# JUUNOO

## THE WALL THAT PAYS OFF.

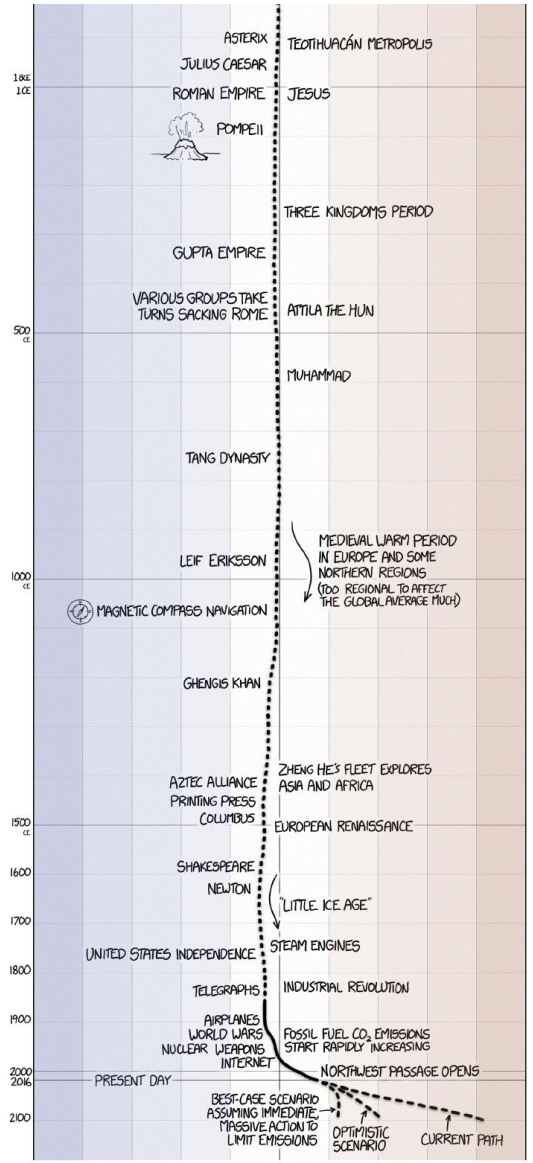



## C-MAF

Circulaire business in de bouw
2022 03 15 – Vlaanderen Circulair

proximus COLRUYT GROUP CRONOS Showpad VDAB

# Why JUUNOO?




## Juul & Noor



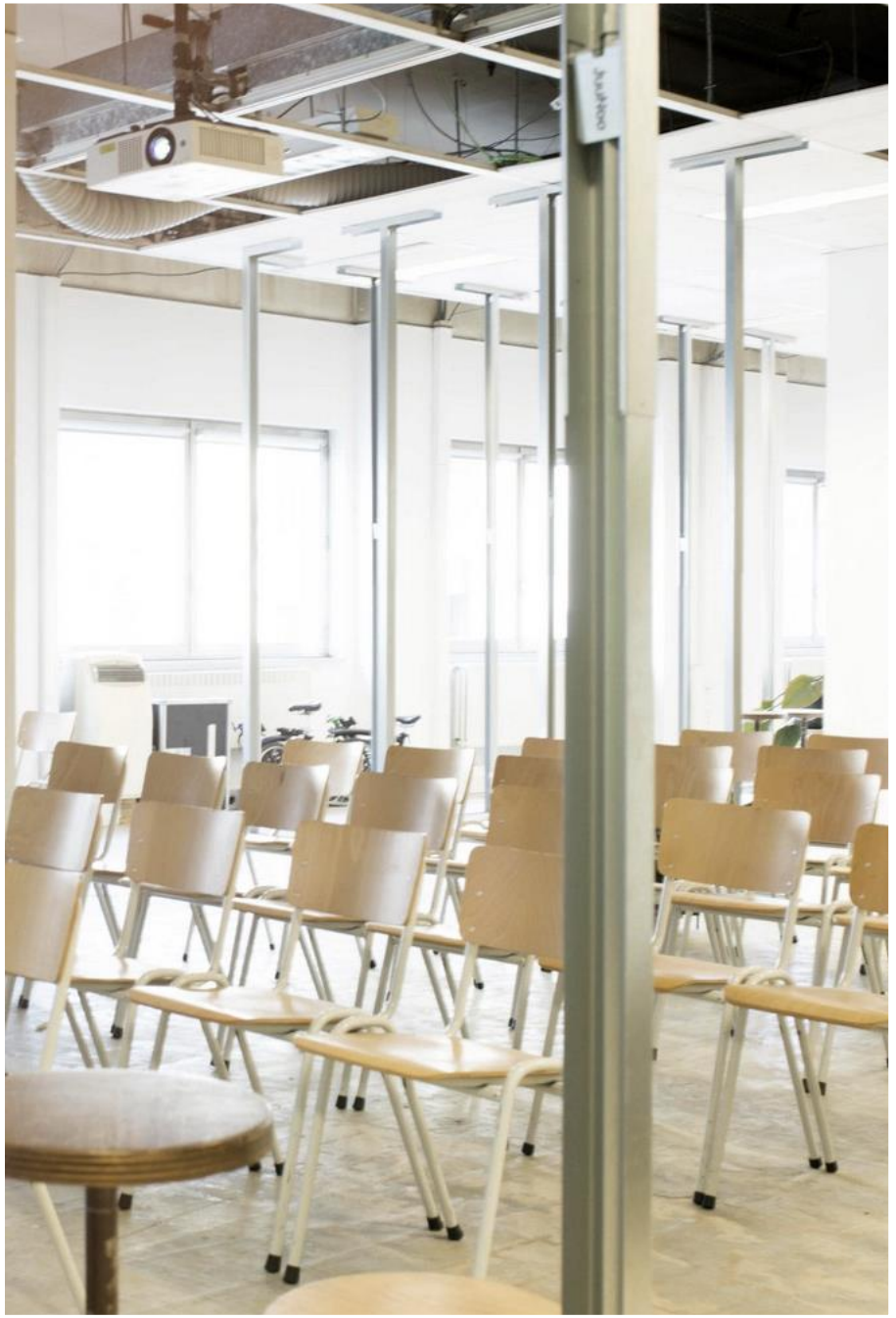
"Dad, you knew the facts.
What did you do?"

