



PARIS
REGION
ENTREPRISES

network
enterprise europe

Smart Home Techmeeting
Paris June 11th, 2015



PARIS
REGION
ENTREPRISES

network
enterprise europe

WOODYSHOUSING

 healthy + sustainable
woodys
housing 
for the 21st century

Beate Bouwman
COO, co-founder

www.woodyshousing.com

WOODYSHOUSING

housing for the 21st century



+



+



+





- A housing solutions should be:**
- Right location
 - Superior properties
 - Accessible, safe, healthy, social
 - Price competitive and inclusive

- COMMUNITY**
- community co-ownership
 - 'living room' architecture
 - human dimension
 - inclusive interaction

- TECHNOLOGY**
- home automation
 - design- plug in
 - plug & play
 - building system

- SUSTAINABILITY**
- healthy, circular housing
 - energy & water use
 - healthy materials
 - urban ecology
 - affordability

ADVANTAGES

Fast, Green, Smart, Inclusive

- 1-3 days RE-development
- 1- 3 weeks erection time
- 50 yrs. guaranty on module
- up to 8 levels high
- Nearly zero energy
- adaptable to locations + users
- movable to new locations
- 90% less CO2 emission
- less material, no waste
- healthy
- adaptable to users, inclusive



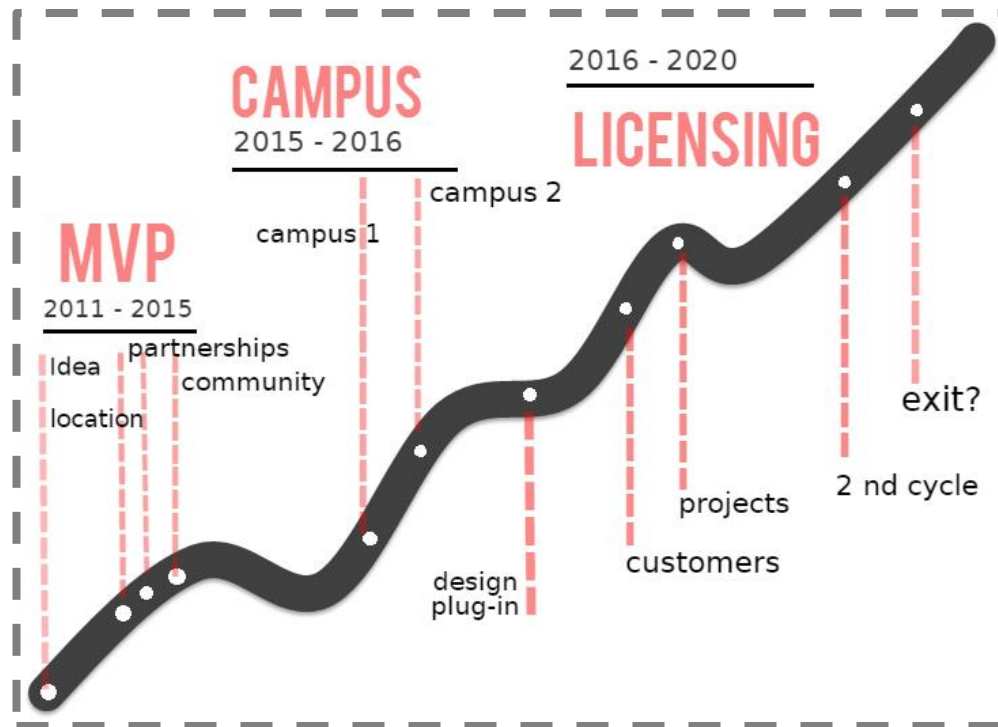
USPs

- Permanent housing on temporary locations
- 100% occupancy
- 90% faster
- Rent, take back guarantee
- Perfect quality/ price ratio

CHARACTERISTICS

- Sustainable engineered housing
- Exceptional design- and operating system
- A fully integrated resilient housing solution
- Price competitive

STRATEGY 2020



MARKET 2020

- Studenthousing EU** + 5 mln. rooms
 location, quality, price
1 - 2 % campus 50 - 100.000 rooms
 astronomic numbers
- Studenthousing world**
- Single-households world** 331 million
- Elderly homes**
- Hotel rooms**
- Private **hospital rooms**
- Western **refugees**

COMPETITION

- Traditional companies
- Container-housing
- Housing corporations

PARTNERS



BARRIERS

- TEAM
- strategic partnerships
- IP
- Full-stack, lean
- Rent en take back
- Speed
- Own R & D

INVESTMENT



a) PROJECT FINANCE

b) EQUITY/ CONV. LOAN

TEAM

- **Theo Bouwman**
inventor & founder, mechanical engineer, TU Delft, corp. + SME energy, petro-chemical
- **Beate Bouwman**, founder, business economist, WU Vienna, 10 yrs. bio- ecological materials + construction company, former president AIESEC Austria
- **Chris van Holthe**
RE developer, strategic partnerships
- **David Struik**, architect, living labs
- Junior web developer
- Community manager
- Interns
- **Board of Advisors**
- Prof. dr. Henry Robbe, Univ. Nyenrode, strategic marketing
- Stan Hendrix, former GM Walt Disney Benelux

Everybody deserves a healthy, sustainable & affordable home

- everywhere, anytime -

Theo & Beate Bouwman



WOODYSHOUSING

Soesterbergsestraat 127

3768MB Soest

The Netherlands

T. +31-35-523 89 00

www.woodyshousing.com