



W **VERO** **BUILDING**
SYSTEMS

INVESTOR PITCH DECK

THE TRADITIONAL WAY OF BUILDING IS NO LONGER THE MOST SAFE, ECONOMICAL OR SUFFICIENT.



NOT SAFE

We have an increasing number of severe storms, extreme temperatures and natural disasters.



TOO EXPENSIVE

Outdated construction methods keep builders from advancing affordable housing and workforce housing.



WASTEFUL

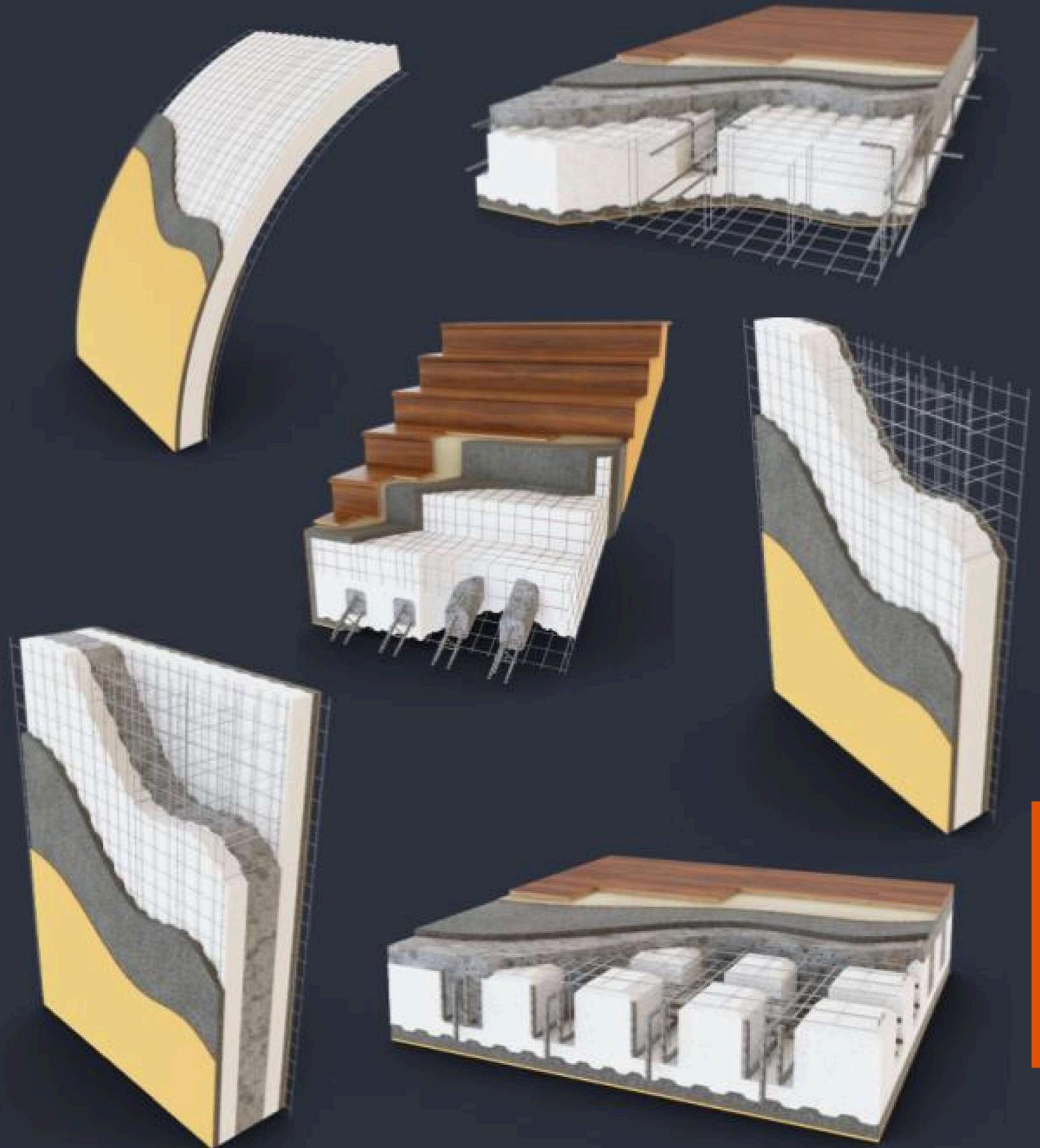
Traditional construction generates over 600 million tons of waste each and every year.



