Construction & Prop tech B2B

Eiffels

New Industry Standard of end-to-end contracting, operation and reporting

Main Coordinator:

Igor Ivanov

igor@eiffels.org

041 700 2910

igoriva

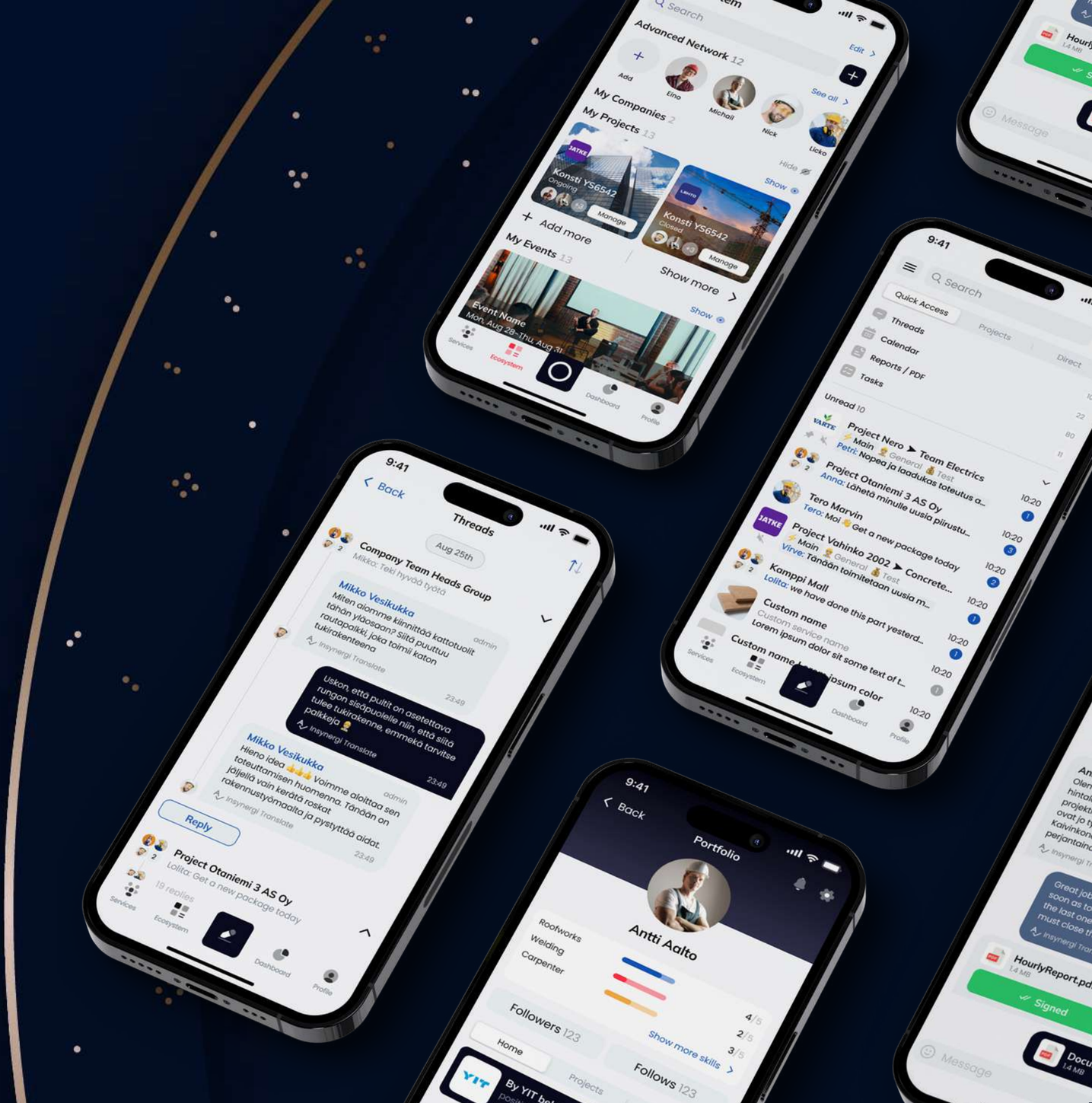
Investments & Industry:

Rodion Saidenov

rodion@eiffels.org

040 539 9773

rodios



B2B Construction Industry is Complicated and Broken!

