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**The Construction Marketplaces  
Business Plan**

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**[www.constructionmarketplaces.com](http://www.constructionmarketplaces.com)**

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**CONFIDENTIAL**

## Background

Digitalization is challenging business structures and old ways of action irreversibly.

Online marketplaces, so called sharing economic improve resource efficiency of economies, increase transparency, benefit competition and disrupt current economic structures.

We have a time-honored global competitive advantage. That's why we need quick market penetration.

There are no competitors in the world in these contexts.

Our goal is to be the market leader globally in these context.

**Marketplaces** face seller, buyer, service provider, demand and supply in accordance with market economy logic regionally and globally 24/7.

**Construction Marketplaces** include the competition system concerning construction projects, demolition, sub-contractors and building materials.

## The Description of Marketplaces



## **The Technology of Marketplaces**

The technology of marketplaces is based on intelligent algorithms for data mining and content management.

### **Search**

Use the search function to find the desired sales and purchase items in the database and save the searches to your own folder.

### **MatchWatch**

Define the upcoming sales and purchase items that interest you in the MatchWatch and get instant access to new email notifications.

### **Automated Sales and Purchasing Processes**

Automated sales and purchasing processes minimize the manual work so that the steps associated with each operation are easily supported by the system.

### **Sales System**

In the sales system inquires, bid quotes, bids and deals do not need separate forms because they are running automatically by the sales system, so you save time and money.

### **Payment System**

The payment system offers traditional national and international payment methods and the newest mobile payment possibilities.

### **Shipment System**

We offer to our customers the opportunity to use transportation and logistics system as a value-added service without charge.

### **Electronic Archive**

Save inquires, bid quotes, bids and deals in your electronic archive for future sales and purchase announcements.

**Geographic Information System** displays all items, sellers, buyers, logistics providers, construction projects, factories, landfills, recycling centers, mines, terminals, harbours, airports, stocks, sub-contracting networks, mines, clusters and partners.

All data man can search, MatchWatch, analyze, edit, distribute by importing your own data into our GIS system.

**ERP of Marketplaces** is a totally revolutionary Map Solution for data mining and analytics related business planning, implementation and optimize transport routes.

**ERP Business Intelligence** includes automated ERP-processes, intelligent algorithms, analytics tools and premium class Search, MatchWatch and Compare services.

**ERP Voice Message** includes automated voice notifications and many other ways to use marketplaces and control ERP-processes with unique voice-system.

## Time Manager

Time Manager is a unique tool for project management to control man's business tasks and activities by yourself and/or group.

**MatchMatcher (MW) will scan the whole database for you 24/7**



## The Construction Cluster

The cluster is made up of companies whose industries interact.

The goal is to create a competitive advantage, measurable added value and economies of scale without a heavy organization.

The key players in the construction cluster are builders, project management consultants, designers, contractors, property managers and real estate managers.

The efficient cluster is based on productivity growth, innovation and strategic capabilities.

The synergistic effects of the action are best seen in these factors.

Clusters create new jobs and new business.

The competitiveness of companies is improving in construction clusters when pioneers create guidelines for the development of business and boost recycling to halt climate change.

The marketplaces of construction provide significant added value when real-time information is available on maps solutions in new construction, in repair construction, in demolition and in soil construction.

<b>Finland Wastes in 2015 Million Tonnes</b>	
<b>Energy</b>	<b>1251</b>
<b>Industry</b>	<b>8906</b>
<b>Construction</b>	<b>15060</b>
<b>Mining</b>	<b>76777</b>
<b>Households</b>	<b>2764</b>
<b>Overall</b>	<b>104758</b>



The amount of construction wastes generated in construction and in demolition varies from year to year according to the business cycle.

