainable approach often involves increased risk, as it requires deviating from familiar methods that have proven successful in the past.

THE SOLUTION ON HOW TO CLOSE THE GAP BETWEEN POLITICS, THEORY AND HOW WE ACTUALLY WORK..

At its core, our software is a BIM (Building Information Modeling) platform, with a **semantic layer** that enables users to access huge amounts of standardized quality data, where information is linked to each other. Creating a software that helps everyone involved in a project to make smarter, more informed decisions that reduce environmental impact.

Key features:

- Calculates how every decision affects all six objectives of EUs Taxonomy simultaneously.
- Displays the impact of a decision for the entire project, throughout the entire lifespan of the building.
- Extensive BIM library with prefilled information providing the possibility for filtering based on your need. Most sustainable option available will always rank the highest.
- Platform for collaboration as well as a community of sustainability-focused professionals
- Enables AI and optimization to improve processes:
E.g: How to design buildings for minimum energy consumption, minimize waste, saving and even producing energy.
- Generates reports based on current standards for documentation:
Making the documentation safe to use for the finance sector.



[Link to Mockup](#) or find it at VediVerde.com



TEAM



Taimaa Khalil

Co-Founder

 taimaa.khalil@vediverde.com

Engineer with a degree in Construction Design & Industrial Economy and Technology Management student.

Enova certified energy consultant, Taimaa possesses extensive knowledge in sustainability, which drives her passion for creating environmentally friendly and energy-efficient solutions.

Taimaa has also studied programming languages like Python and object-oriented programming with C#, which has enhanced our understanding and collaboration with developers.

Maria Volpe

CEO & Co-Founder

 maria.volpe@vediverde.com

Engineer with a degree in Construction Design & Industrial Economy and Technology Management student.

Full-time BIM-Coordinator at Asplan Viak. Her work in this role has given her a valuable perspective on the daily challenges and needs of colleagues who are seeking better BIM and sustainability solutions. In addition to coordinating she is also increasing her skills in object-oriented programming, data analytics and the role as BIM-Technician.

Maria has previously started and run a business managing apartments in the historical center of Rome for around three years, which has given her an entrepreneurial spirit.





OUR STORY

We met during our civil engineering studies and bonded over our shared passion for sustainability. While mentoring subjects like BIM to our peers, we realized the potential for improvement in the tools available and learning about the significant impact the construction industry has on climate change. We felt a deep responsibility to both use and develop our skills to make a positive impact.

Driven by our shared entrepreneurial spirit, we also knew that we wanted to build our own businesses. This led us to embark on a journey to develop a sustainable-oriented BIM-platform that creates value for both the environment and people.

We understood that to bring our idea to life, we needed to become the best-suited individuals for the task. So, we dedicated ourselves to deepening our understanding of the software and other relevant subjects like sustainability, object-oriented programming, data organization, standards, communication and design.

We are also very grateful for our growing network that generously shares their insight, expertise and feedback. Especially our former professor Carsten Lündemann that gave us the most solid and holistic foundation when it comes to the understanding and complexity of sustainability, and Øystein Lystad digital manager at Asplan Viak that sky rocketed our understanding of standards, information flow and data processing.

SOFTWARE DEVELOPMENT

Leveraging CoBuilder's API, Vedi Verde taps into an extensive library of standardized construction product data. This facilitates precise sustainability assessments, streamlines workflows and ensures compliance with standards.



By securing funding, we can formalize partnership and tap into Bouvet's capabilities to elevate our software, delivering a high quality, user-friendly, and innovative product that transforms the way we approach environmental sustainability in construction.

Robust Architecture: Bouvet's proven track record in designing robust system architectures will ensure our software's scalability, performance, and reliability.

Superior UX Design: User experience can make or break a software's adoption. Bouvet's team of UX designers can help us craft an intuitive and user-friendly product that meets and exceeds our users' expectations.



We are also very excited and grateful to share that we are in the process for making projects for Data Science Students as Interns for Vedi Verde. Thanks to University of Agder, helping us reduce costs bringing our product to market!



