Registration Number: 48797990
Make Rental Happen Challenge
May 9th, 2014.

Predictions

trends and the future of living

Looking to future values of Millenials:

- most educated generation in North American history
- trends toward the sharing economy DIY ethos
- 35% of millenials are entrepreneurs to supplement income
- less babies, less marriage
- change careers an average of 7 times in their lifetime
- value flexibility, self-expression, and success over profit

(Century21)

Future of Real Estate:

- growing urban rental market
- retirees are downsizing Top priorities are location, short commutes, and character of house
- are highly mobile (37% feel likely to move within next 2 years)
- 69% believe that regular office attendance is unnecessary, and
- have a more live/work lifestyle

(Century21)

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How can we answer the needs of the future market?

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An adaptable, net-zero unit that elevates the experience and knowledge of its resident by merging smart technology with passive and active sustainability measures.

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Adaptable: responsive and flexible in terms of location, context,
audience, and size.

Net-zero: is a building with zero net energy consumption and near-zero carbon emissions annually. The building may still be on the grid, however it replenishes as much energy as it uses.

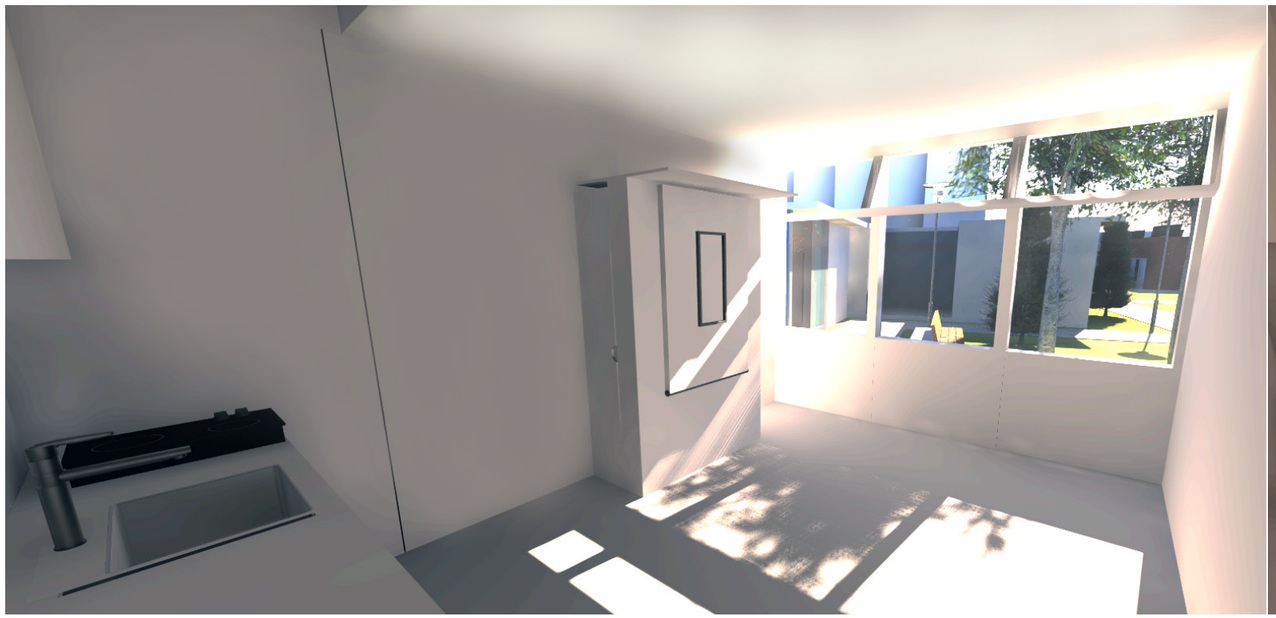
Smart technology: innovative and interactive technology that senses and responds to the needs of the user.

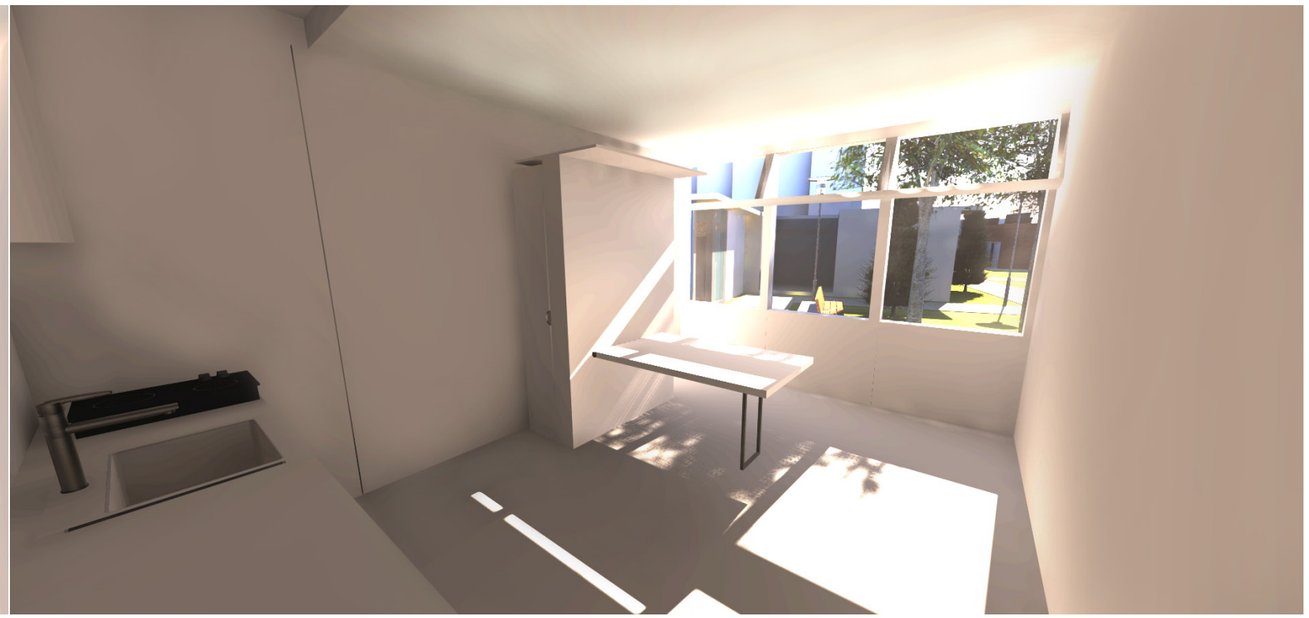
Passive: relies on the built-in environment of the housing unit (windows and walls) to collect, store and distribute solar energy into the form of heat for winter months and reject the solar heat in the summer.