Let’s take a look on Finland

1 Pre-construction



≈100 h.
Spent

to organise subcontracting workforce for site project

2 Site operations

≈1 h.
Wastes

daily to administrate and organise workforce on site



3 Evaluation



€50k.
Losses

as overheads losing in average due to poor organisation

4 Results

364
Bankruptcies

in construction in 2022 which is 1/5 of the total market



Why so?

Industry parties are struggling to communicate

Demanding Site Owners

Suffers from Overheads

- Overheads due to mismatch of labour subcontracting
- Overheads due to poor operation management on-site

67% **of them are unhappy**

With quality of labour workforce by providers

Mistrust and Lack of transparency

Absence of scouting and networking tools

Outdated management and communication techniques

Skilled Labour Suppliers

Regress of Loss of Profit

- Loss of profit from wrong clients supplying incorrect workforce
- Lack of growth, profit and scaling due to networking gaps

56% **of industry shortages**

Industry fires due to lack of work from providers

Let’s decrease overheads for ones and ramp up profit for others

Demanding site owners

Secured Supply Experience

New Trustee Matching algorithms

+

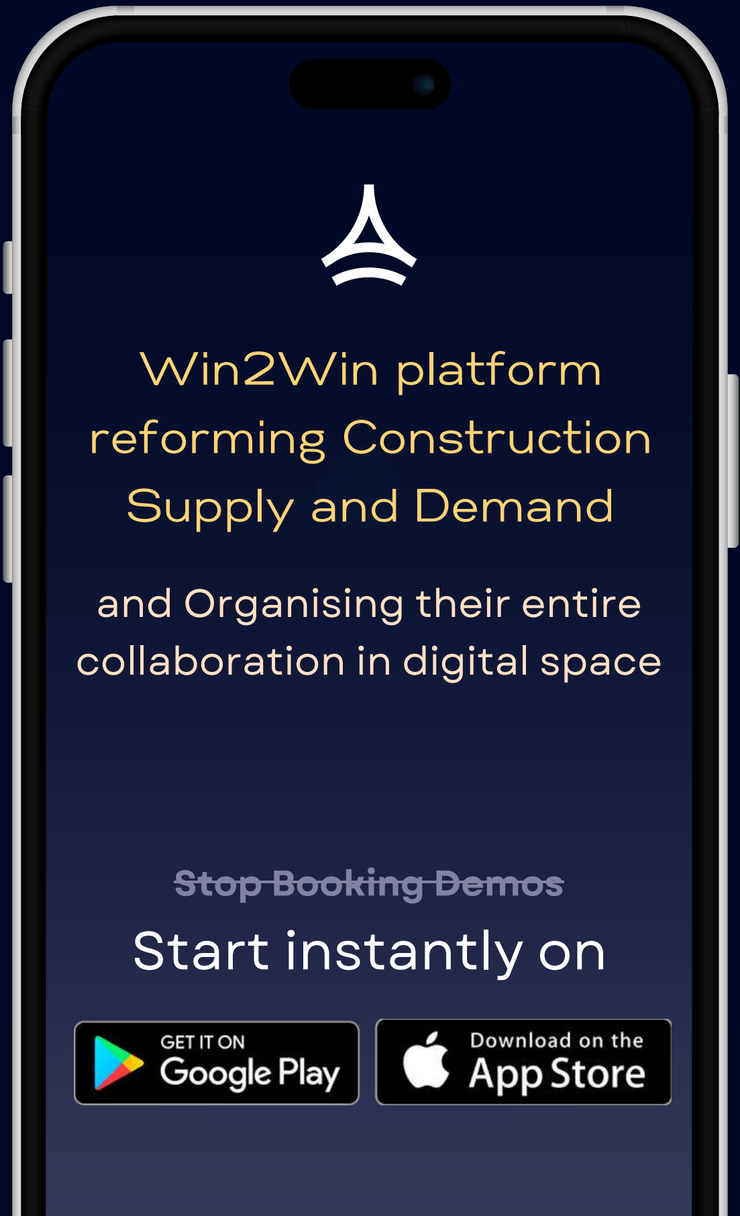
Pro Messenger & Site Chats

+

E-Signatures & Reporting

+

One-Stop-Shop



Skilled Labour Suppliers

Wide Demand/Growth Experience

Large Marketplace Channels

+

Advanced Networking

+

Real-time Data

