NET ZERO BUILD

AI-POWERED PLATFORM FOR ENVIRONMENTAL BUILDING CERTIFICATIONS

>>norrsken accelerator · almi · VINNOVA Sweden's Innovation Agency · Sting · Microsoft for Startups · connect SVERIGE

NET ZERO BUILD

ABOUT US

Net Zero Build, a Proptech start-up (B2B SaaS),
is developing a **digital collaborative platform** for sustainable building certifications

Our AI-powered platform helps real estate project teams navigate certification requirements efficiently, and collaborate seamlessly with all stakeholders involved, significantly **enhancing productivity and reducing administrative costs**

OUR MISSION

Empower the real estate industry with the right digital tools to increase their positive environmental impact and contribute to global climate change mitigation efforts.

Less administration, more sustainable impact

39% OF THE ANNUAL GLOBAL CO_2 EMISSIONS COMES FROM THE REAL ESTATE INDUSTRY

2030

REDUCTION 50%
OF GHG EMISSIONS

2050

REACH NET-ZERO
EMISSIONS

EU TAXONOMY

CSRD

SCIENCE
BASED
TARGETS

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TO REDUCE THEIR CLIMATE FOOTPRINT, REAL ESTATE COMPANIES CHOOSE TO HAVE THEIR BUILDINGS ENVIRONMENTALLY CERTIFIED.

- Reduced environmental impact
- Lower operational costs
- Access to green financing
- Regulatory compliance

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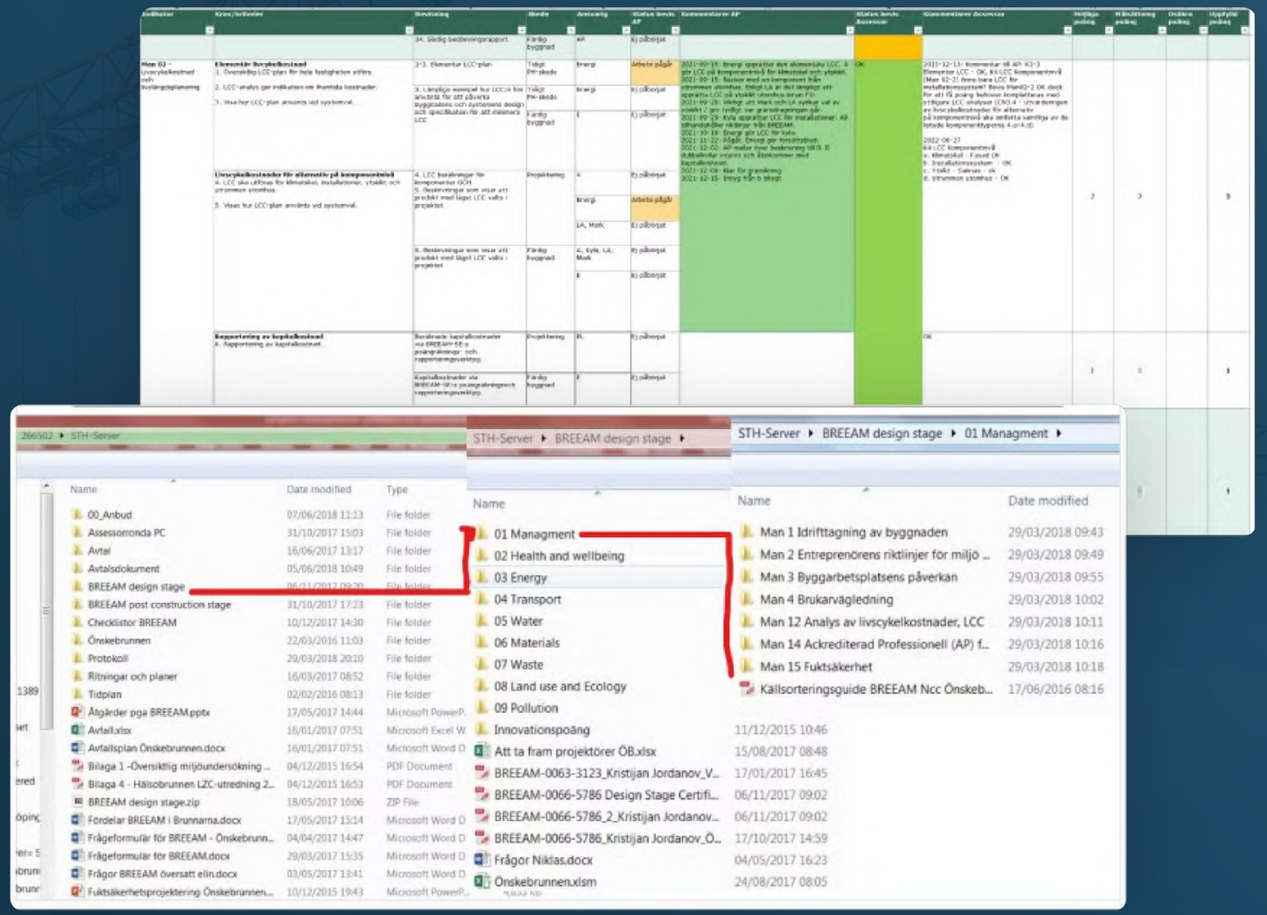
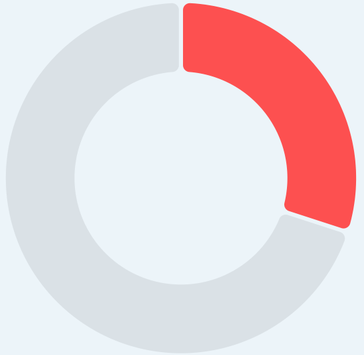
CHALLENGES WITH CURRENT PROCESS FOR SUSTAINABLE BUILDING CERTIFICATIONS

