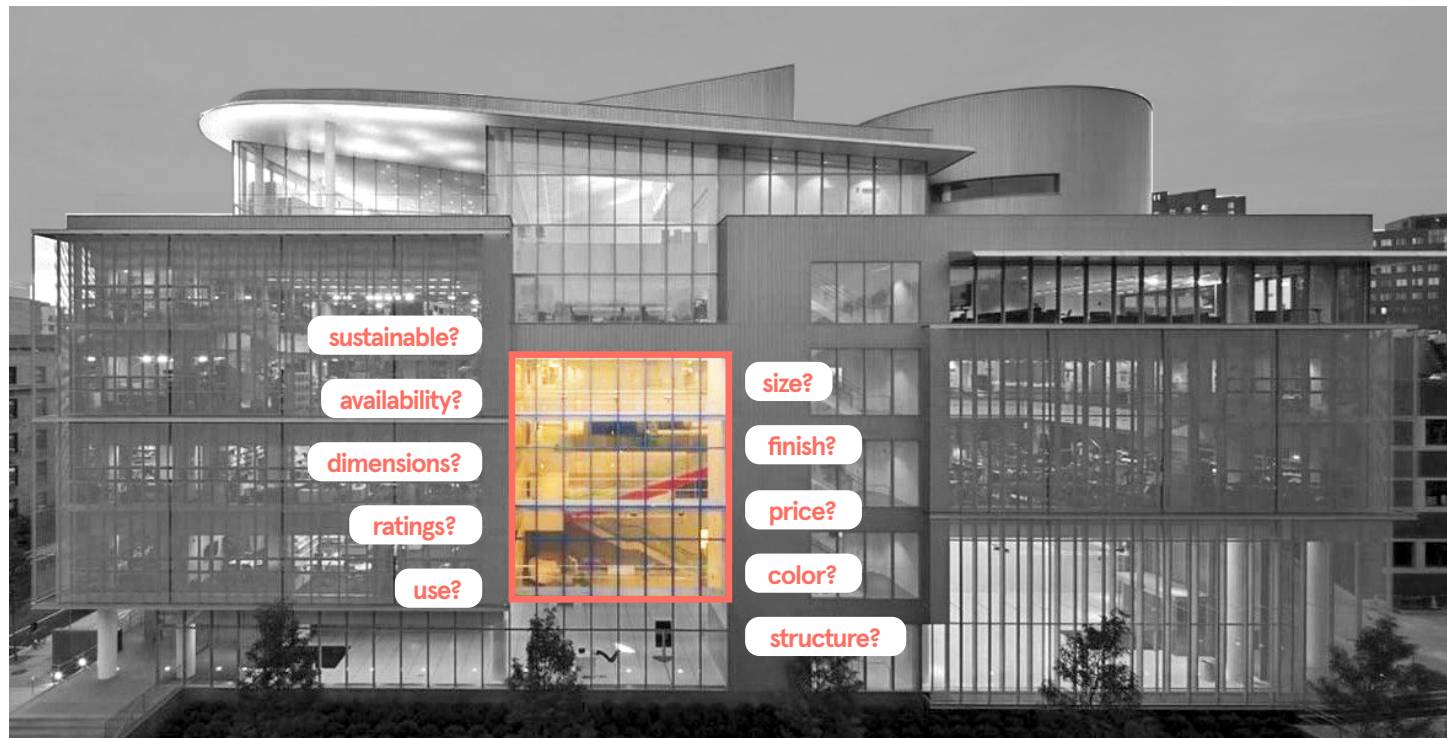


acelab

Finding building products, simplified.



Making construction easy and efficient,
from design to execution.

Have you ever tried to find the right building products for your project? Whether you are a homeowner remodelling your house, or an architect working on a large development, finding the right materials is tough due to the outdated workflows in the industry.

acelab came from a place of frustration. After working as junior architect and living through the frustrations of the industry first hand, we decided to do something about it.

We founded acelab to make life better for architects, after living through the frustrations ourselves. To us, this is not only about solving a practical problem, this is about re-valuing our profession as architects. While working as licensed architects, we realised that these workflow negate our professional value. The lives of junior architects have been largely reduced to busy-work. Through acelab, we start to shift the balance back towards what architects love and are trained for: designing beautiful buildings.