## AGENDA:

~~why~~

circular business model

potential



# The problem.

## general construction

## interior walls
(with offices as our initial market)



EU green deal / Joe Biden:
CO2 neutral by 2050



less skilled workers
higher labour cost



increasing agility in
how we live & work



# The challenge with walls

**dividing offices =**



noise



time



dirt

**and after a few years:**

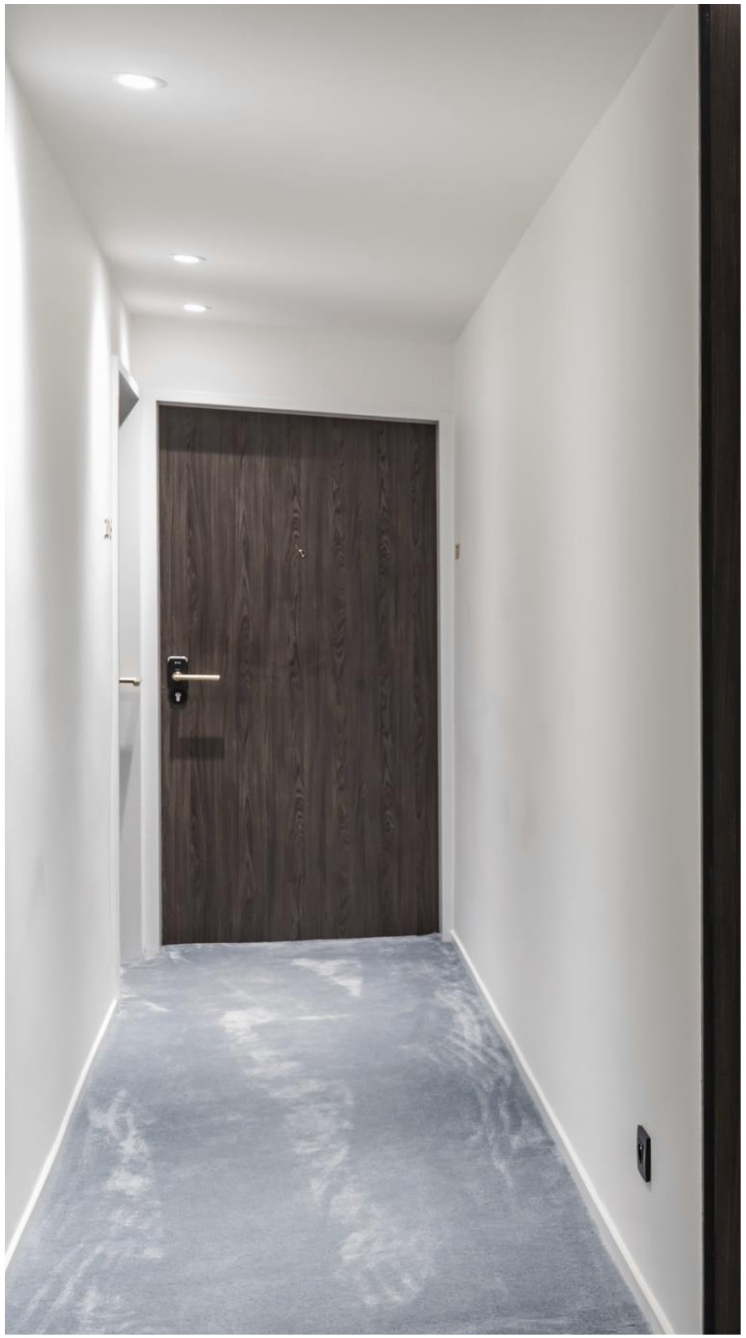


demolish



again €








BEAUTIFUL.