- Manual certification planning in Excel
- Evidence gathering on local servers
- Lack of project status overview
- Hard to navigate certification criteria



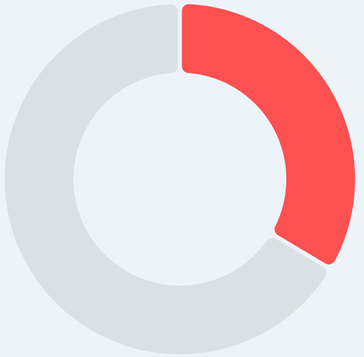
CURRENT PROCESS

- Low productivity
- Budget overruns
- Delays



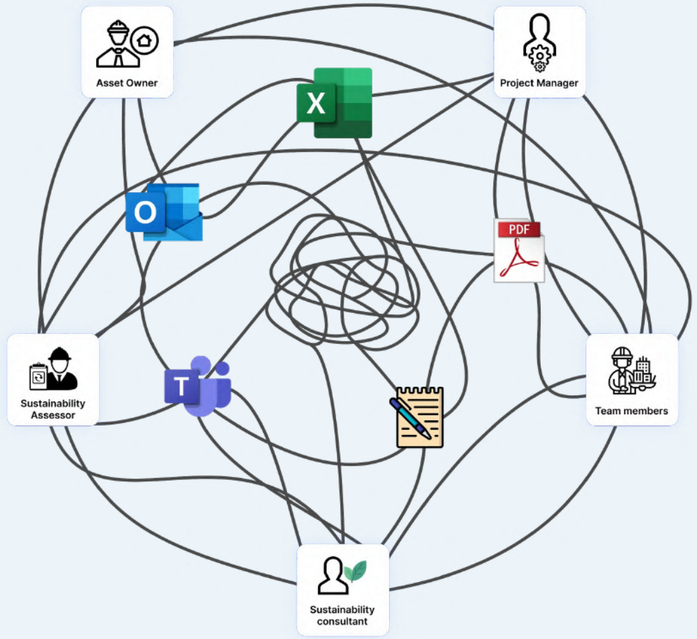
30%

of all real estate projects are delayed



1 of 3

projects fail to meet certification targets



GREEN BUILDING CERTIFICATION

CURRENT PROCESS

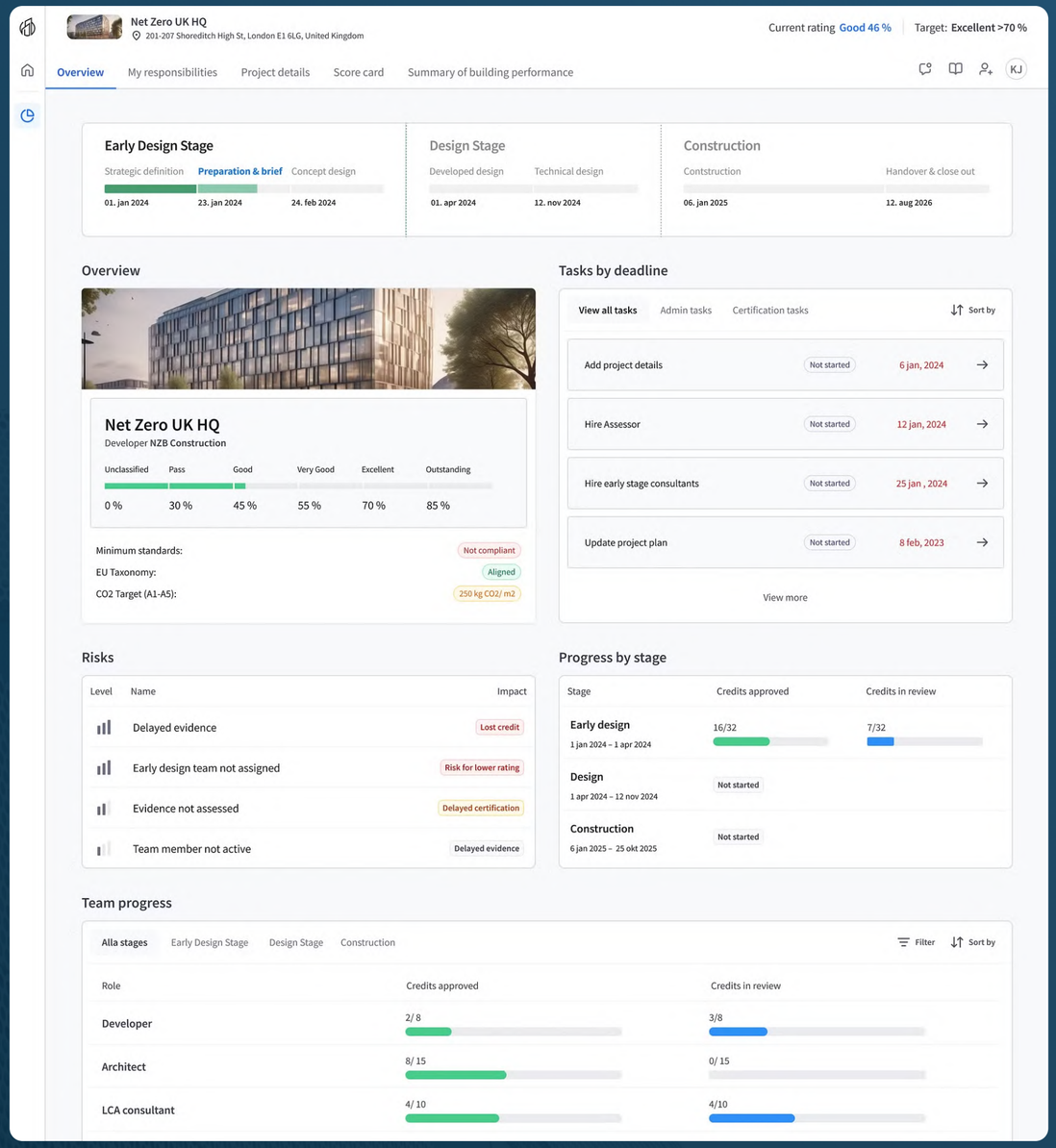
- Low productivity
- Budget overruns
- Delays

NET ZERO BUILD

- Centralized collaboration
- Automated guidance
- Efficient certification compliance

BENEFITS WITH NET ZERO BUILD

- Clear project overview & real-time updates
- Costs decrease through task automatization
- Digital assessment of evidence
- Effective collaboration for all stakeholders



WE ARE IMPROVING THE CERTIFICATION PROCESS FOR ALL STAKEHOLDERS

Building Owners, Developers & Contractors

Reduce the risk of failing to achieve the desired certification rating

Licensed Sustainable Building Professionals

Helps consultants to manage and monitor the certification process easier.