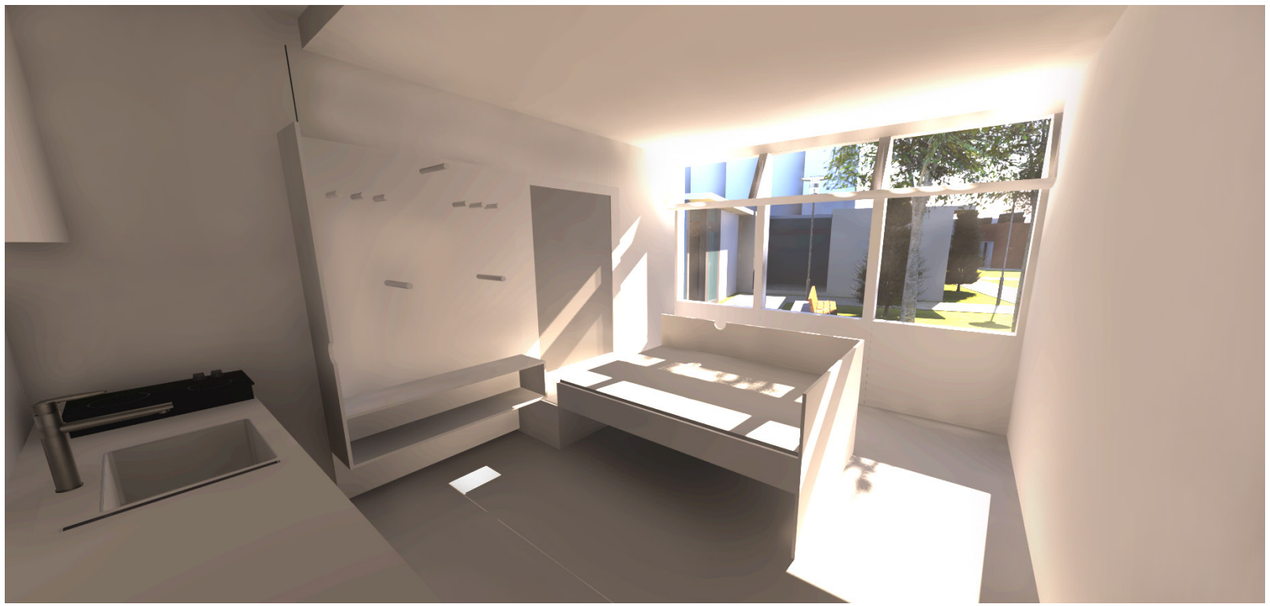
Active: relies on built mechanical or technical devices to collect solar energy and convert it into heat or electricity.

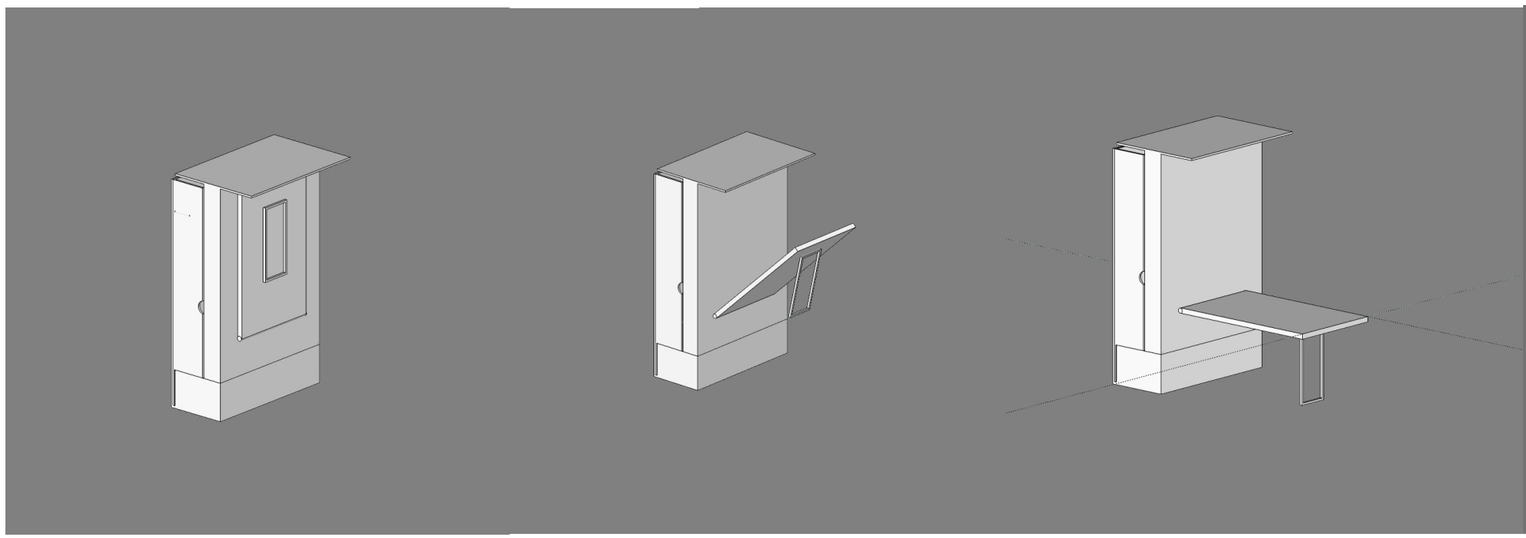
Sustainable: development that meets current social, environmental, and economic needs without compromising the ability of future generations to meet their own needs.