We are pleased to introduce our software engineer, Iyad Zidan, who is instrumental in bringing our software to life!

HOW WE PROVIDE VALUE



COMMON FOR ALL ROLLES

- ESG Compliance
- Evaluates all 6 of EUs sustianability objectives
- Built on the foundation of universally accepted standards
- Efficient interaction tool internally and externally
- Sustainable portfolio management
- Helps generate secure documentation tailored toward the EU enviornmental objectives
- Cost-Benefit Analysis
- AI assistance

DESIGN TEAM & CONTRACTORS

- **BIM library with filters and access to dowload objects**
- **Warnings when solutions conflicts or reduce sustainability significantly.**
- **Access to optimalization tools**
- **Cobuilder API**
- **Model storage**

REALESTATE

- **BIM library with filters and access to dowload objects**
- **Access to optimalization tools**
- **Cobuilder API**
- **Notifications when a component is worn out and as a consequence reduse sustainability.**
- **Model storage for digital twins**

FINANCE

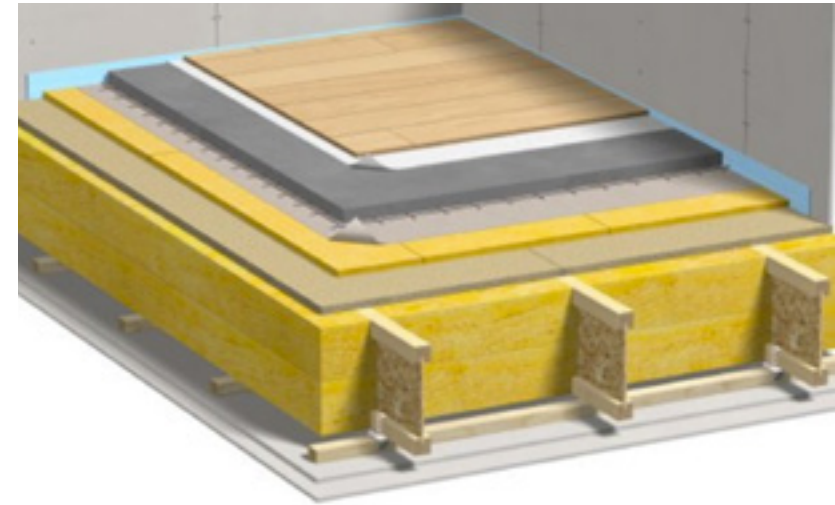
- **BIM library with filters (view only)**
- **Sustainability risk mitigation**
- **Storage**

TIME EFFICIENCY & ENHANCED PRECISION

Revolutionizing the process of assessing and calculating the environmental impact of construction components, processes and entire systems!

For demonstration we estimate time consumption for assessing the impact of this floor separation from Glava:

Every component (in this case, all 11 elements of the floor separator), must be individually evaluated against the EU's six environmental objectives.



Manual Calculation: 5-7 hours

Costs to compare 3 solutions:
Estimated hourly rate of the engineer
150 € an hour.

From $6*3*150 = 2700$ €

Does not account for the remaining environmental objectives, nor does it allow for comparative analysis.

Therefore insufficient documentation for the EU taxonomy.

LCA Calculation Tool: 2-4 hours.

Costs to compare 3 solutions:
Estimated hourly rate of the engineer
150 € an hour.

From $3*3*150 = 1350$ €

Does not account for the remaining environmental objectives, nor does it allow for comparative analysis.

Therefore insufficient documentation for the EU taxonomy.

Vedi Verde: Seconds to none!

If the objects are present in the BIM-library, just click and compare!

Max: $0.25*150 = 37.5$ €

Consider all 6 of the objectives of the European Green Deal.

Easy to include in GRI or other requested documentations for the EU Taxonomy.

MARKET ACCEPT



Consto AS is one of Norway's leading corporations in the field of construction and infrastructure. Consto also operates in the construction industry in Sweden. The corporation has over 1 250 employees in Sweden and Norway.