Project Team Members

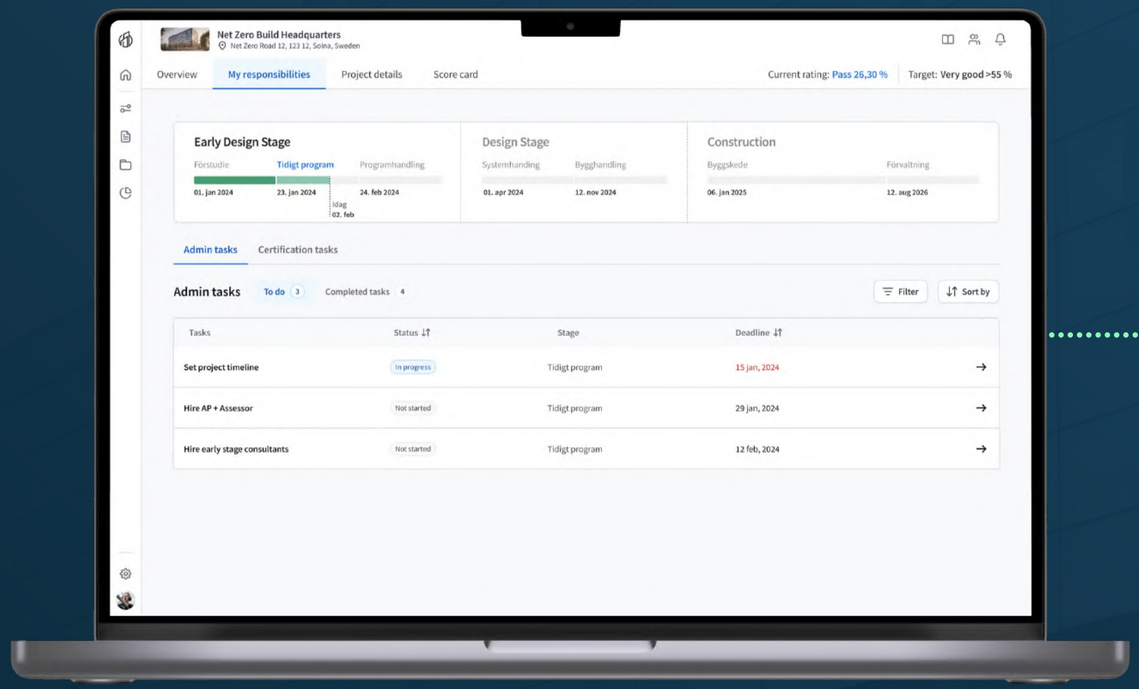
- Architects, Engineers, Specialists

Provides clarity of the certification criteria and evidence required to the Design, Construction and Asset managment teams

1000 - 2000h = 100-300K €

Time & costs reduction per project

NET ZERO BUILD ROADMAP



AI-powered platform for
Environmental Building Cerifications

Additional features

- **Real estate portfolio overview**
- **Simplified re-certification**
- **Offer management**
- **API connections**
- **Regulatory reporting support**

ENABLING CO_2 REDUCTION THROUGHOUT THE ENTIRE ASSET LIFECYCLE

REAL ESTATE OWNER A → REAL ESTATE OWNER B

OUR COMPETITIVE MOAT

- Substantial knowledge of green building certifications & industry connections
- Own trained AI & ML model to automate and tailor the user experience for each team member at each building stage

INDIRECT COMPETITORS*

DIRECT COMPETITORS

Other SaaS Solutions

	Excel	Other SaaS	NET ZERO BUILD
Project managment	✓	✓	✓ AUTOMATED
Evidence collection	✗	✓	✓ AI-POWERED
Tailored guidance per project member	✗	✗	✓
ESG impact insights	✗	✗	✓
Certifications AI-agent	✗	✗	✓