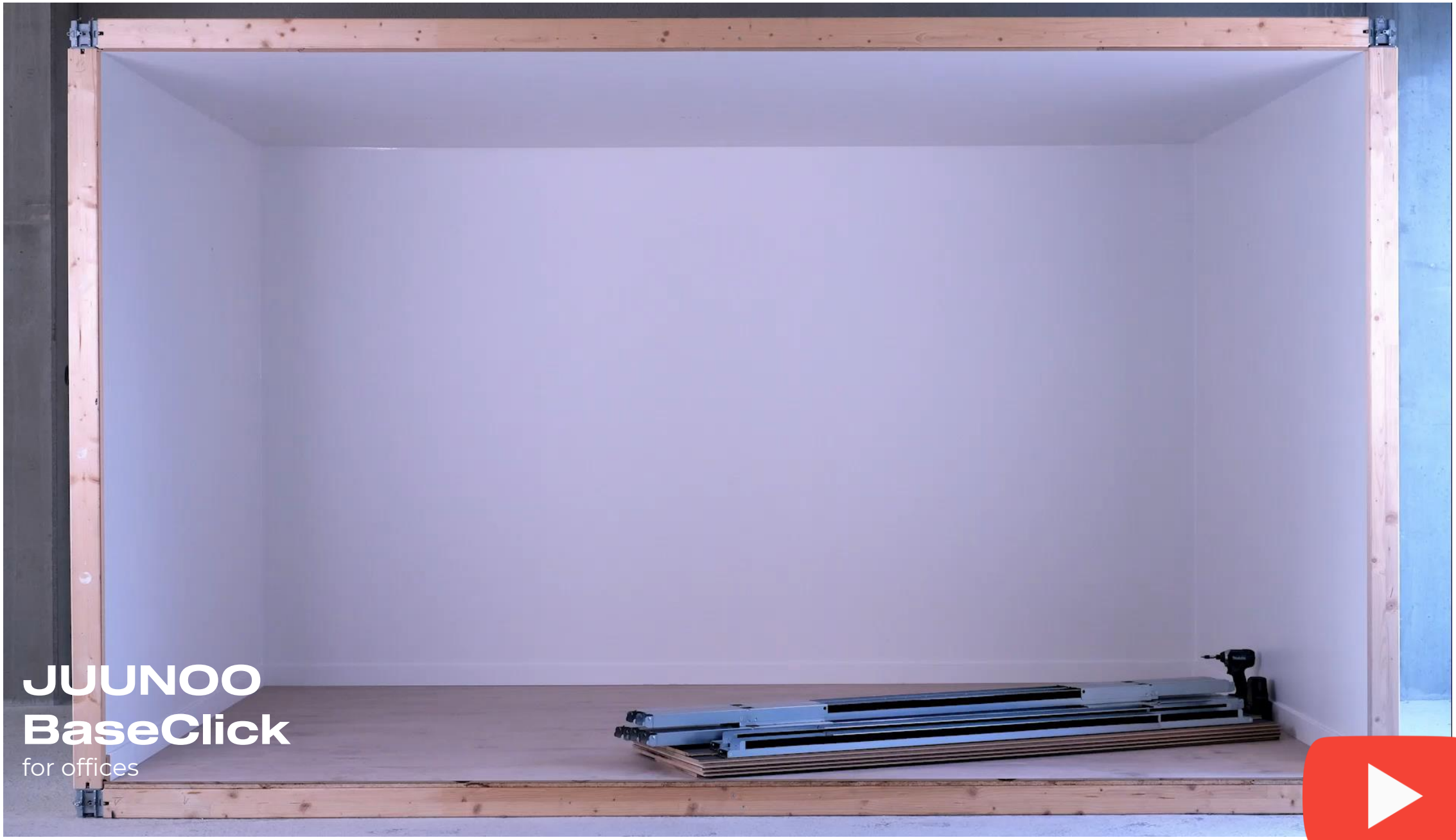