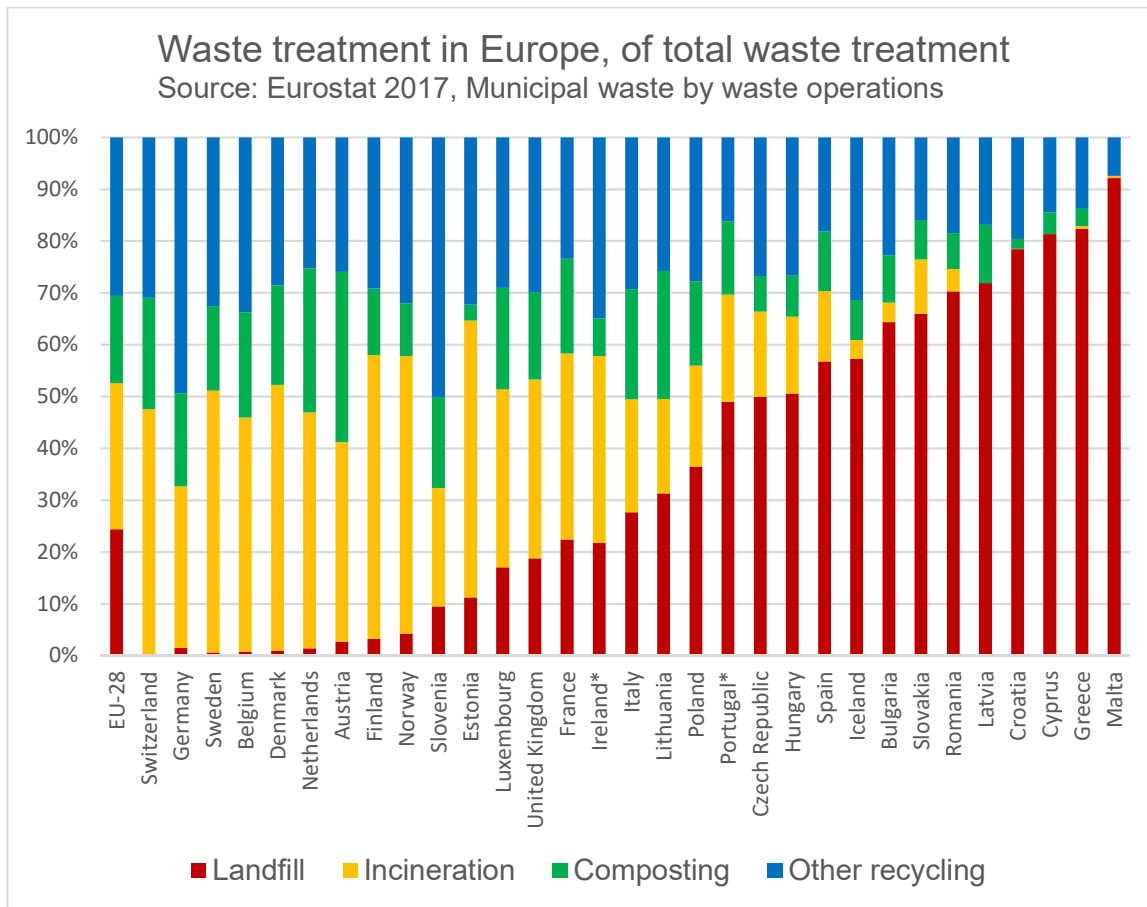
In 2015, 15 million tonnes of construction wastes were generated in Finland, of which about 12 million tonnes were soil ingredients.

About 60% of these wastes were recycled as various reuse materials. In the European Union, Finland is one of the top countries in recycling. The average recycling rate of construction wastes is 25 percentage at this moment in EU.

The utilization of construction and demolition wastes includes significant business potential.

As a result, the construction marketplaces are a great tool for improving knowledge and designing and controlling material flows in the construction cluster in a unique way.

## The countries in Europe have different methods of waste treatment.



## Market

There is no statistics or evaluations concerning the market potential of construction marketplaces in these context.

It is possible, however, to estimate the market potential by connecting separate statistics together.

The market potential of marketplaces depend on how many percent of transactions will pass through our marketplaces, the market share and the level of transaction fees.

Finland's statistic is base to the calculation of the global market potential.

Cash flow and budget are calculated based on Finnish statistics and apply to European Union member countries.

The cash flow and budget calculations are based on assumption one percentage (1) market share, which is achieved gradually during five years from the start in EU, thus, the market share increases monthly by 0.02778%.

**The Finnish Data Are The Basis Of The Calculation  
Other Countries Have Calculated By Coefficient The Finnish  
Population**