Resilience
strong, healthy construction









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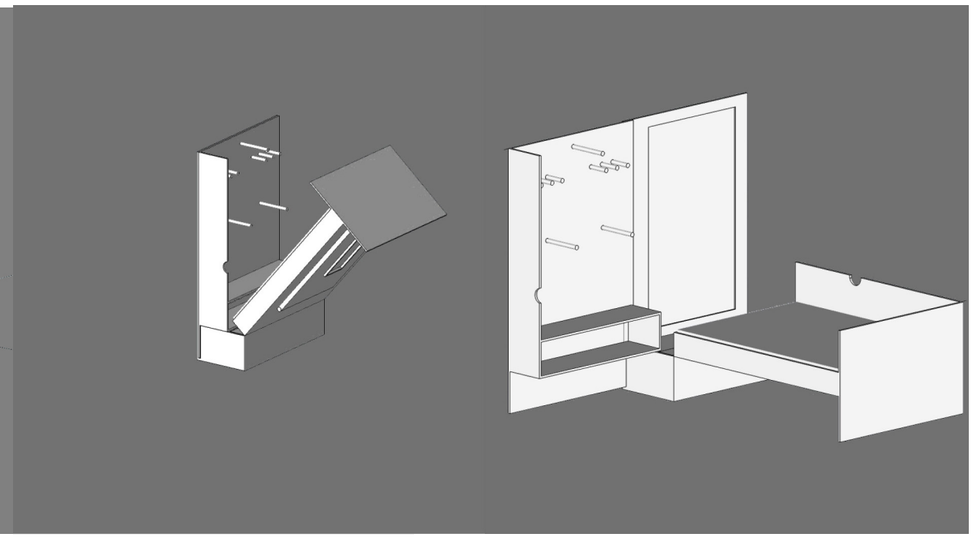