*95% OF PROJECTS ARE DONE IN EXCEL

MARKET POTENTIAL

TODAY

GLOBAL CERTIFICATIONS MARKET

TAM
€67B

EUROPE

4 COMPETITORS

SAM
€17B

NORDICS

2 COMPETITORS

SOM
€800M

CAGR 19%
2021-2030

*95% OF PROJECTS ARE DONE IN EXCEL (2024)

BUSINESS MODEL

TARGET CUSTOMERS

PROPERTY OWNERS, DEVELOPERS & CONSTRUCTION COMPANIES

EARLY ADOPTERS

COMPANIES FAMILIAR WITH THE COMPLEXITY AND COSTS

SIGNED CUSTOMERS & LOI'S

RO-GRUPPEN ICA Fastigheter VACSE CATENA

B2B SaaS

Existing Buildings

1-3 YEARS
LIFETIME PER PROJECT

New Construction

3-5 YEARS
LIFETIME PER PROJECT

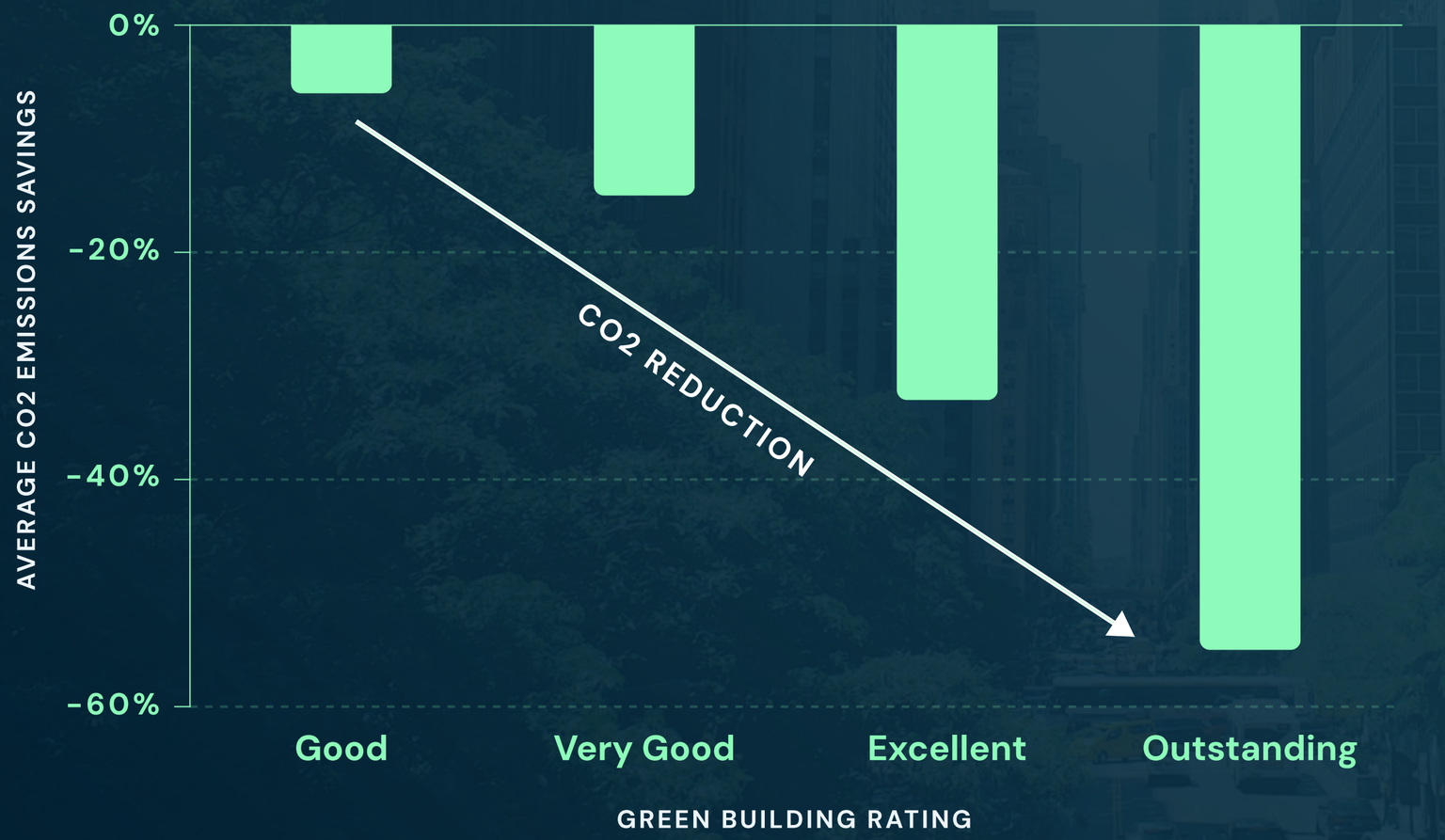
Infrastructure Projects

UP TO 10 YEARS
LIFETIME PER PROJECT

Monthly Subscriptions → Enterprise Contracts

IMPACT

On average, certified buildings emit **22% less CO2** than regular buildings.



*SIMILAR AVERAGE CO2 EMISSION REDUCTION WITH ALL CERTIFICATION SYSTEMS (BREEAM, LEED, DGNB, GREEN STAR....)

HOW WE ENABLE REDUCTION OF SCOPE 3 EMISSIONS IN THE BUILT ENVIRONMENT

MATERIALS

Focus on Embodied Carbon (LCA): Incentivizes selecting sustainable materials with a lower lifecycle impact, reducing Scope 3 emissions upstream in the supply chain.

ENERGY & WATER