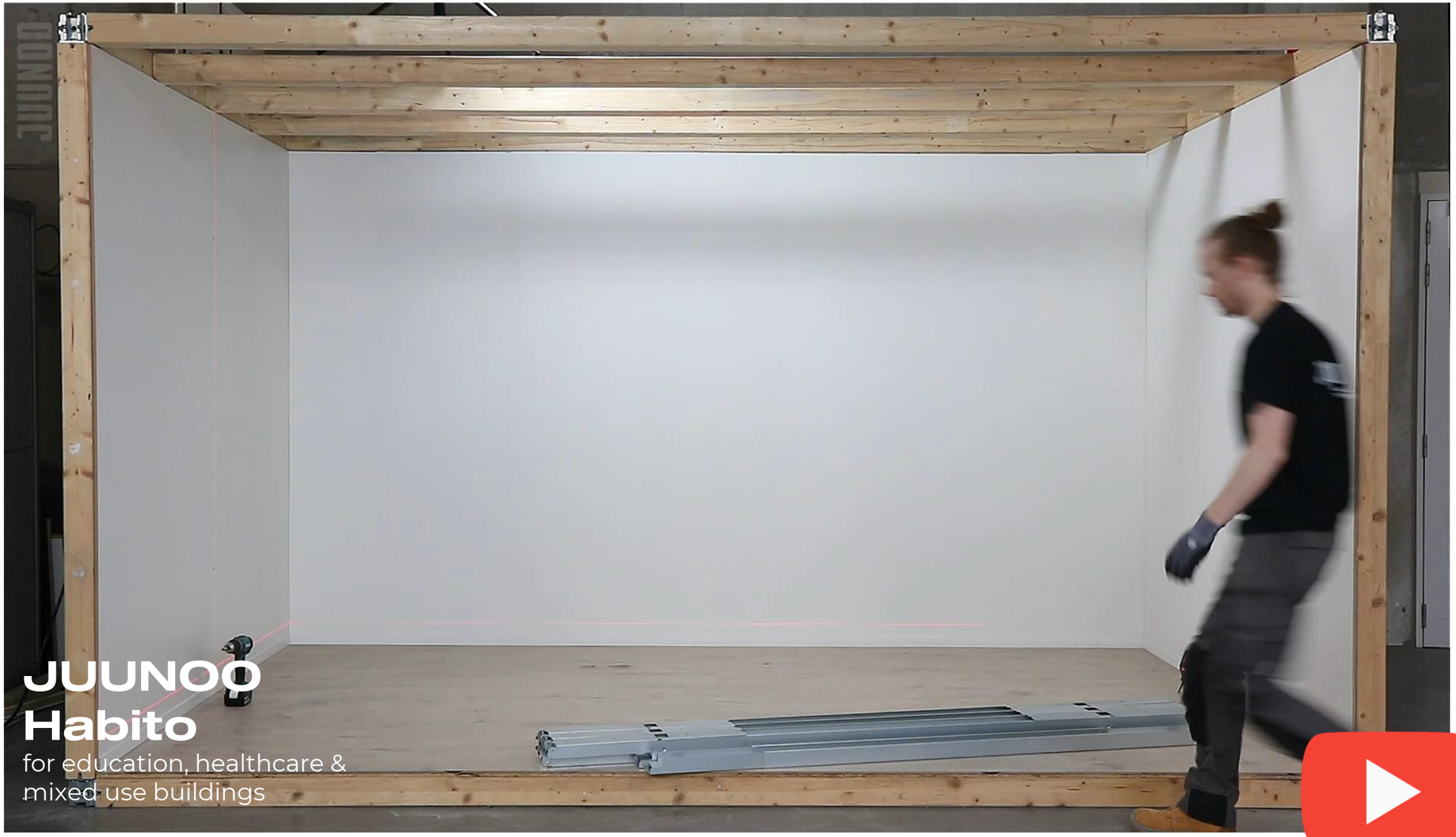


fast.