Bed

Flex Furniture Unit

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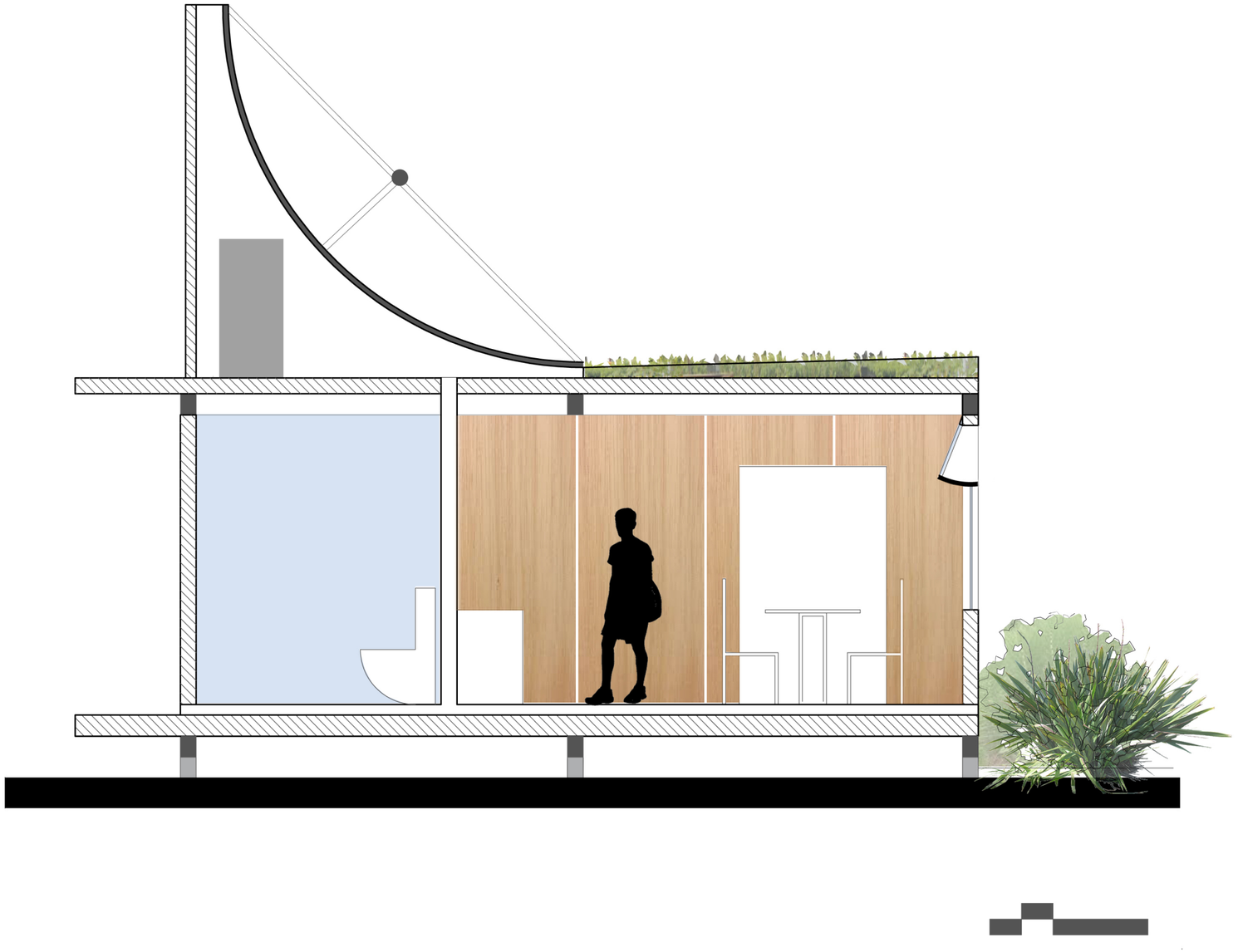
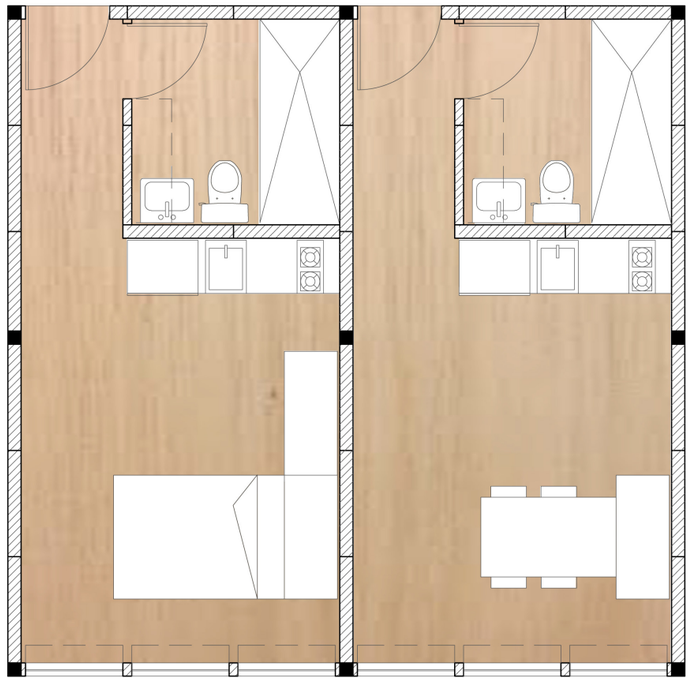
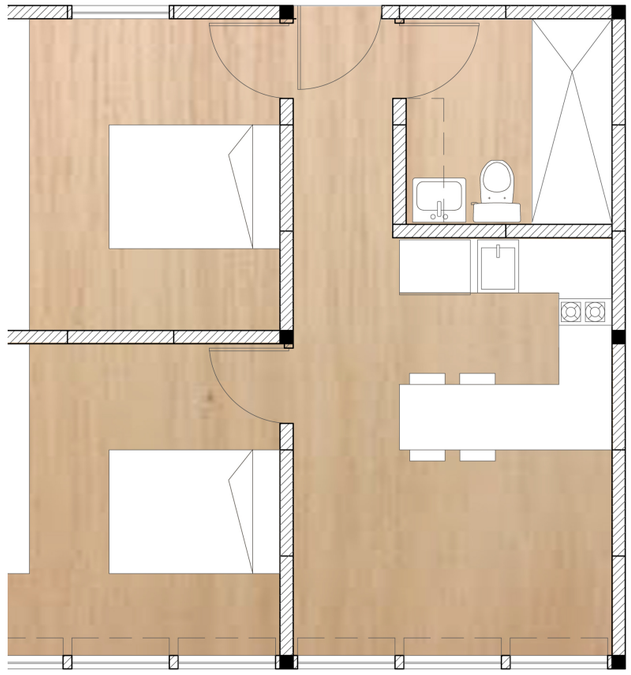
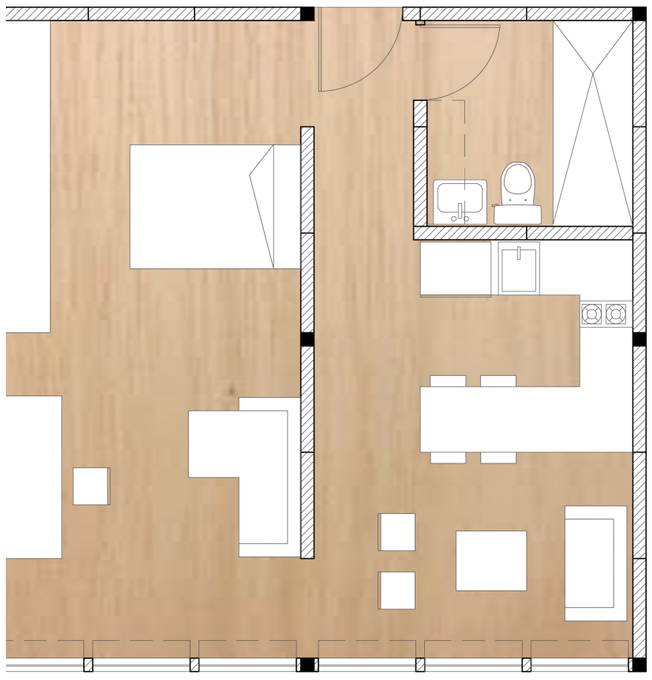
Configurable Wall Segments

