Globally over 1 billion people need a home!!

“Providing affordable, fast, modular & sustainable housing solution to all sections of the society”.

Providing affordable, fast, modular & sustainable housing solution to all sections of the society.
Affordable home: A dream or reality!!

Why?

What if I could build my home like LEGO blocks!!

What if I could build my own home!!

Affordable home: A dream or reality!!

Do we have a solution for housing affordability??
How?

The wonder material.....

Composite Paper Honeycomb Panels
Connector system
Handling Instructions
End to end solution
Jaipur wall USPs

Cost effective
Super fast
Modular structure
High Insulation
Acoustical
Eco friendly

What we offer!!

Composite Paper Honeycomb
Core Material Details
QUADRA HOME

A single unit of quadra home having an area of 36 m², is self-sufficient for a small family of 4 people.

Duration: 2 weeks
Area: 36 m²

Cost to Consumer: $10000-12000*

* The cost is excluding logistics and taxes.
Target Customer
B2B business model

Who?

- End Users
  - Slum dwellers
  - Common man

- Intermediaries
  - Architects
  - Developers
  - Distributors

Market Analysis

Over 1 billion people need an affordable home today!!

Global Market Size

- 1.2 Billion households (2017)
- 1.6 Billion households (2025)
- Potential Market: 19 Million households
- Served Market: 1 Million households (the emerging middle class)
- Penetrated Market: 2.5% households (4 Lakhs units approx.)

INDIAN Market Size

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**Competition**

**Indirect**: Traditional building materials are our biggest rivals!!

**Direct**: Container houses, Temporary shelters

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**Market Analysis**

**Market positioning**

- **High Cost**
  - Steel
  - Concrete
  - Cement
  - Wood
- **Low Cost**
  - Pre-cast Construction
  - Composite paper honeycomb

- **Fast Time**
  - Stone
  - Sand
- **Slow Time**
  - Brick
  - Concrete
  - Sand

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**Competition**

**Indirect**: Traditional building materials are our biggest rivals!!

**Direct**: Container houses, Temporary shelters
Key partners

Panel Manufacturers

Intermediaries

Social organizations (NGO’s, disaster relief)

Business projections

Multiple revenue streams strengthening one end goal!!

Revenue Streams

Green homes

Customized Solutions

Home as a service
Needs

Financial needs

- Funding
- Certifications
- Testing

Organizational needs

- Legal
- Mentorship
- Team

Assistance for company formation

Funding needs to scale startup
Shilpi Dua
Co-Founder & Director
B.Arch, M.Arch (S.P.A, New Delhi)
M.Sc, 2015-17 (Politecnico di Milano)

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M.Sc, 2015-17 (Politecnico di Milano)

Winner of WEP 2018
Incubatee
featured startup @

Winner at idea stage, 2017
Winner at ET Power of Ideas, 2017