+

Unique staff engagement

Massive €42 bn market in Construction Prospecting Space

72% are subcontracting on sites: Largest community without the network

- In 2023 the industry got €120 bn in tech investments.
- 95% of the industry are site workers who are overboard using professional tech tools.

Construction Drive World Economic Forum International Labour Organisation

TAM: €41.8 bn

Subcontracting hourly-based vendorship of a total €10 tn. construction market

25% of construction adopt tech well with 14% growth in the next 5 years

- 72% would like to use more mobile apps on sites.
- 32% share of trending B2B marketplaces tech in 2023.

Construction Drive McKinzey Deloitte

SAM: €6.2 bn

Estimating 15% of the TAM market share

9 of 10 firms are feeling the pinch on skilled labor

- 86% of clients were struggling to find suppliers in 2023.
- Today, 90% of construction tech usage on sites is WhatsApp.
- Today, the majority of construction still uses universal Pen-and-Paper worldwide.
- Large developers such as YIT are interconnected and operate in several markets making it easy to penetrate new tech across large geographical regions.

Construction Drive Construction Drive International Labour Organisation

SOM: €2.2 bn

Estimating 35% of the SAM market share

Construction Management Software

CAGR

9.3% ↑

Mordor Intelligence

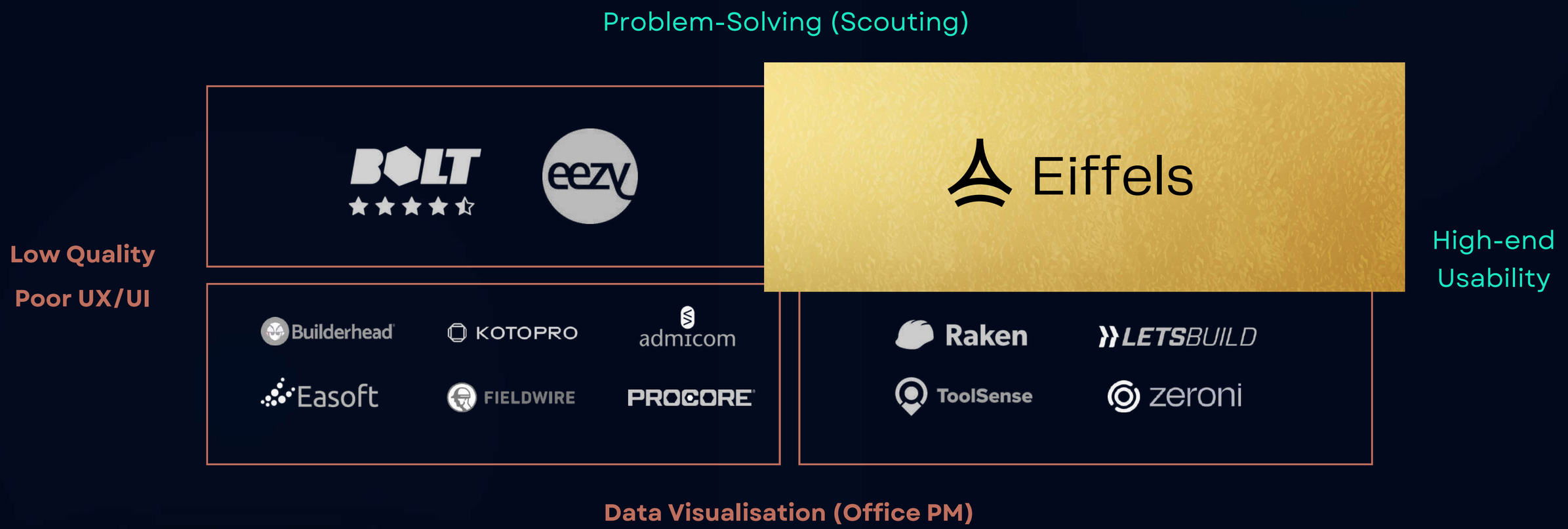
Open multi-organisation marketplace with simple onboarding

