

## HIGH GREEN ARCHITECTS

### One line pitch:

High Green Material: a concrete-like bio-based & non-polluting complex with 7 properties. You can build a 10-storey building in 10 weeks with 10 people

### Market Analysis:

CONCRETE in € Millions Lafarge Holcim, 32,000. Ciment Français 4,000. Vicat 2,000. VM Materiaux, 2,000. + Monopolistic situation so they control prices and sourcing. - Toxic for the Planet thus for Human Beings because of CO2 and the reasons given just below. WOOD in € Millions Egger, 2,200. Rougier, 140. Arbonis, 65. Rubner, 65. + Northern Europe, USA & Canada trust wood for houses. + Good for the Planet. - Southern Europe feel fear or think it is inferior.

### Value proposition:

WHY Concrete destroys 25,000km of beaches in 1 year. Cement destroys hills, forests and needs a 2,800°F cooking for 100 hours. VALUE Innovative & bio-based HGM will allow your grandchildren to build sand castles on natural beaches. Bio-mimetic & recyclable HGM gives to future generations the same landscape and stops polluting our environment. HGM protects and preserves Mother Earth then your home & your business. ADVANTAGES Paraseismic; Prevents loss of heat or cold for 15 hours; Reduces noise by 45dB; Resists like concrete; Resists to strong winds; Positive energy building; Adaptable & customisable to build in a cheaper & faster way.

### Business Model:

PRODUCTS Standard, customisable, personalisable modules ready to assemble for houses, buildings & civil engineering. DIGITAL SERVICES B2B: Business intelligence & big data mining tools. B2C: Maximise wellbeing, usage performance & optimise energy consumption. CONSULTING Optimised project management under different constraints. Geological, environmental & energetical optimisation.

### IP and Regulatory situation:

IP Under process. REGULATIONS HGM already meets the 2020 demanded standards: RT 2020 (Technical Regulation), BEPOS (Positive Energy Building) & HQE (High Environmental Quality).



### COMPANY PROFILE

- **Website:**
- **Field:**
- **Contact:**  
MORIN Yves-André  
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- **Location:**  
245 rue St Honoré  
75001 Paris  
France
- **Founded in:** //07/2014
- **Employees:** 0
- **Financial information (€):**
  - **Company stage:**  
Scalability phase
  - **Capital raised to date:**  
0
  - **Monthly burn rate:**  
1,000
  - **Capital seeking and date:**  
2017 Q1 and 248,000
- **Investors:**  
Private friends. Confidential. ,  
Private investors coming from  
building industry. Confidential.