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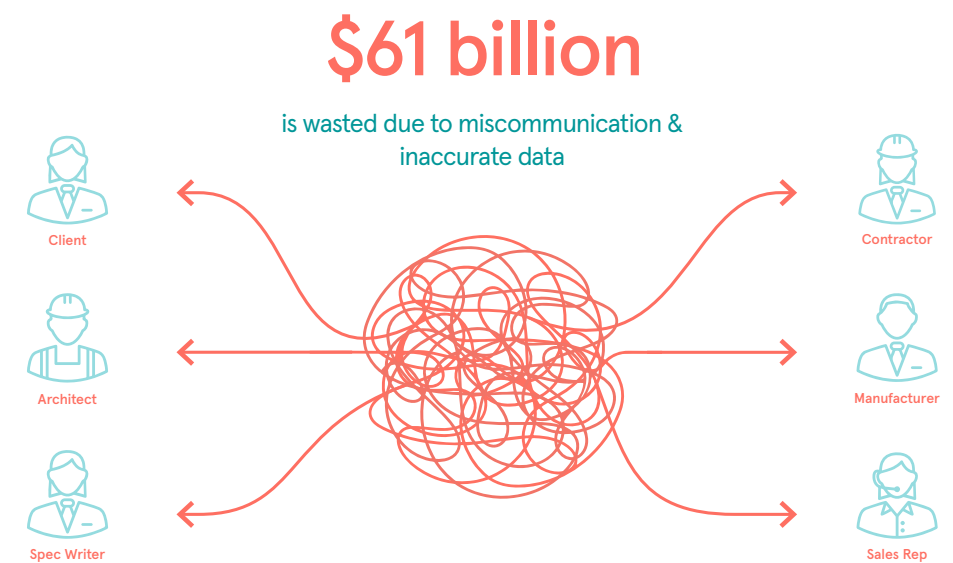
AFFILIATIONS



today's problem

Here's a breakdown of the current workflow: If an architect needs to choose a single hung window, today, he has to rely on restrictive and time-consuming tools: physical libraries, trade shows, lunch-n-learns, Google searches or countless emails and phone calls.

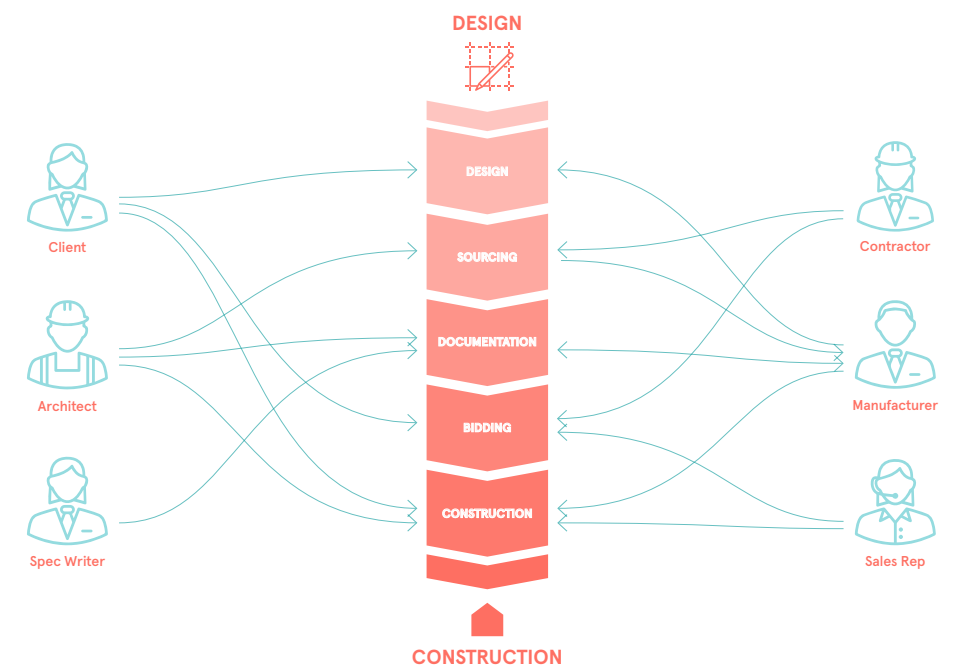
Because these workflows rely on all the stakeholders keeping track of the changes through phone calls and emails, this is how **mistakes** happen. After the architect finds a material, the client has to approve it, the spec writers has to write a spec sheet for it, the contractor has to place an order with the manufacturer, often through a sales rep and a distributor. That is why \$61 billion spent on building products is **wasted** on **errors** and inefficiencies.



our solution

acelab's envisioned future is the **vertical integration** of supply chains of the construction industry. This concept is so daring that it would revolutionize the way we have been making buildings for the last hundred years. But due to the sheer size and complexity of the industry, vertical integration hasn't even been attempted by the giants in the industry.