Improved Operational Efficiency: Prioritizes decarbonization efforts and encourages energy and water efficiency through building design and operation

TRANSPORT & WASTE

Sustainable practices: Encourages optimizing transportation of materials and using local or recycled materials, as well as waste reduction

INNOVATION

Implementing innovative technologies encourages new solutions that can reduce Scope 1-3 emissions

THE TEAM THAT IS MAKING IT HAPPEN

Kristijan Jordanov
CEO

3x Business Founder

Expert in Green Building Certifications

14 years in sustainable real estate development and investments

NREP AFRY SWECO

Ludvig Klasman
CPO

2x eCom founder

Product Designer

Startup experience during foundational phases of Swedish unicorn startups

Columbia Road · FORTUNE 500 · Insurely · Doconomy

Georgios Savvidis
CTO

Startup Angel Investor & Software Engineer

15 years of experience in leading engineering teams. Angel investor in several successful early stage startups in Europe and USA.

Spotify · flowplayer · MTG

ADVISORS

Sting

almi

>>norrsken accelerator

connect SVERIGE

THE WORLD BANK

lab lab ai

EY

FUNDING PLAN & PRODUCT ROADMAP

OUR PRE-SEED FUNDING ENABLED US TO LAUNCH OUR BETA PRODUCT TO EARLY CUSTOMERS AND ESTABLISH A STRONG FOUNDATION FOR A SEED ROUND IN Q4 2024

