

HOME ONTOP

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OnTop



Housing
Associations

DEAL

Business to Business

Condition:

- Limited livingspace
- m² prices over EUR 5.000,-
- Post WWII buildings

Potential:

- 1.000 suitable buildings in Frankfurt a. M.



MARKET

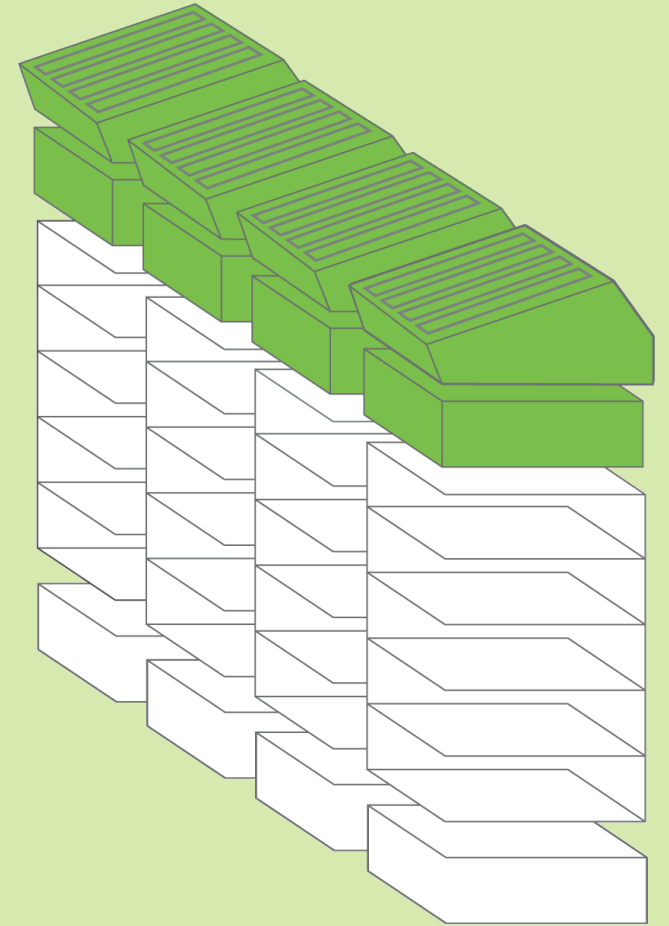
Beachhead market
Frankfurt am Main

Customer Value Proposition:

- Building new living space
- Instant margin on sale
- Reduced payback time

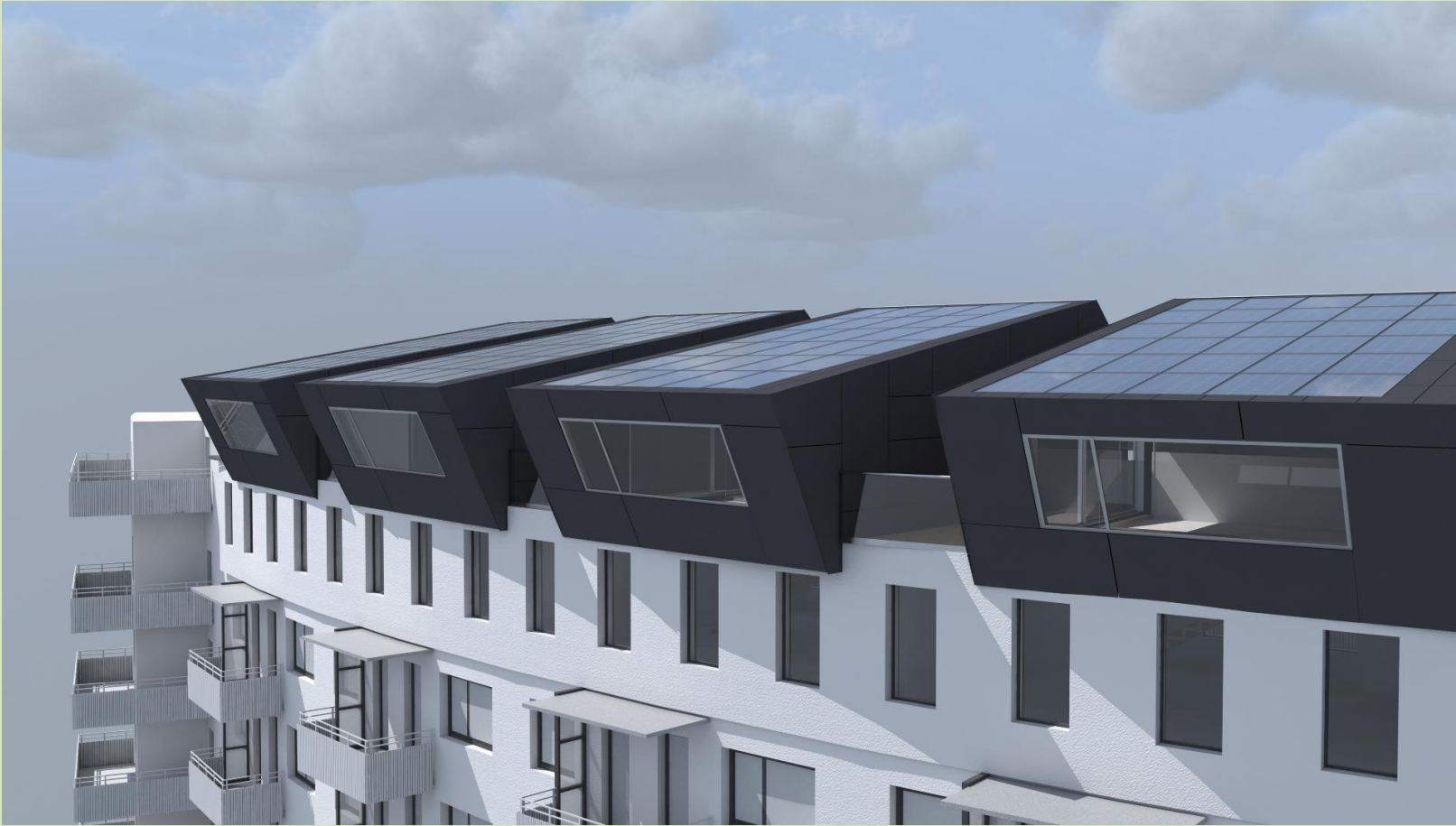
Minimal Viable Product:

- Home OnTop is linked to the upper floor



CUSTOMER

Customer Value Proposition
Minimum Viable Product



PRODUCTS

OnTop Module

renovated
building

-40%

OnTop
concept

-75 %

- Reduced primary energy demand up to 75%



+ energy
house

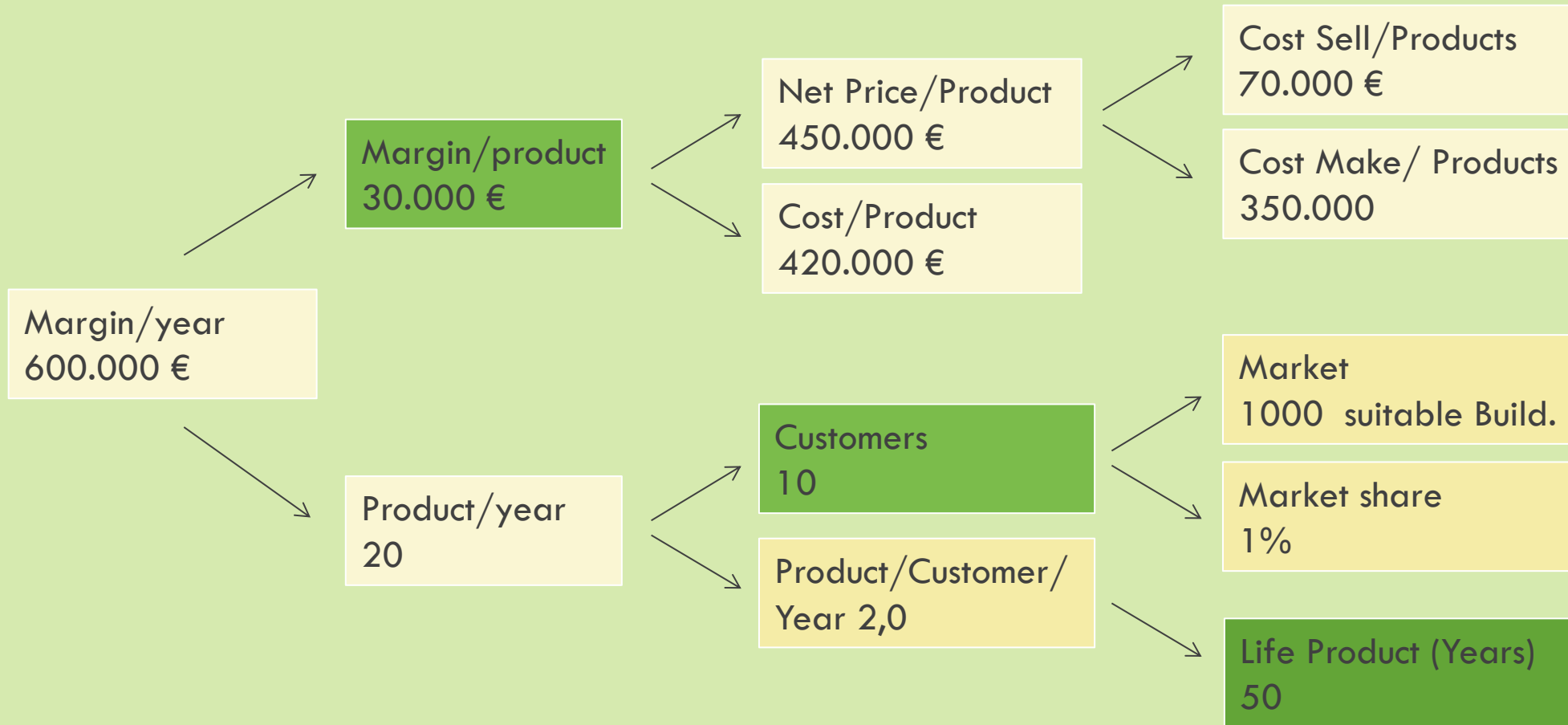


OnTop
concept

- Increased energy efficiency by 2 compared to a plus energy house

CLIMATE IMPACT

Energy balance



FINANCIAL TREE

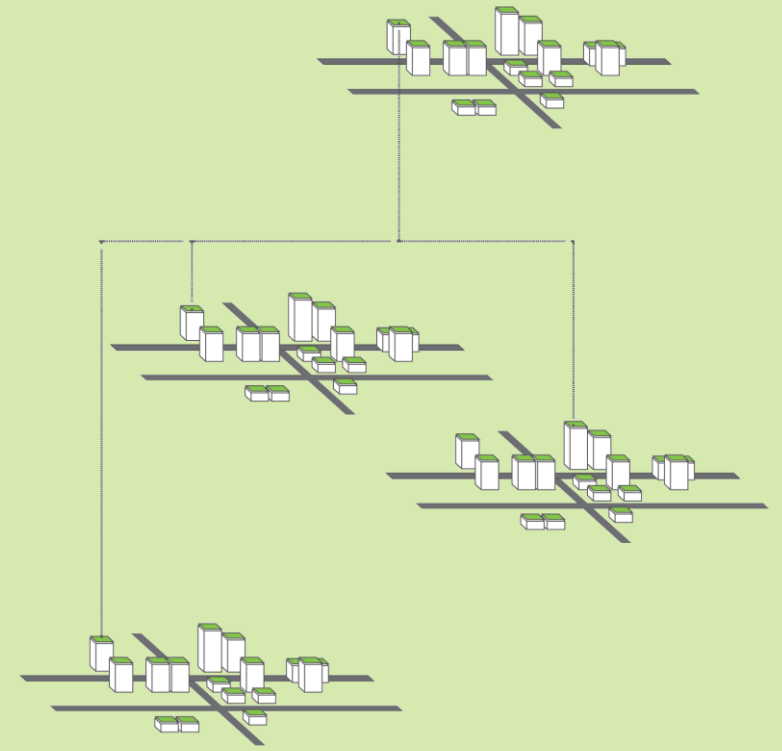
Year Five
Local Market Frankfurt

- Interdisciplinary Team
- Existing business network
- Financial benefit for customer

COMPETITIVE ADVANTAGE

Team OnTop

- Building Homes OnTop
- 1 % market share in Frankfurt
- 50 OnTop Units built in 5 years



FOUNDERS' DREAM

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