A BETTER WAY TO BUILD

STRENGTH WITHOUT SACRIFICES

The VERO Building System consists of 13 customizable variations of self-insulated panels of layered expanded polystyrene enclosed by double-galvanized steel mesh and concrete.





A BETTER WAY TO BUILD



**BETTER SPEED.
BETTER VALUE.
BETTER IMPACT.**

01

Our modular construction reduces timelines between 20-40%.

02

Shorter project timelines allow private or public sector infrastructure to deliver value faster than traditional build methods.

03

Faster completion times make a positive economic and social impact on our communities.



A BETTER WAY TO BUILD



ADVANTAGES

Green

- 40% less harmful emissions during construction
- Up to 60% less harmful emissions over lifetime of the building
- All scraps are recyclable

Time & Money

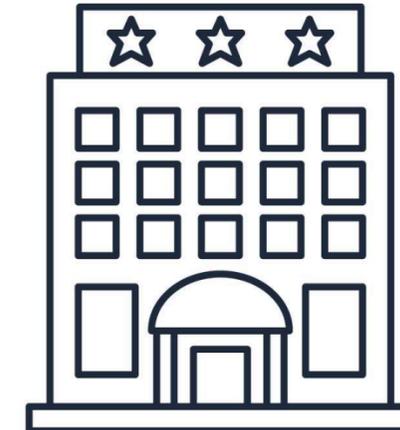
- Up to 40% reduction in construction time
- Up to 30% savings on construction costs
- Lightweight panels are cheaper to ship
- Compatible with all other building systems

Safety

- Can withstand a Category 5 Hurricane
- Safer from tornadoes than any other building system in the U.S.
- Bulletproof and Blast Resistant (military tested)
- Twice the Fire Resistance than traditional homebuilding
- Microorganism, parasite and mold resistant

CONSTRUCTION COST PER SQUARE FOOT

AVERAGE COST PER SQUARE FOOT IN THE U.S.



Multi-Family

Warehouse &
Manufacturing
Facilities

Healthcare

Schools

Hospitality

Public &
Community
Facilities

Construction
Type

Typically Wood

Steel, Concrete

Steel, Concrete

Wood, Steel,
Concrete

Wood, Steel,
Concrete

Steel, Concrete

Cost Per Square
Foot

\$478

\$238

\$498

\$327

\$478

\$591

Our Projected
Average Cost

\$335

\$166

\$349

\$229

\$335

\$414

SHORT TERM MARKET OPPORTUNITY



MULTI-FAMILY

- Apartment buildings & Condo starts up 28%
- Recession stats only increasing demand