COMPLETED

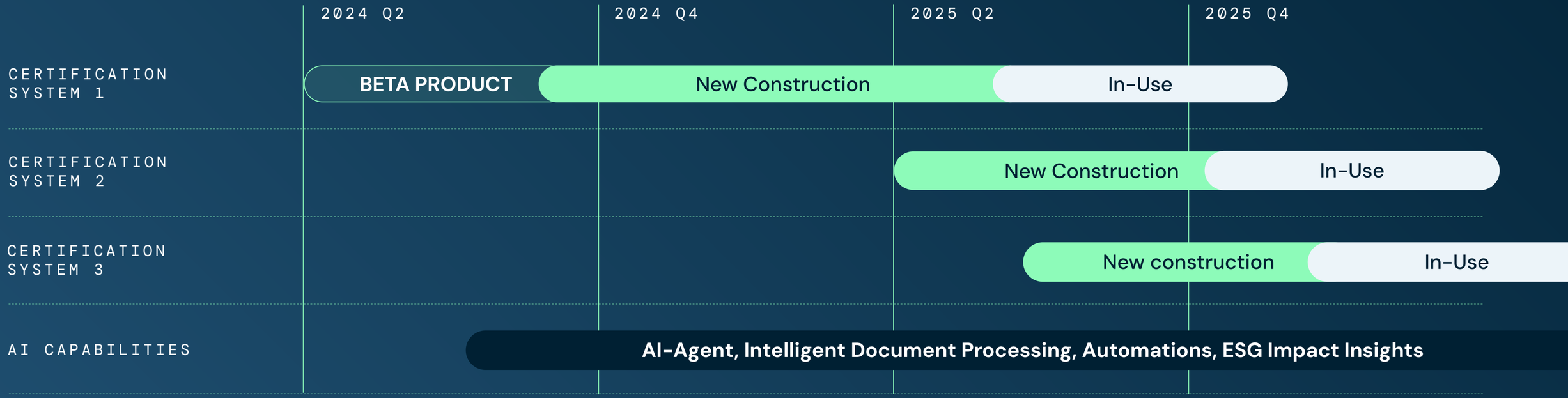
PRE-SEED

- 5X LOI
- PILOT PROJECTS
- €175K INVESTED

RASING Q4 2024

SEED

- COVER ALL BUILDING STAGES
- OFFER SEVERAL CERTIFICATION SYSTEMS
- EXPAND TEAM TO 8 FTE



RISK MANAGEMENT SYSTEM

POTENTIAL RISKS

- Development is slower than expected and/or complicated
- Low adoption rate and user satisfaction of product
- Entry of new competitors or actions of existing competitor

MITIGATION

- Robust product roadmap & agile development cycles
- Co-development with clients and iterativ processes
- Unique value propositions utilizing AI capabilities & strategic partnerships

Table 5. Risk Evaluation

No.	Risk	Stakeholder	Probability (P)	Impact (I)	Risk Index (Ri = P x I)
R1	Inability to raise funding	Investors	3	4	12
R2a	The quality of the product is insufficient	Customers	2	3	6
R2b	Quality is high but the product is not satisfactory to the customers	Customers	3	3	9
R3a	Customers have problems adopting the product	Customers	2	3	6
R3b	Customers are not willing to pay for the product	Customers	2	4	8
R4	Capacity-related issues and poor scalability	Customers			
R5	Low user satisfaction of product	Users			
R6	Low user engagement and low provision of feedback	Users			
R7	Poor supplier collaboration	Suppliers			
R8	Development is slower than expected/too complicated	Suppliers			
R9	Team problems: Disagreements/political issues	Employees			
R10	Financial issues: budgeting (e.g extra costs arise, money runs out faster than expected)	Management			
R11	Planning and objectives: unrealistic, bad prioritization	Management			
R12	Entry of new competitors and actions of existing competitors	Competitors			

Figure 1. Risk Matrix

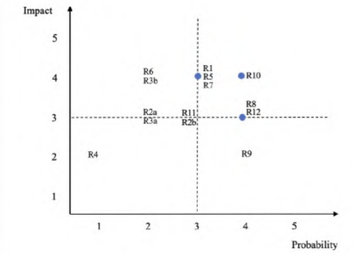


Table 7. Diagnostic Risk Control Measures

Risk	Measure	Person responsible for reporting
R7	How quickly is our feedback being implemented in MVP2? From when Synergi receives a request to when it is completed.	CTO
R8	How many weeks are we past/before the plan? With respect to the original plan.	CTO
R5	How many breakdows/issues are arising every week? Nr of issues expressed by users.	CSM
R5	How quickly do we resolve users' issues? From notice to resolution.	CSM
R10	How many deviations in development costs do we have? Weekly report from Synergi.	CEO
R10	How many deviations in customer success costs do we have? Compared to the budget.	CEO
R10	Have any unexpected costs arisen?	CEO

RISK ASSESSMENT CONDUCTED WITH STUDENTS FROM THE STOCKHOLM SCHOOL OF ECONOMICS

Let's accelerate sustainability in the build environment together

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LinkedIn Profile

Book a demo

SCAN ME

Kristijan Jordanov
CEO

Contact me or book a meeting with me to talk further how we can accelerate sustainability in the built environment.