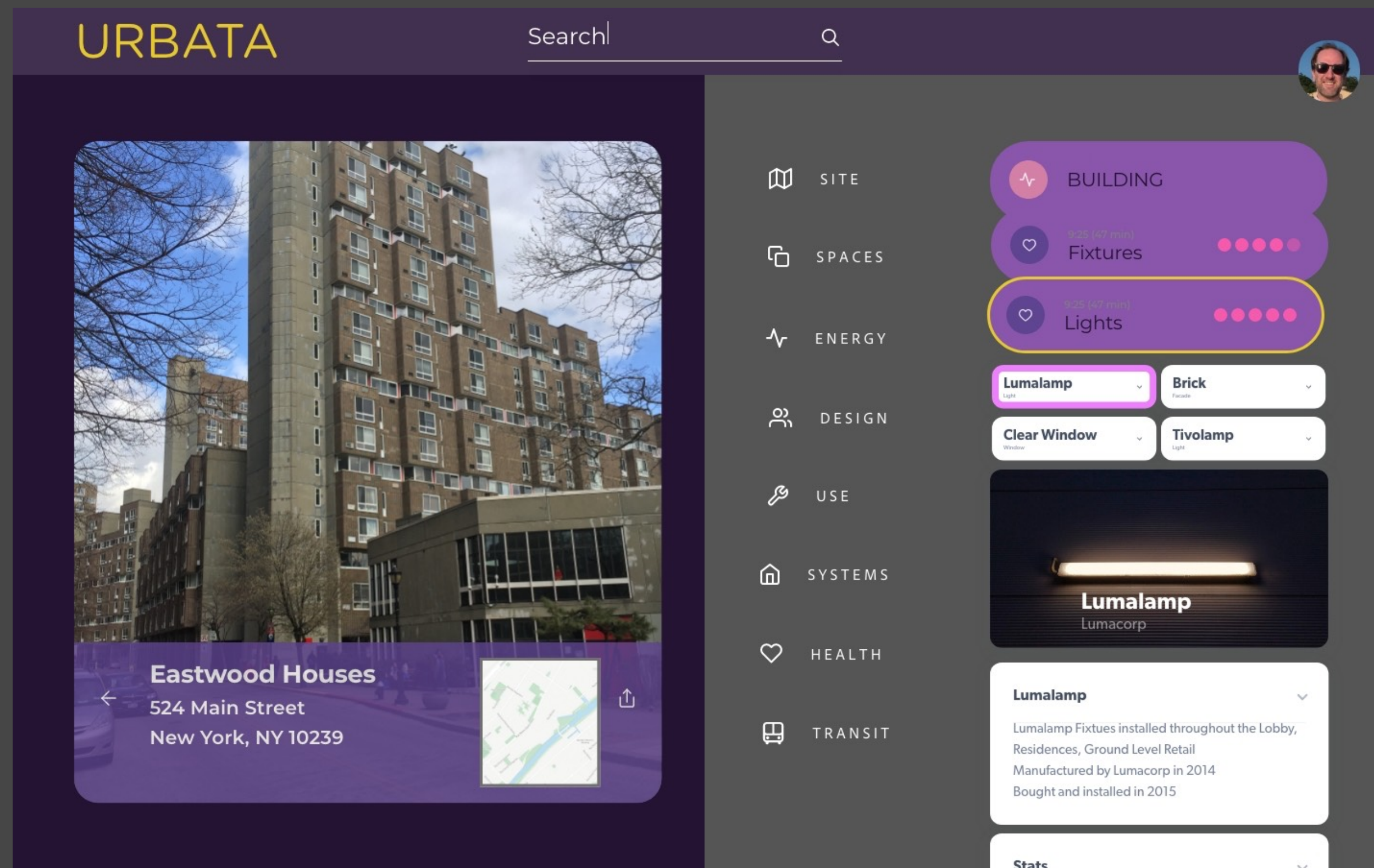


Urbata

“We simply must know what we are putting into our buildings” - *Healthy Buildings*

# Urbata BPU

## Building Profile Utility



Interface between people and the buildings they use

# Urbata BPU

## Building Profile Utility

Spaces  
Use  
Energy  
Systems  
Health  
Site  
Transit  
Life

Integrating building data, networks in a scalable, accessible platform

# Urbata BPU

## Building Profile Utility

Designer (James): architect and urban tech developer working in a chaotic and disorganized building ecosystem

Manager (Rosalie): business and staffing manager working with high-end clients for over ten years

Interface between people and the buildings they use

# Urbata Inc

## Design Network

DOE EPIC BUILDINGS

NSF

Company Urban Tech Hub

SVA NYC

Syracuse COE

NYS ESD Venture Tech

Washington University in St Louis - SoA



# Urbata Inc

## Inspirations

AIA Guide to NYC  
Designing Interactions  
Architizer  
Healthy Buildings  
Mind in Architecture

# Key Problems:

Energy inefficiency

Operational costs

Aging infrastructure

Poor building Health

Environmental impact

Lack of standardized maintenance practices

Technology adaptation

Regulatory compliance

Lack of skilled workforce

Inaccessibility



# Key Industries

Energy Retrofit (\$69B by 2030, US)

Building Materials (\$273B, US)

HVAC Industry (\$203B, global)

Lighting fixtures (\$12B US, \$107B global)

Furniture industry (\$130B US, \$650B global)

Architecture Services (\$369B in 2020, global)

Building maintenance (\$351B global)

Smart building tech industry (\$80B global)

# Market

- 100 million single family homes (US)
- 5.2 million multifamily residential buildings (US)
- 5.5 million commercial buildings (US)
- 350,000 industrial buildings (US)
- 240,000 military buildings (US)

# Business Plan

Value: Integrated building product/data ecosystem

Capture: cost savings and value added

Product Broker: Building industry

Micro-transaction: Utility and GovData

Freemium: Building user

Subscription: Building designers

Value-based pricing: \$1.6 Trillion lost value / waste

Building savings and transactions captured at 1%

B/E = lightweight software/gov partners = no hardware (until profit allows building product development)

# Data Networks

Utility Partners  
Building industry  
Architecture industry  
Urban and smart tech  
City Government  
Regulation Data  
Historic Databases

Case study design incentivizes use, win-win sourcing

# Benefits and Impact

Sustainability

Resource and building efficiency

Accessibility

Building health

Community integration

Performance

Maintenance

# Traction

Over 100 partners mapped  
[Syracuse COE, Company Urban Tech NYC, etc]  
DOE EPIC Buildings Accelerator joined  
NSF, DOE funds pending  
Utility Patent Pending

“your platform will generate 10x return as scalable  
software platforms are the investment du jour.”  
- NYS ESD Venture Tech



Better buildings for more for less