JUUNOO
BaseClick
for offices

JUUNOO

CIRCULAR GYPROC WITH JUUNOO INSIDE





# JUUNOO ProBox

6 – 60 k€ per box
trending market

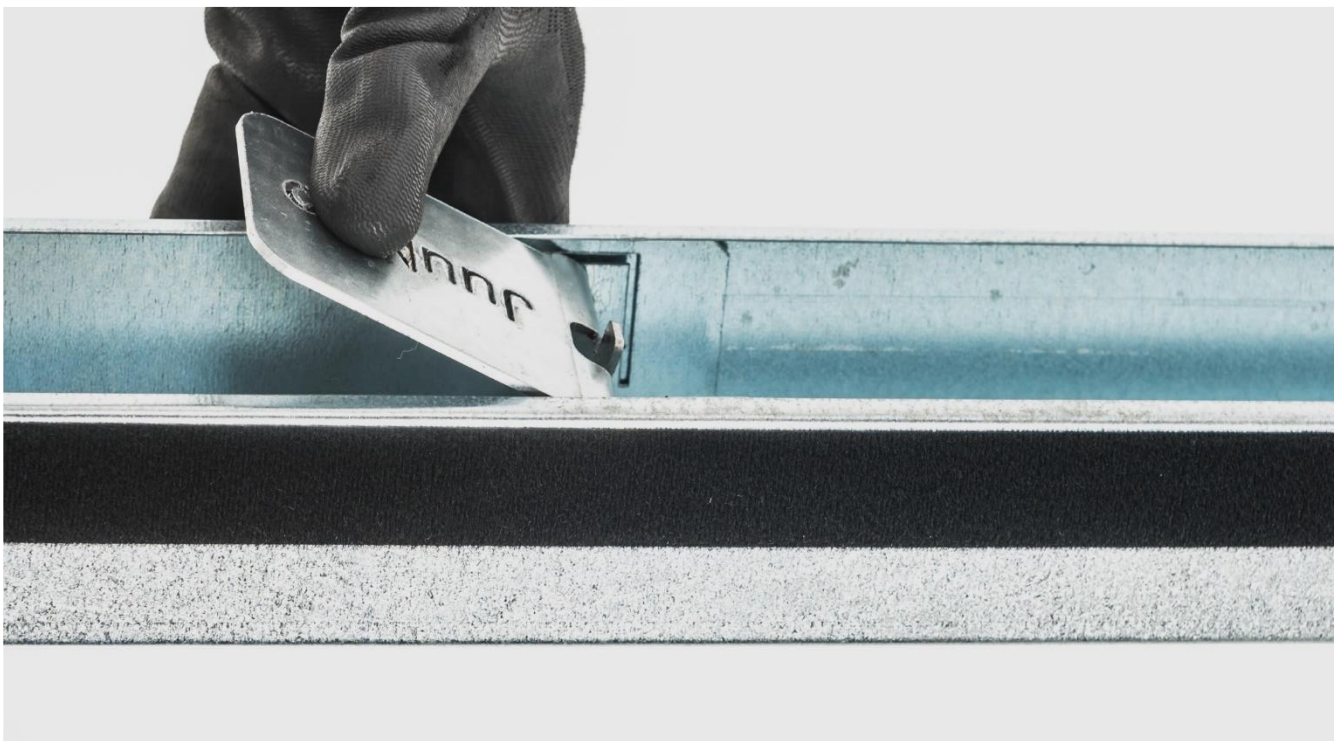



# JUUNOO Glass (Q2)

Standard glass panes + flexible walls =

- reduce costs
- fast delivery
- reusability





circular.

# lower total cost of ownership

| | | |
|---|---|---|
| business as usual<br>100 €/m² | trash<br>30 €/m² | and again ...<br>100 €/m² |
| JUUNOO<br>100 €/m² | circular<br>60 €/m² | save 30% |