*"This will definitely be a product that we would be interested in looking at when it comes to the market."
- Jon Vindal, Sustainability Director -*

-CONSTO-

Veidekke ASA is one of Scandinavia's largest contractors. The business is focused on population centers in Norway, Sweden, and Denmark, and includes all types of construction projects, infrastructure maintenance, and production of asphalt, crushed stone and gravel.

Veidekkes districts manager Lars Hjerteås, has been assisting us since our days as a student-led business. Therefore, it was particularly exciting to present him with our mockup and give him a glimpse into what we are currently developing!

TARGET MARKET AND SCALABILITY

Initial Market Focus

- Large real estate firms and commercial building operators, with an interest in industrial buildings as well.
- Consultants and design professionals such as architects and engineers during the planning phase.
- Contractors and construction companies during the execution phase.
- Finance institution and investors now in need to report on how sustainable their portfolios are.

Potential Market Expansion

- **Infrastructure Development:** We recognize the significant market potential here. Entering the infrastructure market is especially tempting, as Maria works on large model-based infrastructure projects daily. However, we recognize that this will demand a higher initial investment.

Scalability

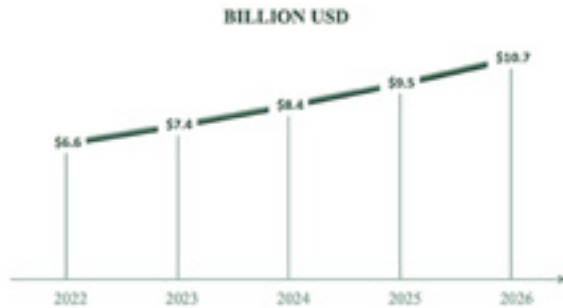
- **Global Potential:** While our immediate focus is Europe, the principles of sustainability are universal. Given the global nature of climate change, there are opportunities to scale worldwide.
- **One Tool to rule them all:** Designed for flexibility, it has the potential to scale across different sectors. We've already received interest from the fashion industry, and we see potential in various other fields influenced by regulations like the EU Taxonomy. By fine-tuning our tool, we can cater to these diverse needs. This ability to scale and adapt makes our software an exciting opportunity with broad relevance.



MARKET ANALYSIS

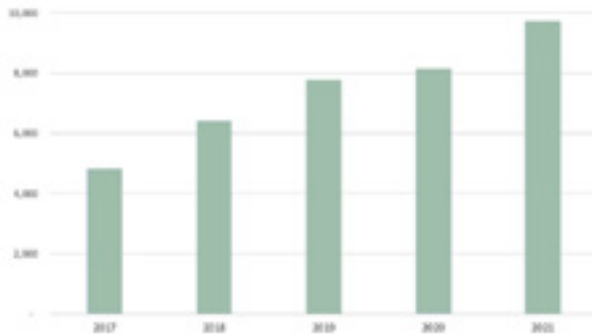
BIM Adoption

According to a recent report by MarketsandMarkets, the global BIM market is predicted to grow to USD 11.7 billion by 2026, marking a Compound Annual Growth Rate (CAGR) of 12.5% during the forecast period.



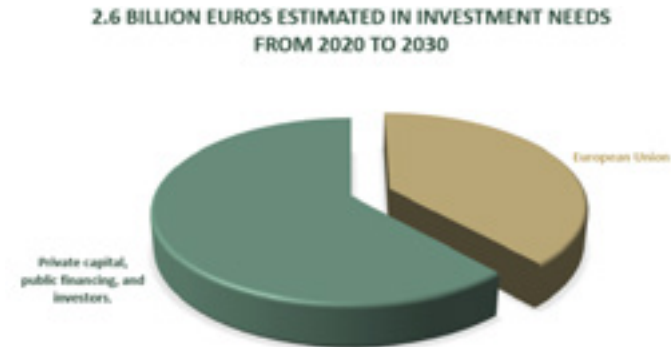
Sustainability Assessment Adoption

Mirroring the trend in BIM adoption, we're witnessing a surge in demand for sustainability assessments in construction globally. The upward trend of LEED certification demand is a prime example of this:



The European Green Deal

Projected investment needs from 2020 to 2030 are approximately 2600 billion euros. The EU plans to mobilize 1000 billion euros, while the remaining 1600 billion euros are expected to be sourced from private capital, public financing, and investors.