COMMERCIAL

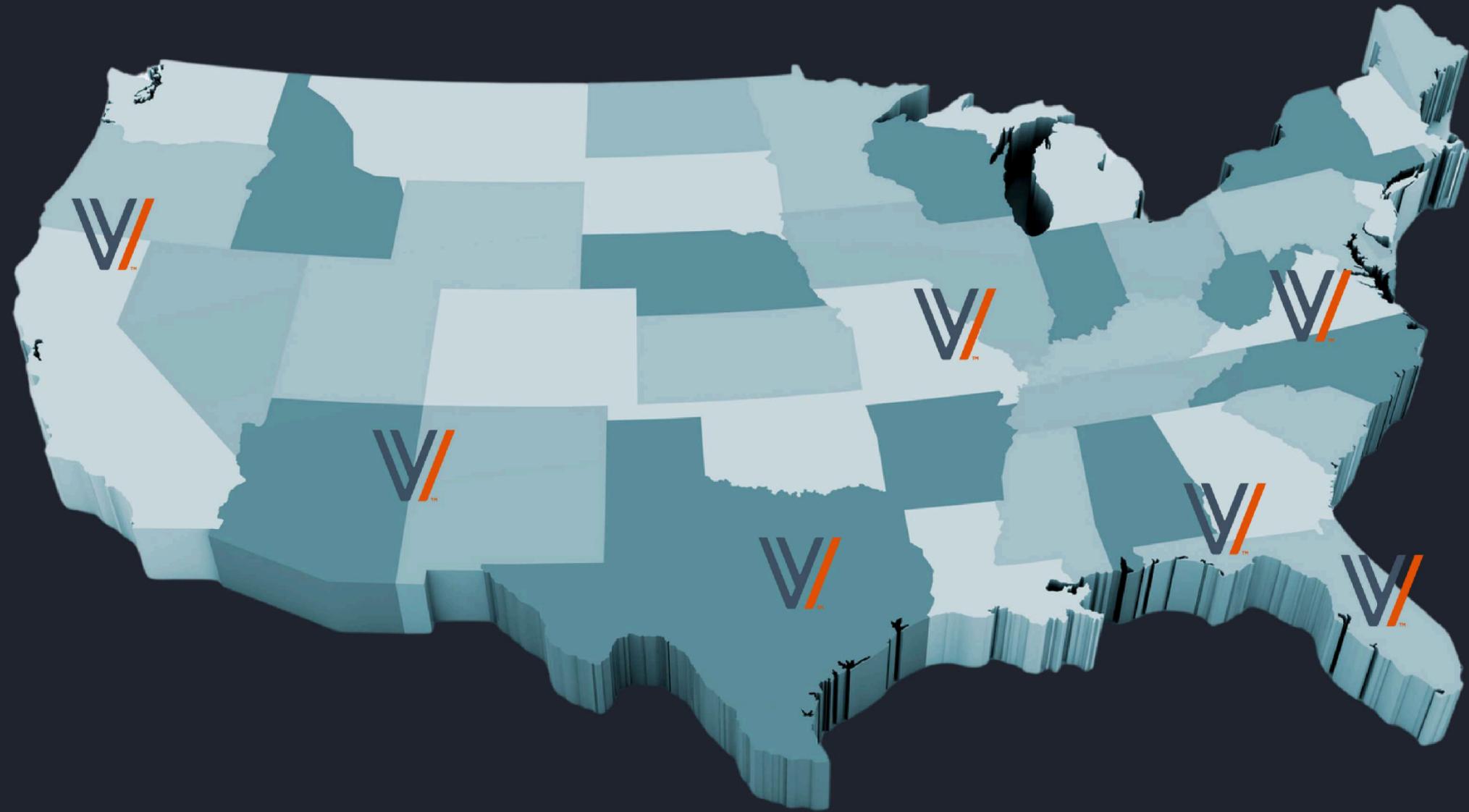
- Regional Warehouse starts projected to hit \$21.5B
- Educational starts: \$25.5B
- Manufacturing starts: \$12.8B



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LONG TERM OPPORTUNITY

National Expansion into 6 Key Markets





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MARKETING

- **Public Relations and Media Placement**
- **Tradeshow Presentations**
- **Tradeshow Mailings**
- **Social Media Content**
- **Linkedin Direct Messaging- Lead Generation**
- **Sticky Lead Capture Content**
- **Email Capture, Segmentation & Automation**
- **ADRoll remarketing placement**
- **News Feed Story Placement**
- **Native Ads**
- **Inbound SEO**
- **Search Engine Marketing**