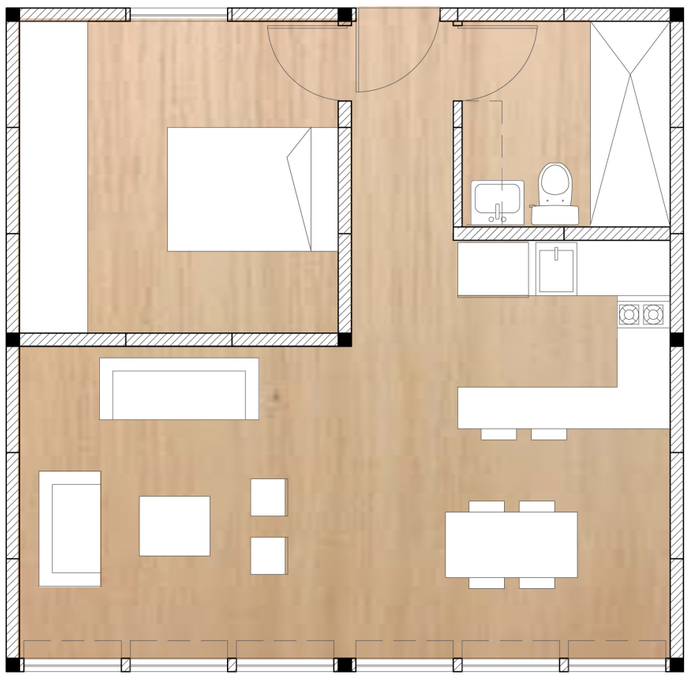


Section (West)









Flexible Floor Plans

Parasitic

attaches to existing
infrastructure systems
for access to utilities.

Symbiotic

as opposed to parasitic:
buildings that hold a
mutually beneficial
relationship.

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Electricity

Average Canadian household

106GJ

600 sf home

47GJ

Habi home can generate

31GJ

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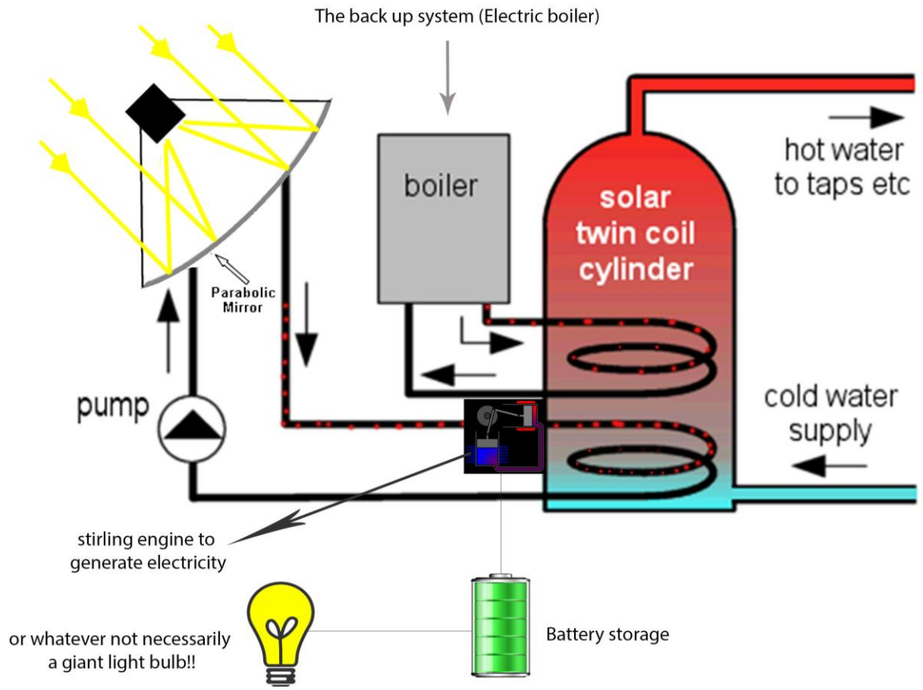
Passive Houses use:

4755 BTUs/sqft per year

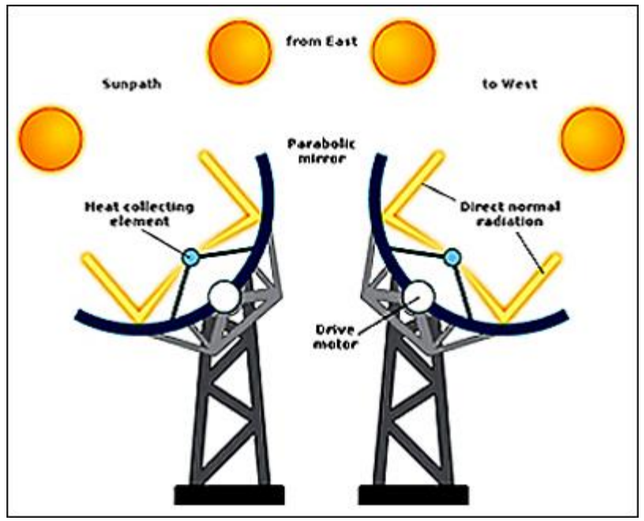
Habi can generate:

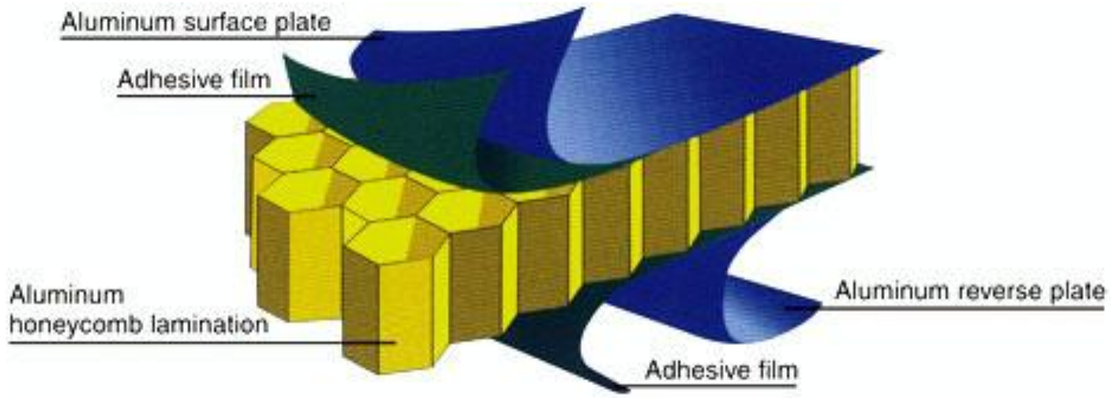
single unit: 4,015,000 BTUs/year
double unit: 8,030,000 BTUs/year