P C Con BM O	Population Coefficient Construction Building Materials Overall					Finland
						European Union
Country	P	C	Con	BM	O	
<b>Finland</b>	5 401 267	1,08	350 000 000	60 000 000	410 000 000	
<b>Netherlands</b>	16 730 348	3,33	1 165 500 000	199 800 000	1 365 300 000	
<b>Belgium</b>	11 094 850	2,21	773 500 000	132 600 000	906 100 000	
<b>Bulgaria</b>	7 327 224	1,46	511 000 000	87 600 000	598 600 000	
<b>Spain</b>	46 196 276	9,19	3 216 500 000	551 400 000	3 767 900 000	
<b>Ireland</b>	4 582 769	0,91	318 500 000	54 600 000	373 100 000	
<b>Italy</b>	59 394 207	11,82	4 137 000 000	709 200 000	4 846 200 000	
<b>Austria</b>	8 443 018	1,68	588 000 000	100 800 000	688 800 000	
<b>Greece</b>	11 290 067	2,25	787 500 000	135 000 000	922 500 000	
<b>Cyprus</b>	862 011	0,17	59 500 000	10 200 000	69 700 000	
<b>Latvia</b>	2 041 763	0,41	143 500 000	24 600 000	168 100 000	
<b>Lithuania</b>	3 003 641	0,60	210 000 000	36 000 000	246 000 000	
<b>Luxembourg</b>	524 853	0,10	35 000 000	6 000 000	41 000 000	
<b>Malta</b>	417 520	0,08	28 000 000	4 800 000	32 800 000	
<b>Portugal</b>	10 542 398	2,10	735 000 000	126 000 000	861 000 000	
<b>Poland</b>	38 538 447	7,67	2 684 500 000	460 200 000	3 144 700 000	
<b>France</b>	65 327 724	13,00	4 550 000 000	780 000 000	5 330 000 000	
<b>Romania</b>	21 355 849	4,25	1 487 500 000	255 000 000	1 742 500 000	
<b>Swedish</b>	9 482 855	1,89	661 500 000	113 400 000	774 900 000	
<b>Germany</b>	81 843 743	16,29	5 701 500 000	977 400 000	6 678 900 000	
<b>Slovak</b>	5 404 322	1,08	378 000 000	64 800 000	442 800 000	
<b>Slovenia</b>	2 055 496	0,41	143 500 000	24 600 000	168 100 000	
<b>Denmark</b>	5 573 894	1,11	388 500 000	66 600 000	455 100 000	
<b>Czech</b>	10 505 445	2,09	731 500 000	125 400 000	856 900 000	
<b>Hungary</b>	9 932 000	2,09	731 500 000	125 400 000	856 900 000	
<b>Estonia</b>	1 294 486	0,26	91 000 000	15 600 000	106 600 000	
<b>Britain</b>	63 256 141	12,59	4 406 500 000	755 400 000	5 161 900 000	
<b>Overall</b>	502 422 614	100	35 014 000 000	6 002 400 000	41 016 400 000	

In 2018, construction accounted for 15 per cent of Finland's GDP and a value of EUR 35 billion. One per cent market share of marketplaces is EUR 350 million.

Demolition work is often part of construction projects and their costs are usually not recorded separately, so they are included to construction calculations.

In 2017, the building materials trade was about EUR 6 billion in Finland. One per cent market share of marketplaces is EUR 60 million.

<b>Market Summary</b>		
<b>Continent</b>	<b>Population</b>	<b>Coefficient</b>
European Union	502 422 614	7,29
Asia	4 164 252 000	60,39
Africa	1 022 234 000	14,82
Rest Europe	235 776 386	3,42
Latin America	590 082 000	8,56
Oceania	36 593 000	0,53
North America	344 529 000	5,00
The Whole World	6 895 889 000	100,00

<b>Market Summary</b>		
<b>Continent</b>	<b>Coefficient</b>	<b>Construction Billion</b>
European Union		35 014
Asia	60,39	2 114 495
Africa	14,82	518 907
Rest Europe	3,42	119 748
Latin America	8,56	299 720
Oceania	0,53	18 557
North America	5,00	175 070
The Whole World		3 281 512



<b>Market Summary</b>		
<b>Continent</b>	<b>Coefficient</b>	<b>Building Materials Billion</b>
<b>European Union</b>		<b>6 002</b>
<b>Asia</b>	<b>60,39</b>	<b>362 461</b>
<b>Africa</b>	<b>14,82</b>	<b>88 950</b>
<b>Rest Europe</b>	<b>3,42</b>	<b>20 527</b>
<b>Latin America</b>	<b>8,56</b>	<b>51 377</b>
<b>Oceania</b>	<b>0,53</b>	<b>3 181</b>
<b>North America</b>	<b>5,00</b>	<b>30 010</b>
<b>The Whole World</b>		<b>562 507</b>

### Arguments for Investors

- Transition to the online marketing 24/7 is becoming a corporate megatrend globally.
- Our global unique construction marketplaces are ready to make money.
- Currently no competitors in the world in these contexts.
- No purchase inputs and tied up capital.
- No risk in sales, because we are a broker and not a legal party to the sale.

### Mission

Our mission is to connect the vendors, buyers and service providers regionally and globally.

### Vision

Our vision is to be global market leader in these marketplaces contexts.

### Goals

Our main goal is to internationalize our marketplaces as quickly as possible by finding potential investors.

### Critical components of success

A business-critical factor is the rapid establishment of markets.

<b>SWOT</b>	
<b>Strengths</b>	<b>Weaknesses</b>
Marketplaces are ready to make money	Small actor
No competitors in these contexts	No capital for internationalization
<b>Opportunities</b>	<b>Threats</b>
Temporal competitive advantage	Losing the temporal competitive advantage
Possibility of exit	Insufficient resources

**Internationalization**

The plan for internationalization will be drawn up together with the investor(s).

Establishing the market requires hard investments in television, in radio and in social media.