THE FACTORY



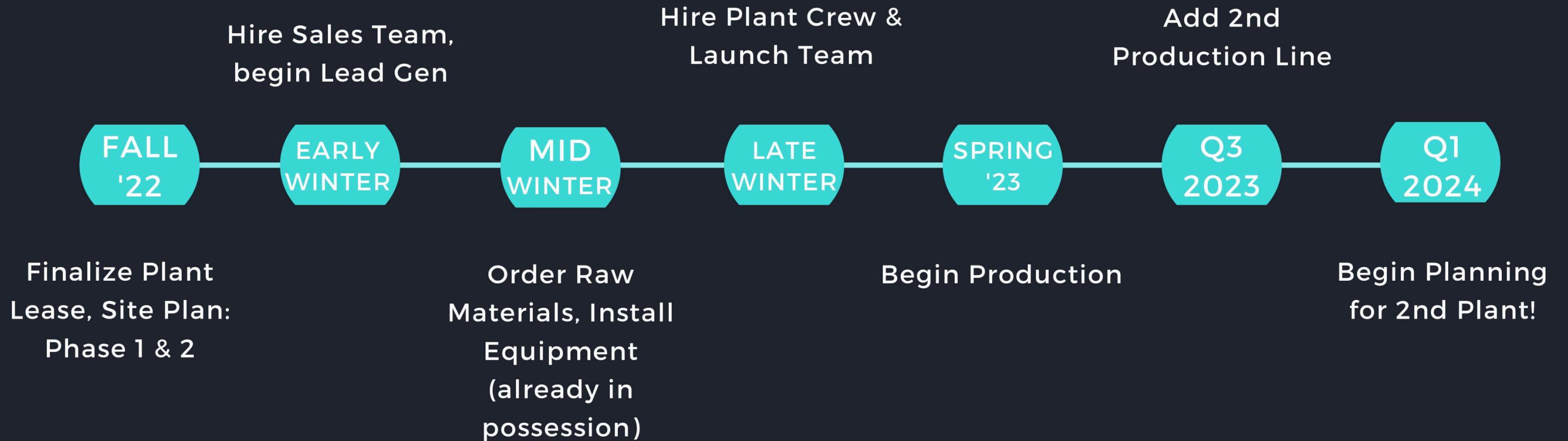
**1st Factory
Underway!**

Our first factory lease is currently being finalized. It will house a single production line and be able to produce 17,000 sq.ft of panels per day, the equivalent of a 5,600 sq.ft. residential home.



A BETTER WAY TO BUILD

TIMELINE





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MEET OUR TEAM



Annette Rubin

CEO/Chair



Wife, Mother & Entrepreneur, Annette has combined her passion for affordable housing, safer environments and fair opportunity to assemble a team to bring this renowned worldwide technology to the US market. She has personally funded Vero to date.



Ahtyba Rubin

Co-Chair



Leveraging his work ethic and success from the NFL Ahtyba's focus is on giving back to the community by providing better, safer, more affordable ways to improve housing for all.

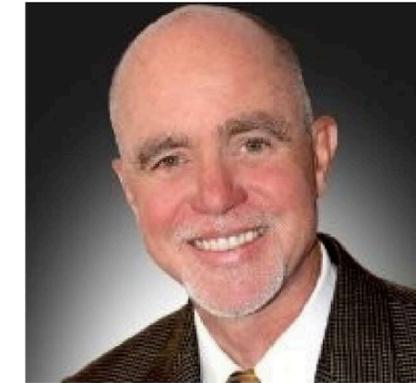


Richard Olson

Founding Board



20 years of Senior Leadership experience in manufacturing and industrial distribution. Track record of developing high performance leadership teams with disciplined implementation that led to continuous strategic growth.



Daniel Banse

Founding Board



Decades of experience in Senior Leadership in estimating, design and construction management alongside a history of multiple project management including Dr. Pepper Stars Centers. B.S. Industrial Technology. LEED AP.



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MEET OUR TEAM



Thomas MacDonald

COO



His industry specific experience has delivered sustainable products for one of the Top 10 building material suppliers in the US, with a record of developing infrastructure, distribution logistics and generating more than \$72B in new revenue.



Kennedy Taylor

CMO Consultant



Proven marketing exec with 10+ years experience, extensive knowledge in brand development and engaging storytelling to support comprehensive marketing strategies. Keynote speaker for Google and sits on several advisory councils for global brands.



David Saviola

Finance Advisor



Founder of Arborbrook Advisors, Dave's 12+ year experience in financial & business advisory is our acting quarterback for the founding team, financial advisor, as well as securing partnerships and resources.



Ford Langford

Plant Manager



Over 20 years of plant management background with start-up specific experience, leading teams from 10-300, sales from \$10M-\$150M. Lean Manufacturing, Six Sigma, SQF Certified.