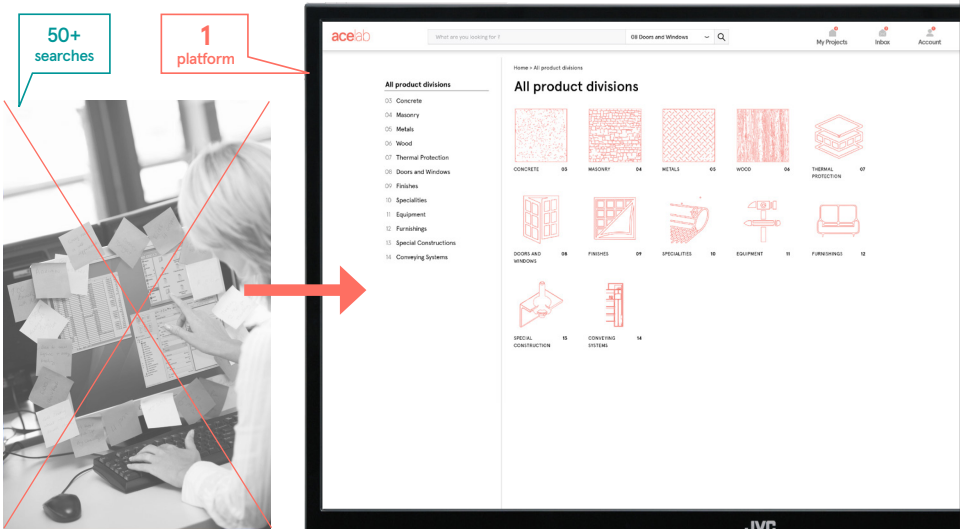
That is why we are starting out by focusing on the domains of **product sourcing and documentation**. Our step one is an information marketplace for building products. It is a digital platform that architects, contractors and clients can browse, and to which manufacturers can upload their data. At the core of the platform is an algorithm that aggregates all the relevant metrics about building products into a streamlined user experience.



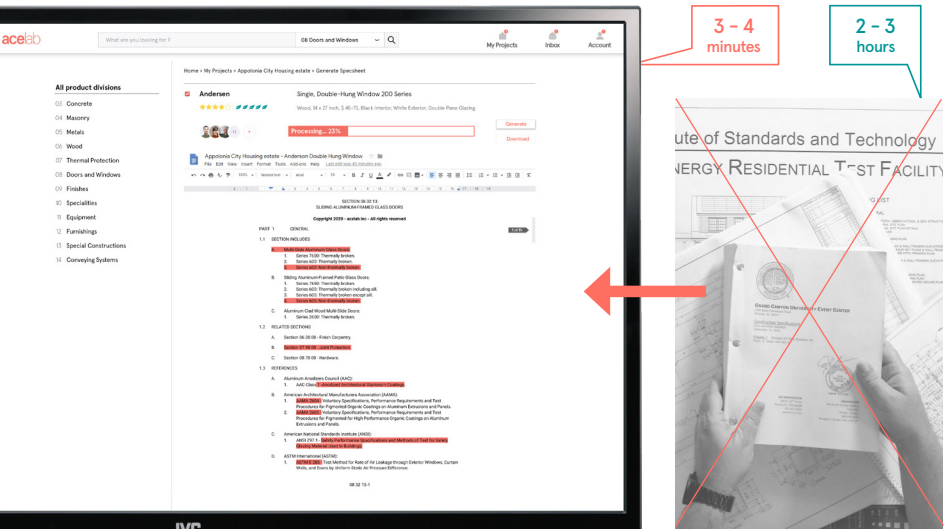
informationmarketplace

On acelab's **information marketplace**, you can find all the information you need about building products. Instead of doing many searches and noting down your findings on post-its, the information is **structured** and **centralised**.

Here, users can navigate and search the database using 15+ filters, ranging from materials and finishes to thermal conductivity and fire resistance. Users can compare products, instantly download datasheets, drawings & models and read user reviews. They can request samples, contact sales reps and compare product prices.