Simple onboarding
We onboard individuals and organisations in

Networking
We help all parties to grow their sales with networking

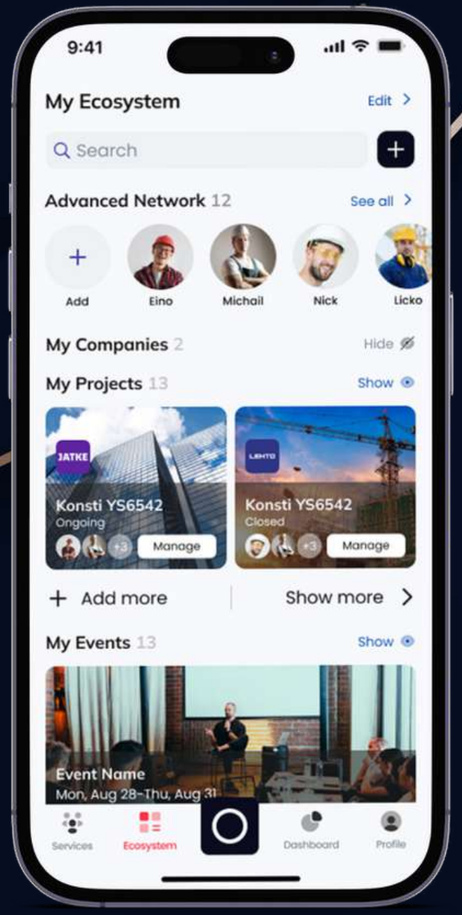
One-Stop-Shop
All needed tools for each level processes