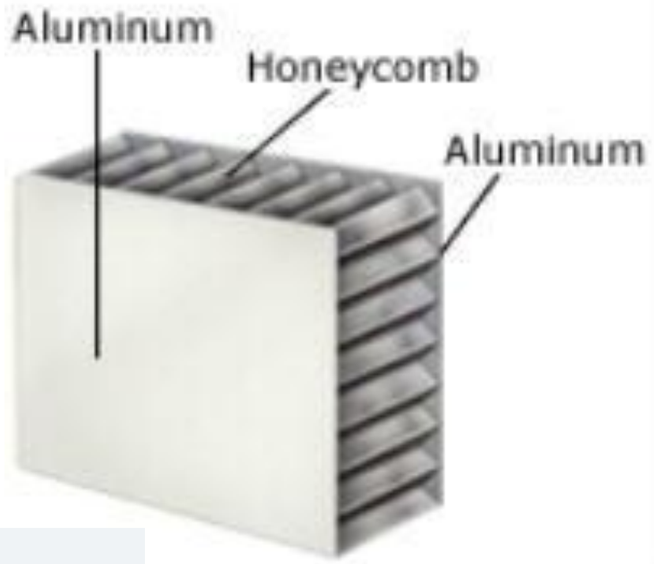
This is our system!!



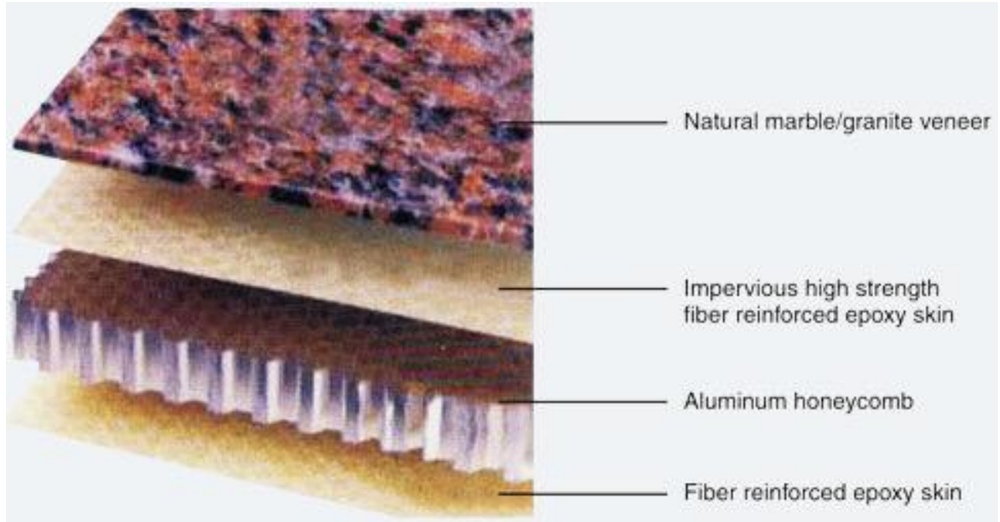
The Stirling Energy Systems dish in Albuquerque, NM generates electricity by focusing the sun's rays onto a receiver, which transmits the heat energy to a Stirling engine. The Department of Energy's SunShot Initiative aims to cut the cost of utility scale solar installations to make way for the broad deployment of similar projects. Photo credit: Sandia National Laboratories/Randy Montoya




Aluminum surface plate
Adhesive film
Aluminum honeycomb lamination
Aluminum reverse plate
Adhesive film


Aluminum
Honeycomb
Aluminum

colors


Natural marble/granite veneer
Impervious high strength fiber reinforced epoxy skin
Aluminum honeycomb
Fiber reinforced epoxy skin

House Features

Thermal Heated Concrete Floors
Thermal Mass Windows
Green Roof Recycling
Ruukki Prefab roof
Lighting (LED bulbs)
Recycled Post-Consumer Waste Counter Tops
Low Flow Toilets
Wheat Straw Panel Cabinets

Financial Analysis

Market trends

Canadian Housing Industry

Electricity

Water Demands

Student Debt, Unemployment rates

Average cost of buying a home

Aging population

Green Education

Industry leadership

Precedents

Margaret Laurence Co-op

MOUNTAIN EQUIPMENT CO-OP®

The Ritz-Carlton®

autolib'

CMHC SCHL

airbnb™

THE BUNKIE Co

habio

Join for access.

Subscribe for a lifestyle.

Become a shareholder.

