


the

SeedBed

project

*A Pre-Fab, Plug-and-Play, Sustainable
Greenroof Apartment and Garden*

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"Our goal is to demonstrate and productize a *pre-fab greenroof luxury garden apartment*, reducing costs to the building, its inhabitants, and the civic infrastructure."

Compelling Facts:

- Economic pressures and public interest are driving demand for sustainable technologies (stormwater runoff, electricity costs, etc.),
- There are thousands of acres of rooftops in NYC with zoning that allows rooftop development without special approvals,
- There is massive consumer confusion about what solutions are economical to install as well as what to use and where and how to use it.

A Solution:

- Utilize unused space on buildings throughout New York to implement sustainable tech and create new habitable space,
- Capitalize on increasing demand for eco-friendly and luxury living spaces,
- Provide a one-stop shop to buy, build, and brand rapid-turnaround, sustainable solutions,
- Plug into existing buildings' infrastructure to recycle stormwater, provide electricity, reduce heating/cooling costs, and create green space for occupants.

The Team:

Founders: **Josh Klein** and **Hulda Emilsdottir**. Josh speaks at venues such as TED, SXSW, and others, and consults on new and emerging technologies to organisations such as Microsoft, Oracle, and the CIA. Hulda is a professional organiser and consults on systems efficiencies, human-centric system development, and statistical validation projects of all types.

Co-Founder: **Ben Walmer** of LIMN Architects (limnarchitects.com), has managed the design and construction of multiple projects incorporating sustainable technologies including a LEED Platinum rated school and residences in Colorado, New Mexico and New Jersey. He has experience in incorporating local materials, solar photovoltaics, solar hot water, solar radiant heating, rainwater harvesting, and passive solar heating and ventilation.

Co-Founder: **Stefan Boubil** of TheApt.com, which created the 'better' initiative for real estate development of national chains of residential buildings. Currently finalist to create a new eco-city in Ukraine, 30km from Kiev.

Partner: **Frank Lloyd Wright School of Architecture**, founded in 1932, has a long history of hands-on and multidisciplinary architecture as well as deep historical significance and human-oriented design.

Partner: **Ecolect.net** is the largest online database of eco-friendly materials in the world as well as a consultancy on green design, materials and trends to Fortune 500 companies.

Partner: **Goodegreennyc.com** have executed some of the largest, most high-profile greenroofs on the East coast, including the Greenpoint rooftop farm, the Grand Street rooftop apt (winner of the 2008 AIA Design Excellence Award), and the LEED Gold certified Hampshire Hotel.

Methodology:

Overview: *Hundreds of validated sustainable technologies exist, but none have yet been bundled into a drop-in solution to utilise unused rooftop FAR, reduce costs, and create new habitable space in high-density environments such as in NYC.*

- 1) Design.** LIMN Architects, in conjunction with the Frank Lloyd Wright School of Architecture, GoodeGreenNY, Ecolect.com, and TheApt.com will collaboratively create a prefab rooftop design as well as spec out the necessary requirements for the building to place it on.
- 2) Build.** Once an appropriate location has been found, the team will document the process of obtaining the necessary permits, the steps required to get the materials in place, and the building process itself. This process creates the service steps for later customers.
- 3) Publicise.** In conjunction with the building process, community outreach efforts through media outlets such as Bloomberg, TreeHugger.com, the Discovery Channel, and the NY Times create momentum around the practicality of utilising bundled sustainable solutions.
- 4) Provide.** The beta building is inhabited by the team to support ongoing R&D and demonstrations. Iterations of the baseline pre-fab design expand to provide additional customisations, improve on energy returns, and expand the customer base for our prefab rooftop garden apartments.

Business Model:

Available space in NYC is difficult to estimate as the information is not publicly available, but conservative guesses place the number of potential rooftops at nearly a quarter of those in Manhattan.

Beyond NYC it is impossible to guess how many buildings around the world would desire to increase their leasable property and lower their energy costs - but we can guess with confidence that there are many.

We will profit by:

- 1) The sale of pre-fab houses, sustainable components and technologies, and evolving pre-fab designs,
- 2) Consultations on legal and contractual requirements, greenroof implementations, and rooftop community structures,
- 3) Ongoing R&D through corporate partnerships in iterative greenroof pre-fab design and technologies - including quantification of results on, and certifications for, components.

Competitive Advantage:

- Overwhelming options and a lack of trusted authorities has created a starved market for knowledgeable, one-stop shops in sustainable technologies,
- Increasing real estate costs and demand for locations is building a need for quickly deployable, sustainable properties,
- We have a unique partnership between materials, design, technology, architecture, and greenroof experience,
- New developments in sustainable technologies means an ongoing revenue opportunity in designing, testing, and implementing solutions.

Current Status:

Have: Extensive technical expertise in all required areas, and the brands to go with it

Need: Anchor partner to assist in providing introductions to locations as well as to fund initial design and deployment efforts.

Milestones:

- Year One:


- * Finalize design for rooftop prefab home and garden,
- * Discover and sign contract on location,
- * Create implementation plan and sign contractors,
- * Begin documentation and marketing efforts

- Year Two:

- * Finish implementation
- * Begin builds on next round designs
- * Ramp up marketing and R&D efforts

Estimated Burn Rates:

- Year 1: \$2 million for design, construction, and licensing costs.
- Year 2: \$75 thousand for additional hires, facilities, and marketing costs.

A close-up photograph of several small green seedlings with two leaves each, growing out of dark brown soil. The seedlings are in various stages of growth, with some showing more developed leaves than others. The background is a soft-focus view of the soil and other seedlings.

"We are at a turning point in which property owners are ready to embrace drop-in sustainable solutions to satisfy consumer demand and increase revenue potential."

The SeedBed Project is that opportunity.