Build Trust
Engaging workers to be responsible one every layer



Eiffels

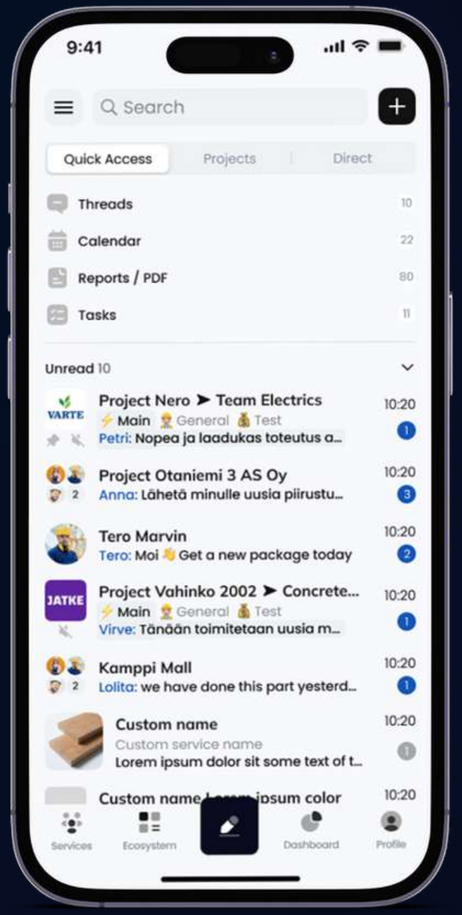
Explore to Discover



Network to Match



Chat to Manage



E-Sign to Invoice



and even more by empowering with upcoming Generative AI Automation

From Serial Entrepreneurs with 10+ experience in B2B construction

Know each other over 5 years



CEO
Founder

Chief Sales



Igor Ivanov
M.Eng Metropolia UAS GPA 4.5; B.Eng Centria UAS; 5 years in Construction ERP operation industry. 2x Finalist of JA Startup competition in Finland. BX spec.

Mikko Vesikukka
International launches on Infrastructure products. Sales specialist. 14 years in construction and industrial B2B business planning.



* New to team

Lead Developer
crunchbase
Harri Myllynen

Developing Finnish banking network systems, various Nokia apps, web3 projects. ReactNative & PostgreSQL guru. Extensive experience in large-scaling projects.

Business partners in construction over 10 years



Investor
Co-Founder

Soft Co. Investor

Early-Stage Investor

Customer Success
Co-Founder



Rodion Saidenov
Over 15 years in construction. Being on both supply and demand sides. Run own construction business. Raised 5mn turnover in 2023.

Rihards Naumovs
Extended construction experience from both ends. 20 years in the industry, 7 as an entrepreneur. Great networking skills.

Early-Stage Investor

Juha Pasanen • Financials
Construction Industry Accountant for over 10 years.





Iren Naumova • Product Designer
Experienced specialist in marketplace UX/UI.

Traction proven by the Industry Leaders

€6,400
of the recurring revenue in 6 months of testing

Approved MVP
Greenlighted product tested by its clients

113 total users
Features, onboarding, adoption tested

74% of positive
feedback, 26% due to bugs/ lack of requested features

11 paying customers
based on the subscription packages model.

70% retention
Action users still using the app after the demo period.

12 projects and groups
chats and public data generated by customers.

Over 50 personal chats
originated by active users on the platform.

Insynergi Product available on:

GET IT ON Google Play

Download on the App Store

Customers registered in the MVP product and operated during the test period:

HAUSIA, SRV, RAKENNUSLIIKE MINOREX OY, SERGION OY, Concrete, SOLVIKIN KATTOHUOLTO, LR BYGGTEK OY, KB, TARKKA, Fortislight, PC-SANEERAUS OY RAKENNUSLIIKE, ALURAK

Large organisations approved the concept:

YIT, JATKE, CONSTI, Helsinki, Lujatalo Oy

Partners bringing leads under LOI:

UKKO.fi, truster

Partners providing trust and API:

Signicat, vastuu group

PC-SANEERAUS OY
RAKENNUSLIIKE

Our Cases

Helsinki, Finland



Project: Allas Sea Pool – Renovation

20 workers • 5 subcontractors • €6 mn.

- First ever run several sub-projects simultaneously remotely.
- Messeging translation drastically improved communication.
- Subcontractor delays were updated via smart reporting.
- Marketplace hourly workforce on-demand availability.



Project: City Center – Renovation

10 workers • 3 subcontractors • €2 mn.

- Improved sorting and on-site communication.
- The translation feature saves time for workers.
- Digital reports optimised misunderstandings.
- Automated reports were signed paperless.



Jenni Sani
CEO

"Great to find new business opportunities and right providers"

PC-Sanneraus Oy
Helsinki, Finland

jennisani

040 558 7506



Betti Parkkonen
Business Manager

"Drastically improved our collaboration on sites."