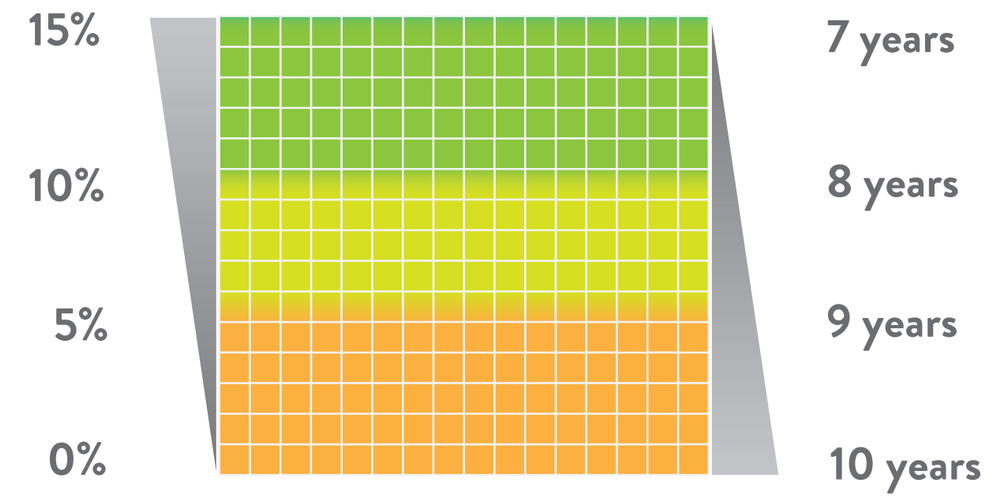
habio

Plans

It’s not a mortgage.
It’s not rent.
It’s a new way of living.

Annual Efficiency Performance

Energy
Waste
Water



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- **1. Value Proposition**
  - What is new & better about habi?
- **2. Customer Segments**
  - Who will benefit from habi?
- **3. Channels**
  - How does habi reach it's users?
- **4. Customer Relationships**
  - For whom does habi create value?
- **5. Revenue Streams**
  - How does habi create revenue?

- **A. Key Partners**
  -Who makes habi real?
- **B. Key Resources**
  - What makes habi real?
- **C. Cost Structure**
  - How much will habi cost?
- **D. Key Activities**
  - How habi happens

habi

Business Model Canvas

KEY PARTNERS

City of Toronto
- LiveGreen Toronto
- Ministry of Energy
- Toronto Regional Conservation Authority
- Toronto Community Foundation
- Toronto Community Housing Corporation
- Canada Mortgage and Housing Corporation
- Building Industry and Land Development Association
- Canada Green Building Council
- Green Building Canada
- Institute without Boundaries
- Hydro One

City of New York
- New York City Housing Authority
- New York City Housing Development Corporation
- New York State Department of Energy
- U.S. Green Building Council New York Upstate Chapter

City of Chicago
- Chicago Housing Authority
- Community Housing Advocacy & Development
- Chicago Center for Green Technology

- Developers
- Suppliers & manufacturers
- Industry associations & professionals
- Universities & colleges
- Federal, provincial & municipal governments
- Green tech companies (nest)
- LEED
- EnergyStar

KEY ACTIVITIES

Platform/Network
- preliminary research
- policy development, applications
- grant & incentive programs
- promotions

Production
- market analysis
- project management
- budget management
- construction management

Problem Solving
- customer support
- risk management

KEY RESOURCES

Intellectual
- habi brand & unit (patent & copyrights)
- habi smart technology

Human
- Designers, developers, investors, partners, consultants, support staff, planners, architects, engineers, lawyers, project manager, lawyers, communications & public relations

Physical
- Factory, distribution and logistics center, administration

Financial
- Subscription development, financial analysts, cost consulting firm
- Time (promotional, implementation, construction)

VALUE PROPOSITION

Adaptable (MOBILITY)
- flexible internal structure (customization, movable walls) & meets different needs
- flexible external benefits: ability to exist on multiple terrains within a region, users can move amongst other locations
- move from place to place

Responsive (SOCIAL)
- less consumption, minimalist living
- possible to live within our needs
- improved connection to greater community
- smart technology - self-monitoring, enables interaction with individuals and the home
- shared incentives program honoured through long term residency
- offers a consistent, reliable lifestyle across boundaries

Balance (WATER)
- symbiotic: collects and harvests solar energy and feeds excess energy back into the grid (limits waste)
- parasitic: attaches to existing infrastructure systems
- rainwater collection and gray-water use in toilets
- dividends - commission return on your investment (individual and collective energy savings)

Resilient (CONSTRUCTION)
- seasonal resilience: risk and cost reduction with small footprint and energy efficient system
- capacity to withstand power outage with basic functions relying on solar energy (reduced risk)
- generates energy when unoccupied

Systems work in tandem together to create a generative home that has long-term benefits: compact, subsistence, simple way of living, reduce carbon footprint, energy efficient, invested in renewable energy

CUSTOMER RELATIONSHIPS

Automated services
- Smart technology, track usage, learn and adapt to users habits, visualize system

Community
- Online classifieds, connect users and share resources, education platform

Incentive program
- Energy saving shares

Self-serve
- Users responsible for upkeep of units

Co-creation
- Ongoing evaluation, push notification through digital applications, help line

CHANNELS

1. Awareness: advertising campaigns & commercials, home renovation shows & magazines, social media, lecture series, conferences, simplistic, visually enticing & regional prototype

2. Evaluation: community meetings, collection of user data and feedback (pre-building phase) & mailing list

3. Purchase: sales office, prototype model & online purchasing website (customization)

4. Delivery: promote utility and function of unit, prototype as proof, testimonials & promotional videos

5. After sales: share personal success stories, product reviews, incentive program & workshops

CUSTOMER SEGMENTS

Mass Market
- Elderly (aging baby boomers)
- Young Professionals
- Live/Work

Niche Market
- Eco-friendly and green lifestyle
- Downsizing (reduce consumption)
- Alternative investment options (share)

User Platform
Flexible (short term)
- Post-graduate students, singles, interns, contract workers, commuters, travelers, visitors

Transitional (medium term)
- Couples, young families, single parents, new immigrants, graduates, millennial