automateddocumentation

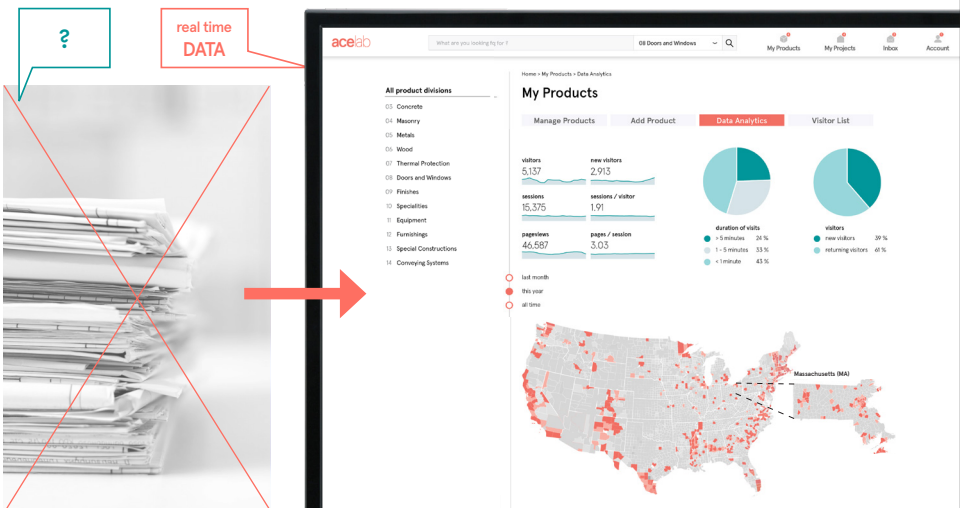


Architects also have access to two professional features. We are combining third party sustainability tests into a single green ratin. On acelab, instead of hunting the web for different certifications, architects can assess the **environmental impact** of a product in just a few clicks.

Architects also have the option to customize products on the platform. As a result, instead of spending 2-3 hours for each building product to write a spec sheet, architects can download **automated documentation** in just a few minutes.

dataanalytics

On acelab, manufacturers have access to data analytics. We are establishing a **feedback loop** between the client and the producer, so manufacturers can actually interact with their customers and see where they sell a lot of products, and where they don't so these data analytics become a new **sales channel** with the recent visitors list, now they can see who has looked at their product and get in touch with them.

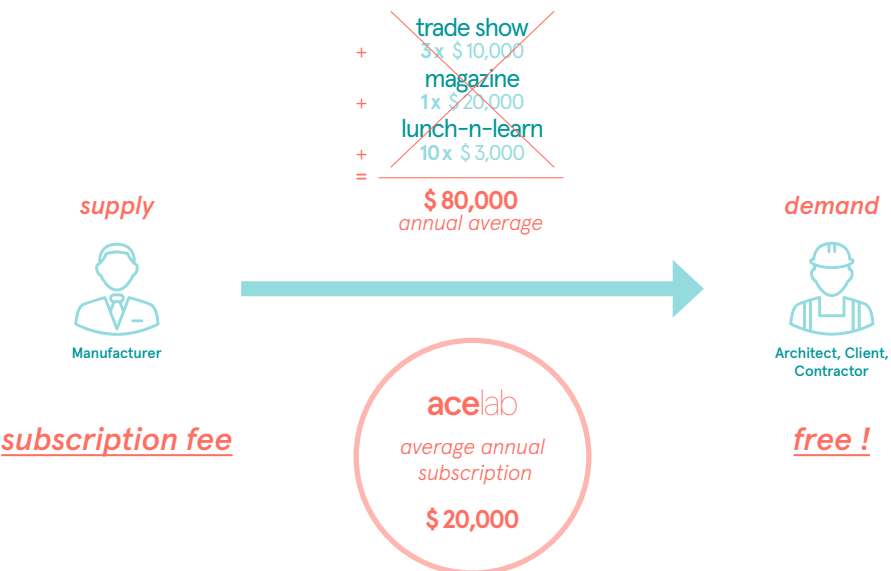


valuepropositions

We are building a two-sided marketplace. **Finding building products, accessing ecometrics** and **downloading documentation** are the value propositions we are offering to the demand side, consisting of architects, clients and contractors.

On the supply side, we offer manufacturers **product exposure** and data analytics. acelab becomes a new marketing tool that (partially) replaces outdated strategies like trade shows and magazines.

Furthermore, through **data analytics**, manufacturers are now able to get instant feedback from architects about their products. At the same time, this feedback loop allows them to generate more client leads through the recent visitors page.



businessmodel

acelab's step 1 is building an information marketplace of building products. We monetize this marketplace by charging the manufacturers a **monthly suscription fee** in order to advertize their products. Our total addressable market consists of over 47,000 US building products manufacturers.

acelab's envisioned long-term future is to become a fully operational B2B marketplace where consumers and professionals can buy products. At this point, our monetization will change from a subscription model to a **transaction fee** for sales. This market is huge: over \$500 billion dollars is spent on building products each year - and that's only for the US.

