



A WHITE PAPER INTRODUCTION

Presenting a brief background of the brand and the more important white papers to come!

The background is a dark, textured surface. On the left side, there are several concentric, glowing blue circles of varying radii. Interspersed among these circles are several small, solid blue spheres. The overall effect is reminiscent of a stylized atomic model or a complex geometric pattern.

WE ARE HERE.
TO SOLVE A PROBLEM.

WE ARE HERE.

The sooner we confront the problem, the sooner the world can innovate new solutions...

To date, the build blog has focused on presenting the challenges and opportunities confronting the building industry in a time of unprecedented technological change. Today we are taking a much more in-depth approach tackling problems in the built world that have yet to be solved.

- ▶ **The challenges** are numerous and complex.
- ▶ Each challenge seems **daunting** in isolation.
- ▶ Taken together, they can seem **overwhelming**.
- ▶ **Denial** is not a viable business model.




“TO SOLVE A PROBLEM”

In addition to ongoing blog posts, the Build Blog will also be offering a series of four white papers.

Whether you are just remotely involved, or highly demanded within the built verse these white paper presentations will give you invaluable information on the future of building.

Each white paper will be filled with much more detailed information on the challenges and solutions that industry stakeholders need to assess and implement the following.

The Key topics include (but are not limited to):

- ▶ Future building concepts
 - ▶ Future building strategies and tactics
 - ▶ Actual technology, software and hardware tools
 - ▶ Wishlist technology, software and hardware tools
 - ▶ Templates, standards and data structure
 - ▶ Workflows
 - ▶ Contractual relationships
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SO... WHY SHOULD I CARE?

This compendium of information will provide a blueprint for how to position your company for future success, regardless of where you reside within the Building ecosystem. Bold companies in the vanguard of change will reap the rewards of first movers.

The future holds a lot of risk for all of us and now more so than ever. We should not make light of the real threat to the future welfare of our individual companies and our industry.

What happened to **35mm film** and **Kodak**, the **house phone**, the **record player** and our old **stereo systems**, is about to happen to the traditional technologies and ways of working in Building.

Change is the only constant—in life and in business. If we don't change, we will be left behind.

RISK

SOUNDS TOO GOOD TO BE TRUE – BUT WHERE CAN I FIND IT?

The series will culminate with the phased introduction of specific solutions. Together, these solutions comprise a building collaborative platform named the BuildUSA Collaborative Platform (BCE) and a series of new, optimized building types . In the coming months, you will start to see references and blog posts about the BCE.

The white papers are a **must read for serious players in the Building world**. The series kicks off with white paper #1, “Building is Changing, Are You?” so stay tuned!