Settled (long term)
- Small family, empty nester, elderly, retirees

COST STRUCTURE

- preliminary planning studies
- research & development
- marketing & sales
- investors & developers
- start up costs
- zoning applications
- proforma (costs consulting)

REVENUE STREAMS

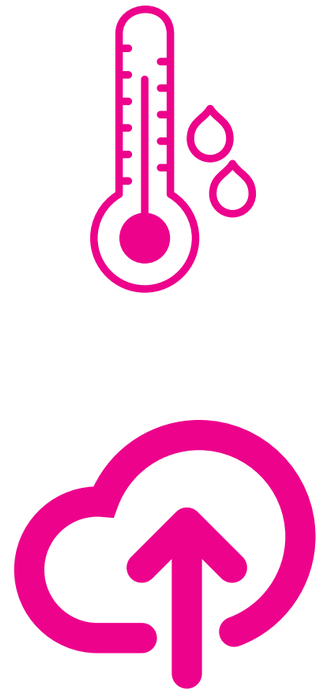
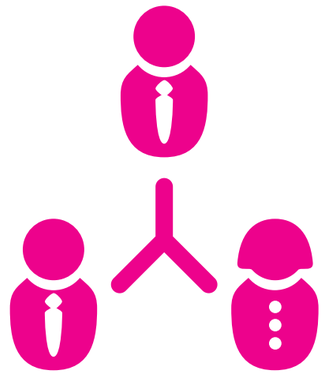
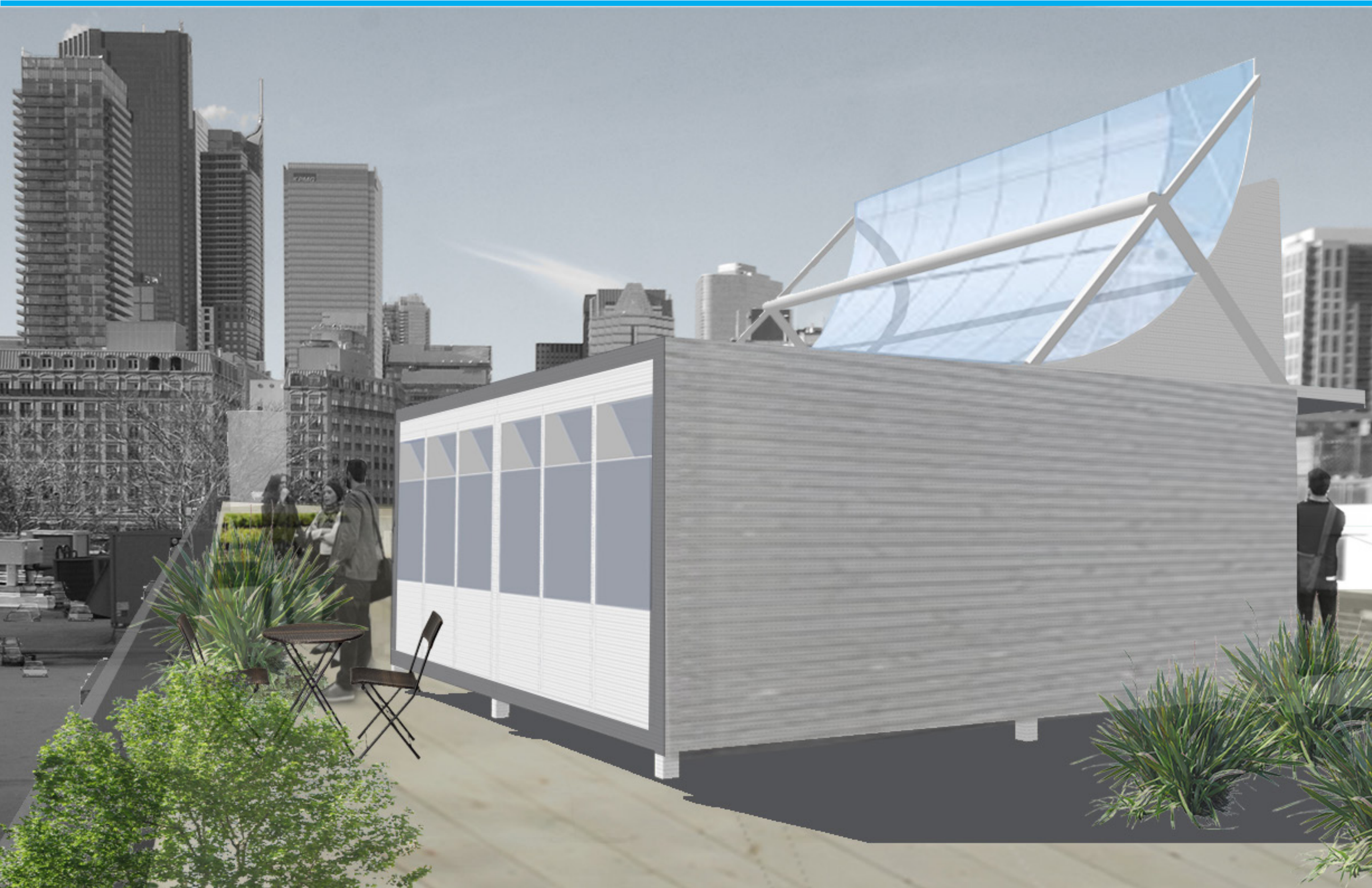
- sponsorships
- advertising
- shares
- subscription
- investors
- PPP (government, public & private)

Responsive

smart tech for all users

By boldly nourishing and investing in sustainability innovation, we can be a leader in a global future where progress means a better life for more people. We embrace global challenges as opportunities to do great things that have real impact. This can be our unique contribution.

habi
COMMUNITY
MY HABI
UPDATES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