Key Market Players	
BIM	Sustainability Assessment Methods
Autodesk	BREEAM
Nemetscheck	LEED
Bentley	Well Building Standard
Trimble	Green Star
Dassault	Living Building Challenge
Asite	HQE

COMPETITIVE POSITIONING & MARKET OPPORTUNITY

Unique Competitive Advantage

Vedi Verde stands alone in its unique combination of sustainability assessment methods, calculation automation, and BIM integration. We're yet to find a competitor offering a similar blend of these crucial features.

Market Position

We're carving out a niche in a market where certification bodies like BREEAM and LEED hold sway. With an 80% market share across Europe, BREEAM is the dominant force, whereas LEED holds a larger market share in the US.

Market Opportunity

BREEAM certification costs range from NOK 30,000 to NOK 159,000. This high cost presents a significant opportunity for Vedi Verde as a more affordable, user-friendly, and technologically advanced alternative appealing to a wider market segment.

Industry Performance

The success of major industry players such as Autodesk, which reported a revenue increase to \$4.39 billion in 2022 (up 16% from 2021), underscores the growth potential within the market.

Our Goal

By providing a solution that offers added value, cost-effectiveness, and user-friendliness, we aim to capture a substantial share of these burgeoning markets.

MARKETING AND SALES STRATEGY

Marketing Tactics

- [LinkedIn Marketing](#): Active engagement and pre-launch advertising.
- [VediVerde.com](#) A comprehensive resource for our offerings.
- Direct Outreach: Personalized communication with potential clients.
- Social Media: Building relationships through a personalized and contextual approach.
We use @vediverde throughout all our platforms.
- Networking & Events: Relationship building through industry events.
- Free student & university licenses.

Piloting and Early Stage Sales

Upon securing the necessary funding, our immediate next step is to re-engage with three potential pilot customers within the real estate and construction sectors. These early adopters will provide valuable feedback and insights that will help us refine our platform, ensure it meets the needs of our target market, and prepare us for broader commercialization.

Alongside this, we will also implement a pre-sales strategy through our website. Leveraging targeted LinkedIn ads as we approach the completion of our minimum viable product (MVP), we aim to generate interest and secure early commitments from potential users. This multi-pronged approach will not only help us fine-tune our product but also build a strong customer base leading up to our official launch.

Customer Retention Strategy

We are currently looking into strategies for customer satisfaction, and customer support efforts. As maintaining and providing value for long-term satisfied customers is at the front of our priorities. Especially understanding the value of word of mouth in our industries.



BUSINESS MODEL

Software as a Service (SaaS)

Our business operates on a SaaS model, with multiple service plans tailored to different user roles.

Subscription and Licensing

- We offer annual subscriptions, with additional fees for official reports.
- Users can upgrade their included storage space as needed.
- We provide single-user licenses only.
- Students and universities can access our services for free, fostering learning and research in sustainable construction.
- The following page contains price suggestions.
(Prices may be subject to change in the future).



SUSTAINABLE SOLUTIONS TAILORED TO YOUR NEEDS !

The image displays four pricing cards for software plans, arranged horizontally. The 'PRO' card is highlighted with a dark background and a gold border. Each card includes a price, a description, a call-to-action button, and a list of core features.

Plan	Price	Target Audience	Call to Action
Free	From €0 Euro/year	Test-drive Veei Verde and experience its full potential. No strings attached!	FREE TEST DEMO
Basic	From €3k Euro/year	Ideal for professionals beginning their journey towards sustainable construction.	GET BASIC
PRO	From €7.5k Euro/year	For seasoned professionals who require advanced features.	GET PRO
Team	From €25k Euro/year	Perfect for companies. Streamline your team's efforts with ample storage, reports, and certifications.	PRO FOR TEAMS

Free

From **€0** Euro/year

Test-drive Veei Verde and experience its full potential. No strings attached!

