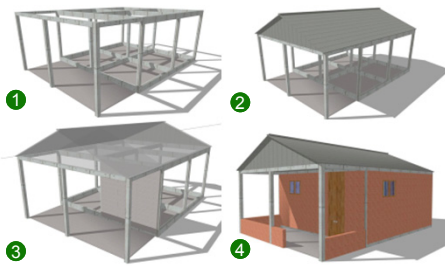




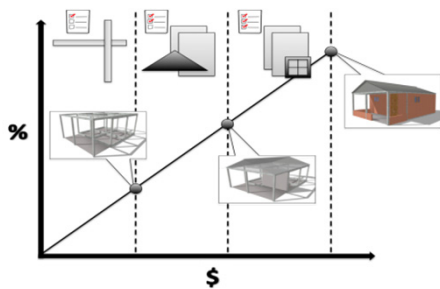
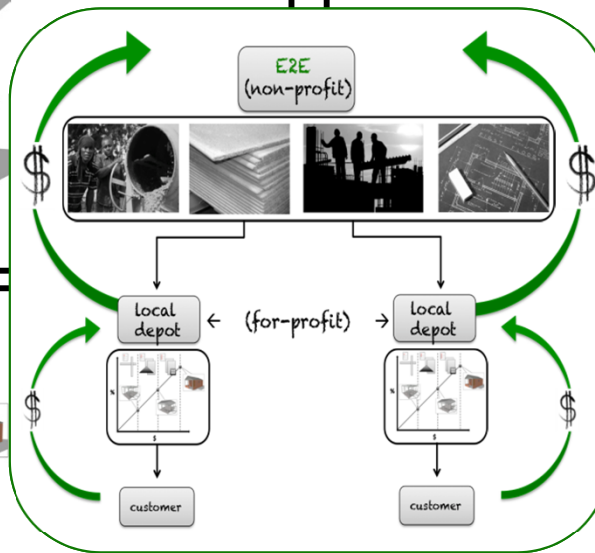
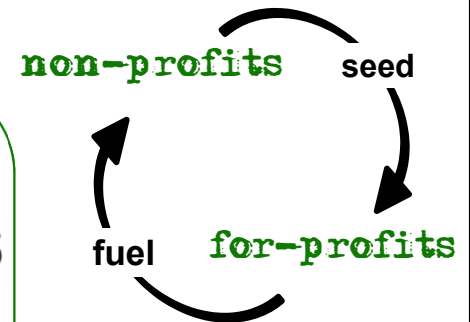
ENGINEERING2EMPOWER (E2E): BUILDING BUSINESSES AROUND BUILDING HOMES

OUR APPROACH: E2E empowers informal construction sectors to overcome the challenges of delivering safe, affordable housing in the developing world. By **REIMAGINING HOUSING**, E2E fundamentally shifts customers' limited resources away from vulnerable masonry and toward a code-compliant frame+panel system. Then by **MODULARIZING CONSTRUCTION** through multiple process innovations and customizable payment plans that **EMPOWER CUSTOMERS**, we increase market access to safe housing. All of this activity is enabled by **CREATING SYNERGIES** that allow the community to build livelihoods while simultaneously improving the lives of the customers served.

REIMAGINING HOUSING



CREATING SYNERGIES



MODULARIZING CONSTRUCTION

EMPOWERING CUSTOMERS



LAUNCH STRATEGY: Our implementation strategy delivers the E2E housing model to targeted communities through a three stage process created to ensure maximum uptake and sustainability:

- 1 In-Situ Incubation** allows the community itself to refine the housing system, and the production, construction and retail models that support it.
- 2 Seed** these inputs to pilot the first local business (depot) to construct demonstration homes in target neighborhoods that enable initial market penetration.
- 3 Operationalize** the entire process to transition the business fully to local entrepreneurs capable of retailing and constructing safe, affordable E2E homes on the free market.