

# Deep Innovation: EcoBuild Loop Feasibility Assessment & Launch Roadmap Dossier



# 1. Product Vision & Value Proposition

EcoBuild Loop transforms construction waste into inherent asset value. It is the operating system for the truly sustainable home, offering owners certified circularity and maximum material retention.

We are moving beyond mere recycling toward perpetual use, making renovation predictable and end-of-life disposal obsolete.

Unique Selling Point: The **Digital Material Passport (DMP)**. This certified ledger records every component's origin, composition, and residual value. It acts as a liquidity guarantee, protecting property owners and developers against supply chain volatility while certifying verifiable green claims.



# 1. Consumer & Market Impact

EcoBuild Loop solves complexity, unpredictable costs, and the moral hazard of waste for diverse stakeholders:

## **Persona 1: The Conscious Modernizer (Homeowner)**

Pain Point: Guilt and complexity surrounding sustainable renovation choices; inability to track material origins or ensure responsible disposal.

Quote: "Knowing that my home's materials won't just end up in a landfill—but hold verifiable value for the next generation—is the definition of smart ownership."

## **Persona 2: The Efficiency-Driven Developer (B2B)**

Pain Point: Unpredictable material costs, high disposal fees, and increasing regulatory pressure for waste reduction.

Quote: "This platform saves us 15% on waste handling immediately, and the design tools guarantee future material savings. It's pure margin protection."

## **Persona 3: The Architectural Historian (Non-obvious)**

Pain Point: Difficulty in sourcing certified, high-quality salvaged materials that meet aesthetic and structural standards for sensitive preservation projects.

Quote: "The certified DMP provides provenance that simple salvage yards cannot offer. It feels like sourcing from a trusted, digitized architectural library."

# 1. Feasibility Assessment

**Technological Readiness Level (TRL): TRL 5** – Component and/or breadboard validation in a relevant environment.

Explanation: Core technologies (Digital Material Passports using distributed ledgers/RFID, AI material matching algorithms) exist. However, integration and testing within the complex, high-variability construction environment require significant engineering effort.

Next Stage: TRL 6 – System validation in a relevant environment (Deploying a prototype platform in a controlled construction pilot project to test data capture fidelity and material tracking success rate).

**Business Readiness Level (BRL): BRL 3** – Commercial concept validated with potential customers.

Explanation: Market need for verifiable circularity and waste reduction is confirmed through preliminary market research. Foundational value propositions (cost savings, compliance, enhanced property value) have been conceptually validated with eco-developers. The detailed mechanism for material exchange profitability requires testing.

Next Stage: BRL 4 – Commercial framework established and tested (Launch of a limited functionality MVP with defined, tested pricing models for DMP certification and material brokerage fees).



# 1. Prototyping & Testing Roadmap

## **Phase 1 (0-6 months): MVP Focus & Core Data Capture**

- Develop MVP of the DMP system and a basic material marketplace indexing tool (backend focus).
- Targeted field trial: Partner with one small-scale residential developer on a single property to capture and register all primary structural and finishing materials.
- Parallel business model validation: Define and test internal cost structures for material verification.

## **Phase 2 (7-12 months): Feature Integration & Feedback Loop**

- Integrate the AI component for renovation optimization (suggesting maximal reuse pathways).
- Expand field trials to include 5 early adopter homeowners managing minor renovations; gather granular data on material handling and platform user experience.
- Iterative refinements: Prioritize platform UI/UX improvements based on builder feedback.

## **Phase 3 (13-18 months): Scalability Proof & Certification**

- Establish scalable third-party certification protocols for material quality verification.
- Prepare for jurisdictional scaling by securing initial legal opinions on regional waste diversion incentives.
- Parallel business model validation: Finalize and lock in brokerage and subscription pricing models based on proven transaction volume.

# 1. Strategic Launch & Market Integration

EcoBuild Loop is framed within the inevitable future of integrated asset management and the **Circular Economy**.

**Strategic Partnerships:** Secure integration APIs with major BIM (Building Information Modeling) software platforms (e.g., Autodesk Revit, ArchiCAD) to enable seamless DMP creation at the design phase. Pursue formal recognition from leading sustainable building certifications (e.g., LEED, Passive House).

**Distribution Channels:** Initial focus is B2B (Property Developers and Architectural Firms) to secure high-volume material indexing, transitioning to B2C (Direct Homeowners via property management service providers) once the marketplace has achieved critical inventory mass.

**Pilot Programs & Incentives:** Offer reduced DMP registration costs for projects achieving a certified “Zero-Waste” status within the platform’s first year, ensuring strong early adoption and positive PR.

**Macrotrends Fit:** The system capitalizes on tightening **ESG mandates** across real estate finance, the demand for **Smart Home Asset Management**, and the global necessity of resource efficiency.



# Next Step

Initiate a focused discovery sprint to map API integration requirements for the top three residential property management software platforms and secure letters of intent from pilot development partners for immediate MVP deployment.