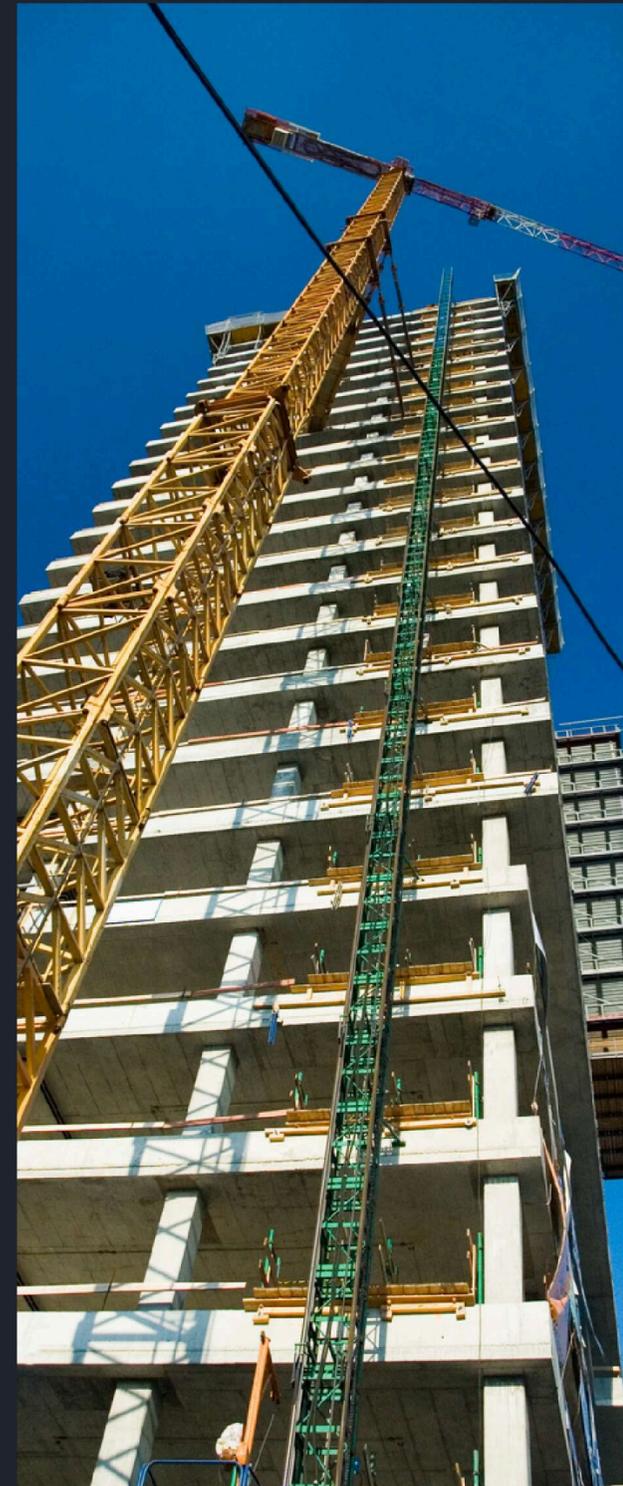


A BETTER WAY TO BUILD

We are focused on bringing safe, affordable, and innovative building solutions to an outdated and underserved U.S. marketplace.

We are driven to provide the best and safest way to sustainably build for any project or team by providing resilient and reliable materials, tailor-made plans, and unparalleled service and training.

With a globally recognized and proven product developed nearly four decades ago, we can overcome the housing crisis, supply chain woes, energy concerns and keeping families and people safe.





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CONTACT INFO



OUR OFFICE

Vero Building Systems
34990 Emerald Coast Pkwy
Suite 300
Destin, FL 32451



OPEN OFFICE HOURS

M-F: 8am-6pm
S-S: Closed



GET IN TOUCH

(850) 676-3404



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A BETTER WAY TO BUILD

Welcome to a more efficient building solution that's faster, greener and has far fewer constraints to the global supply chain.

[BUILD FASTER, GREENER NOW](#)

[GET A QUOTE FOR YOUR PROJECT](#)

[FREE QUOTE](#)

WHO WE SERVE

 **BUILDERS & DESIGNERS**
Build faster & greener

 **ENGINEERS & ARCHITECTS**
Bring your vision to life

 **NEW HOME BUILDERS**
For any size private project

 **PUBLIC SECTOR**
Schools, offices and more