Low Quality Roofing

Gujarat
6.8 million homes

Ahmedabad
550 thousand homes

Market Potential

Gujarat
$3.4 Billion

Ahmedabad
$276 Million
Current Roofing Options

- Clay Tiles
- Metal & Cement Sheets
- Concrete Slab
Pain Points

**HOT**

"We cannot sleep...it’s hot & suffocating."

**LEAKY**

"We have to fix the roof 5-6 times a year."

**EXPENSIVE**

"We cannot afford concrete...there are no other options."
ReMaterials Solution

HOT → INSULATING
LEAKY → WATERPROOF
EXPENSIVE → AFFORDABLE

Panels Reduce Temperatures
Surface & Interlocking Design
Modularity Allows Installation Flexibility
Waste Cardboard
Customers

Can Save a Little  Aspire for Comfort  Spend Incrementally
Reaching Kishan
Face to Face Sales
Competition

Quality of Shelter vs Cost

- Clay Tiles
- Competition
- Quality of Shelter
- Geographically Limited
- Metal & Cement Sheets
- Concrete Slab
- Strawtec
- Econovate
- Not For Low Income
- Mycoboard
- Premium Mushroom Board
- Auroville Earth
- Early-Stage Housing
- Tata Shaktee Nest-In
- ReMaterials ModRoof
- Corrugated Steel
- Nest-In Tata Shaktee
Unit Economics: financial feasibility

USD / Panel

RRP: 10.1
Support: 2.3
Raw Material: 1.8
Manu: 2.2
Coating: 3.8
Gross Profit: 2.3
Sales: 1.5
Op Profit: 1.5
Revenues:
$10m in 5 years

- Validate
- Pilot
- Scale
- Geographic Expansion

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<th>Year</th>
<th>Validate</th>
<th>Pilot</th>
<th>Scale</th>
<th>Geographic Expansion</th>
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<td>2016</td>
<td>0.05</td>
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<tr>
<td>2017</td>
<td>0.5</td>
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<td>2018</td>
<td>3.6</td>
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<td>2019</td>
<td>9.2</td>
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Households (000's):
- 2015: 0.5
- 2016: 2
- 2017: 15
- 2018: 120
- 2019: 360

Positive Earnings by 2018
Next Steps:
validation of business model & product

Jan 2015

Conduct Market Trials to validate Customer WTP

~$50k

Refine MVP

~$100k

Dec 2015

Launch Pilot

Today

Test Model Assumptions

Scale up MVP Manufacturing
Funding:
$\sim$150k from dilutive & non-dilutive sources

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<th>Non-Dilutive</th>
<th>Dilutive</th>
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Backup Slides