PC-Sanneraus Oy
Helsinki, Finland

050 467 0766
betti@pc-saneeraus.com

Sustainable and Moatable Business Model to fit the Market

Primary

1. Pay-as-you-Go: Labour Suppliers

First ever any organisation unit can start barrier-free:

1. Start with free matching, management and chats
2. Generating data and documents for signature
3. 0.20€/hour commission for each hour signed

Download → **Collaborate** → **€0.2 Approve**

Before:
~~**€500 per month**~~
Average cost of tech for Supply Company

With Eiffels:
€20 - 300 per month
Cost based on your business KPI and success

- 1 worker = 150 signed hours monthly
- Average B2B supply company = 10 workers

50 mn. daily reports signed weekly globally

E-Signature is a top need in any industry action.

Secondary

2. Subscription: Premium Features

Users need more features, space, flexibility, and customisation. Mainly will be popular among Site Owners, Suppling Managers and Site Workers.

Continue but with better experience

from **€3.9** per user/ per month

affordable seamless innovations for site workers

GTM 2023 - 2025 4€ > Scale up phase 12€ pu/pm

Extra

3. Anonymised data: For Advertisers

Monetise niche growing database for interested parties

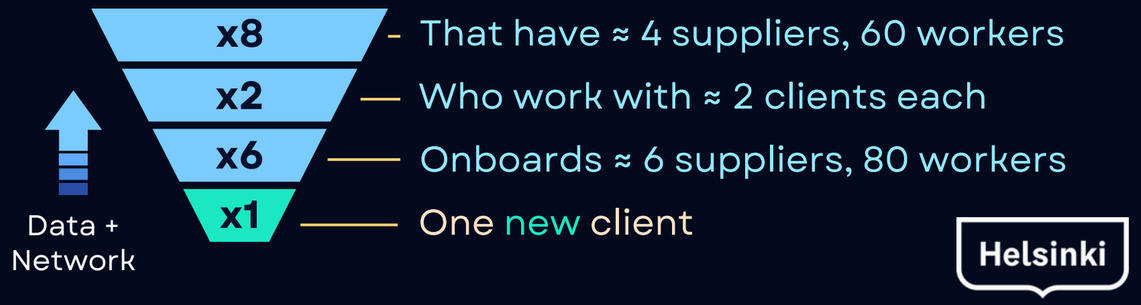
STARK Rauta BLÅKLÄDER WORKWEAR

Unique GTM Engine Cycle

Start

1 - Powerful Sales to Industry Influencers and Gov.

Influencers hold strong bargaining power. We conquer them by offering free access, service and extra benefits



2 - Smart Mutal Beneficial Partnerships and Clients

- Mushrooming evangelism of the largest clients holding impactful influence.

SRV YIT

- Over 50,000 users are confirmed to be provided at the start by interested partners Ukko.fi and Truster (MOU).

UKKO.fi truster

3 - Virus Marketing for Largest Community (Workers)

- Penetrating free benefits and messenger for every worker on sites for quick word-of-mouth.
- Fastest business data generation for a short period (1-2 months). We generate and store essential data that gives us low CHURN.

4 - Growth Hacking the Platform

- Community Net works.
- Market-leading UX/UI. Fastest onboarding.
- Amazing Brand recognition and BX.
- Integrations attract One-stop-shoppers:

VISMA

121% Estimated Growth 12 months GTM ... and repeat

Financial Projections 2023 - 2030

EU 27	Users
Finland GTM	(195 k.)
Sweden GTM	(360 k.)
Norway	(256 k.)
Denmark	(179 k.)
Baltics	(2,1 mn.)
Poland	(1,3 mn.)
Germany	(2,8 mn.)
France	(1,8 mn.)
Spain	(1,2 mn.)
Italy	(1,3 mn.)
Netherlands	(490 k.)
Belgium	(340 k.)

UK	(3,8 mn.)
UAE	(3,1 mn.)
USA	(9,8 mn.)
China	(15,5 mn.)
Canada	(5,1 mn.)
Turkey	(3,6 mn.)