FREE TEST DEMO

Core features

- Explore our user-friendly interface
- Understand the power of sustainability.
- Contains all the features of the full PRO version!
- Test it out for a full month then you decide!

Basic

From **€3k** Euro/year

Ideal for professionals beginning their journey towards sustainable construction.

GET BASIC

Core features

- Supports IFC
- Powerfull sustainability Assessment Tools
- Automated Report Generation
- One Annual Sustainability Certification
- Easy to upgrade if you see the need for additional features
- Standard Customer Support: *Get support during regular business hours for any issues or queries.*

PRO

From **€7.5k** Euro/year

For seasoned professionals who require advanced features.

GET PRO

Core features

- Supports IFC
- Powerfull sustainability Assessment Tools
- Automated Report Generation
- Advanced BIM-Integration
- 20 Annual sustainability reports
- 3 Annual Certifications
- AI - integration
- Cobuilder API, securing huge amounts of quality data!
- Training and Onboarding:
- Dedicated Customer Support: *Enjoy priority support 24/7, ensuring minimal downtime and maximum productivity.*
- Free PRO user for all students!**

Team

From **€25k** Euro/year

Perfect for companies. Streamline your team's efforts with ample storage, reports, and certifications.

PRO FOR TEAMS

Core features

- Contains all the benefits of the PRO plan
- Up to 10 unique users
- 1TB Storage
- Unlimited Sustainability Reports
- 10 Annual Certifications.

Elevate your team's capabilities. Enhance your package with more storage, additional reports, certifications, or add more unique users.

ADVISORS WHO HAVE HELPED SHAPE OUR VISION



Carsten Lüdemann
Associate professor USN
CEO SolArk
Dipl. Ing. Architect



Luciano Vital
Chief Strategist
Vital Capital



Stian Straume
Former Senior HR Advisor
Then: R8 Property



Slav Hermanowicz
Professor of Graduate School,
University of California,
Berkeley



Øystein Lystad
Digital manager,
Strategy & Innovation
Asplan Viak



Harald Andersen
Founder and CEO
Camp Supply International

COMPANY FINANCIAL SNAPSHOT

Capital Structure: The company is currently owned equally by two owners, (Khalil and Volpe), each holding a 50% stake in a total of 100 shares.

Initial Capital: Our start-up has a self-funded equity capital of NOK 30,000.

Revenue Generation: We have secured minor funds from winning competitions during our time as a student companies, totalling approximately NOK 40,000.

Cash Balance: Approximately NOK 40,000.

Debt Status: The company is debt-free, indicating strong financial health and low-risk potential.

FUNDING

Funding Appeal: We are currently applying for NOK 1 million in support from Innovation Norway's unique offer for Master's students, which does not require own equity. In addition we have submitted applications for Y-Combinator and DnB NXT Accelerator program. We have been accepted to University of Agders Accelerator program as well, and are now working on assignments for Computer Science Students as Interns, helping us reduce costs bringing our MVP.

Bridge Funding: In the interim, we are seeking NOK 500,000 until the support can be granted. This amount will need to be matched by equivalent private capital.

Investment Allocation: Our initial capital injection will primarily be used to bring our minimum viable product (MVP) to market.

The following page shows a simplified action plan for developing. In addition there will be costs associated with testing, infrastructure, operating, legal fees, marketing, business administration etc.



ACTION PLAN

Online:
Social Community

Optimalization
BIM Library & AI-assistance

MVP

UX- Design
Full Version

Calculations

System Architect
From Bouvet

UX- Mockup
From Bouvet

Q3 / Q4 2023

Q4 2023 / Q1 2024

Q ? 2024 / 2025 Depends on Cyber Security

