

1. Value proposition (What do you do?)

During the construction process of a home, we would construct the foundational part of the house. After proper preparation of the ground, we would place the wood slabs in place under the concrete acting as the beam in a checkerboard pattern. The wood slabs would be held together by using the mortise and tenon joint method. In between the wood slabs and the concrete floor, there is an adhesive layer for ventilation.

2. Customer Segments (Who do you help?)

Although hybrid timber systems have become popular recently due to the strength and environmentally friendly aspects of concrete and timber combined, using this system as a foundation is rare. We help the homeowner by creating a pro-active solution to foundation cracks that come from a lack of hybrid systems and overreliance on concrete. Many times, water to concrete ratios is not properly applied, which is one reason for foundation cracks. Reinforcing concrete with wood is a better option than steel for the sake of the environment, and is also a cheaper option than steel, and treated wood has proven to be a durable material.

3. Customer relationships (How do you interact?)

We would interact more with consumers who are in the construction process of a house, not necessarily having to be the homeowner themselves. The point of the business is to combat foundational issues proactively in the construction process, so we would focus on diligently equipping the foundation of the house to fight common environmental issues, while also helping the environment through choice of materials.

4. Channels (How do you reach them?)

We would be involved in the construction bidding process. That is why it is essential to come up with an innovative, superior solution that, at the same time, will not cost the property owner or representative more. Hopefully, after testing and planning, the wood that replaces concrete will reduce the price of the materials and construction overall, but this requires extensive testing to determine what is the best arraignment of the materials to improve structural integrity. After the business grows, then it is important to advertise the business, especially with signs at construction sites. Whenever I am driving around, and I constantly see the signs of a construction company, I do not forget it.

5. Key Activities (How do you do it?)

First, we would test the arrangement of materials that is best for the improved structural integrity of houses. Then, when the proposal is completed, we would propose it to property owners. Once a property owner decides to sign a contract with us, we would, again, focus on properly constructing the foundation, from preparation through construction using the methods stated above.

6. Key Partners (Who will help you?)

Entering a joint venture with another party, whether it's from the public or private sector, is a good temporary idea to grow the business. This is different from a general or limited partnership because it usually is outlined in the timeframe of a project. It is better to test this method without getting into agreements of large costs and liability that are binding for longer periods of time.

7. Key Resources (What do you need?)

A good construction company needs to be organized financially, legally, and in the goods and services they provide. We will need to develop a scientifically backed plan that is promising to property owners. We would need to start small in order to get a steadily increasing return on investment. It takes time to develop a business, especially with little money to put into it.

8. Cost Structure (what will it cost?)

The cost of materials, supplies, equipment, machinery, insurance, labor, permits, and advertising are the basic costs that would be incurred.

9. Revenue Streams (How much will you make?)

The average net profit margin for the construction company for building a house is 10%, so the more expensive the house is, the more profit could be made from building it.