EUR	2023	2024	2025	2026	2027	2028	2029
Revenue:	6,400	377,803	3,756,039	18,741,447	41,468,112	63,290,383	90,525,935
Net Income:	-	(554,261)	(256,050)	2,179,604	11,815,918	19,728,919	28,544,728
Net Margin:	0.0%	0.0%	0.0%	12.3%	29.6%	32.8%	34.4%
FCF:	-	213,142	5,950,308	8,187,718	50,390,413	161,090,393	192,143,928
Growth Rate:	-	-	893.76%	398.77%	121.13%	52.54%	36.4%
Valuation:	1,750,000	5,667,045	56,340,591	281,121,705	622,021,673	949,355,740	1,357,889,030
ROI:	-	126.68%	2,153.62%	11,124.87%	24,788.87%	37,974.23%	54315.56%
ROI (x):	-	x1.3	x21	x112	x247	x379	x543
CAC:	32,1	4,2	3,1	2,7	2,2	2,1	1,9

Mission

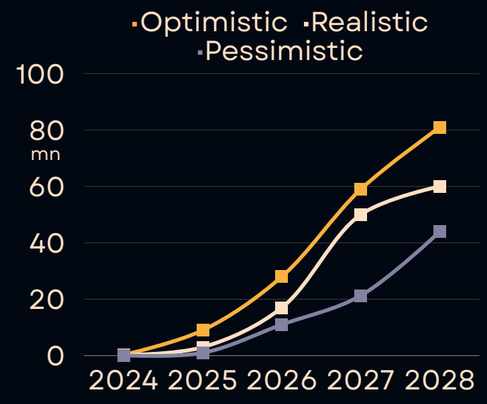
Increase the construction GDP by tech cultivation and new ideas

Vision

Most recognisable and innovative construction tech brand by 2027

2030 Goal

ROI (x):	x741
Revenue:	123,623,560
Net Income:	33,482,135
Growth Rate:	31.22%
Valuation:	1,854,353,394



Investment Proposal

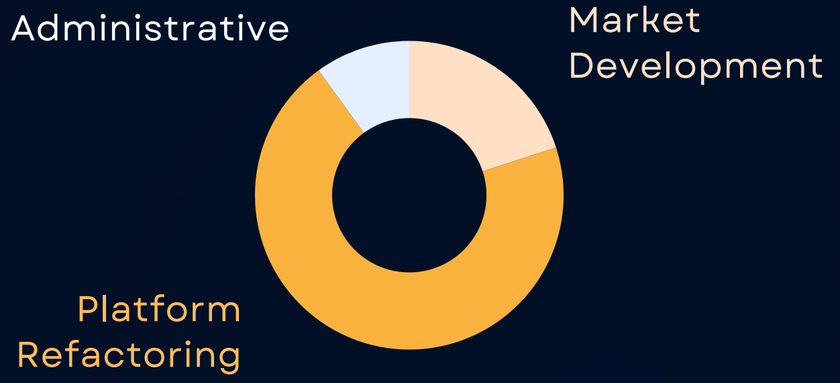
Investment Proposal

€200,000

Soft Commitments to date:

€75,000

Timeline: Q1 2024



Runway: 8 months, 2024

- Q1: Pre-seed raised
- Q2: Platform refactoring
- Q3: Growth hacking on target markets
  - Filling the companies database
  - Partnerships and Integrations
- Q4: Seed raised

€600,000 Tactical goal: 40% growth GTM

€230,000 Invested to date

€175,000 Self-financing + €55,000 Public Grants

Investment Multiplier x2

€200,000 → €400,000
with 2024 EIT Digital Grant

Legal Company:
Ture Legal Oy

Coordinator:
Rodion Saidenov

Eiffels

Thank you

And Welcome on Board!

Main Coordinator:

Igor Ivanov

igor@eiffels.org

041 700 2910

igoriva

Investments & Industry:

Rodion Saidenov

rodion@eiffels.org

040 539 9773

rodios