LCC by vito

JUUNOO

the norm



the new norm







# cash back warranty

business as usual
100 €/m²

trash
30 €/m²

JUUNOO
100 €/m²

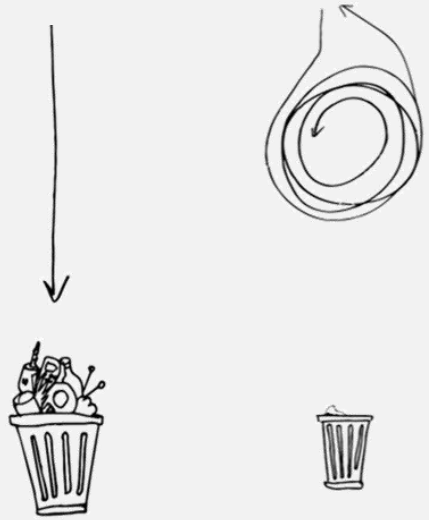
cash back
15 €/m²

save 30%

JUUNOO

the norm

the new norm



# Beding van duurzaamheid

business as usual
100 €/m²

JUUNOO
85 €/m²

risk capital
15 €/m²

JUUNOO

the norm



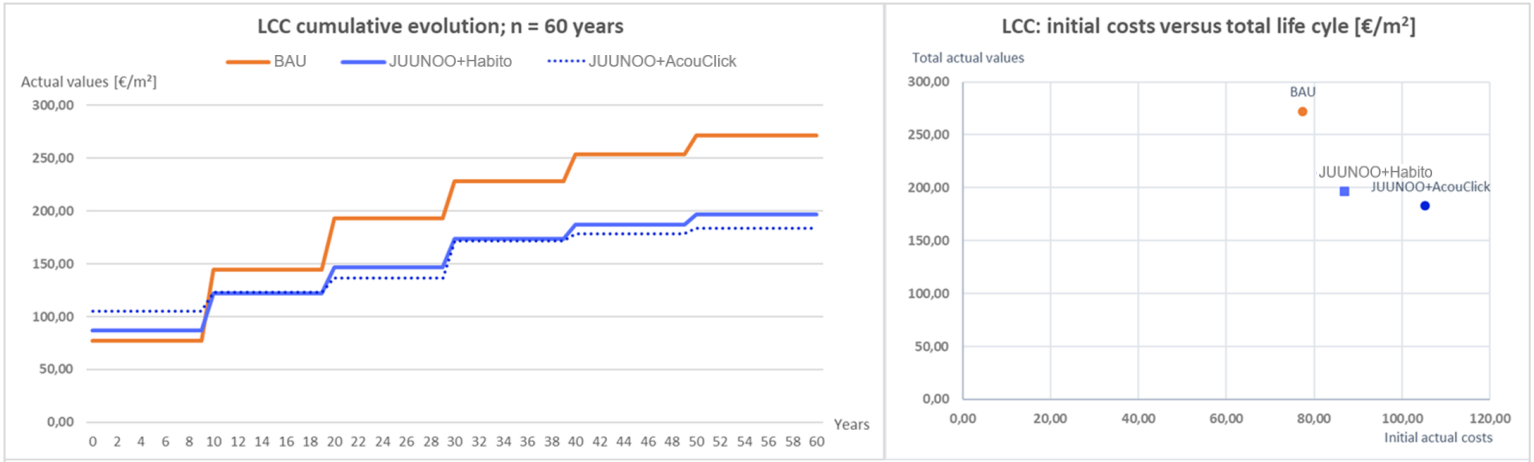
the new norm







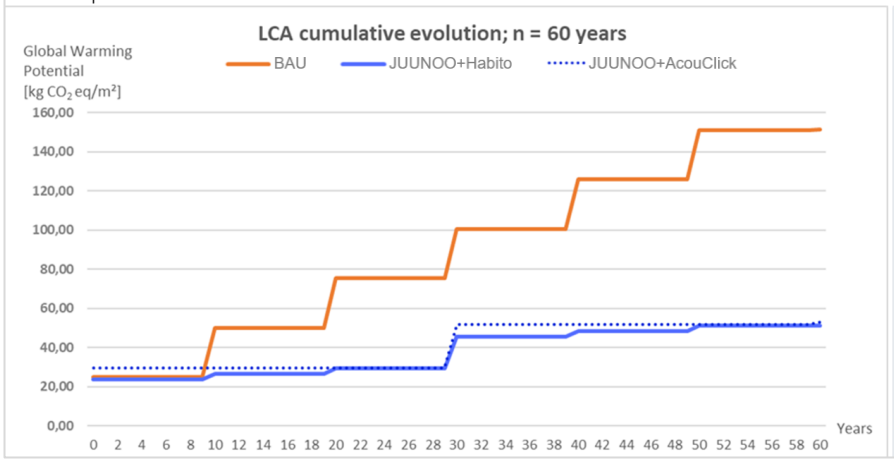
# lower LCC = lower LCA

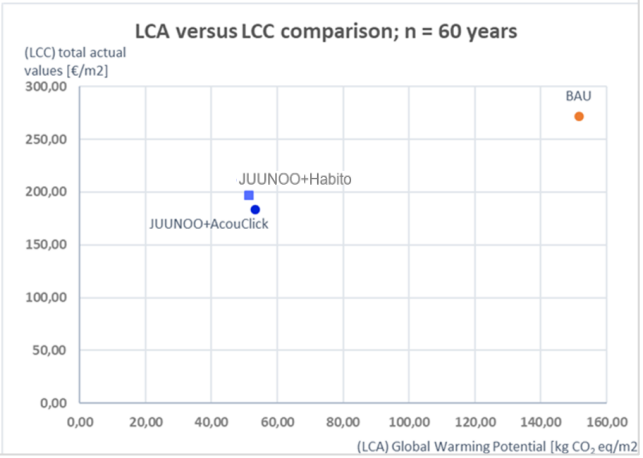






)e milieu-impact o.b.v. CO2:




LCC & LCA by vito

JUUNOO

the norm



the new norm



## AGENDA:

- ~~why~~
- ~~Circular business model~~
- potential



# IT ALREADY HAPPENED

# It already happened before!

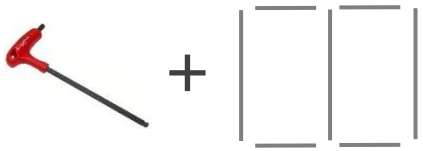
beMatrix®

worldwide leader in
wall systems for stand & events









custom

profiles

frames

# THE AMBITION

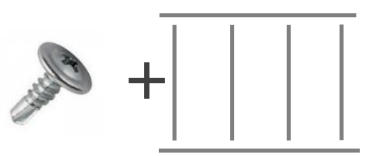
it makes economic sense
to reuse

JUUNOO











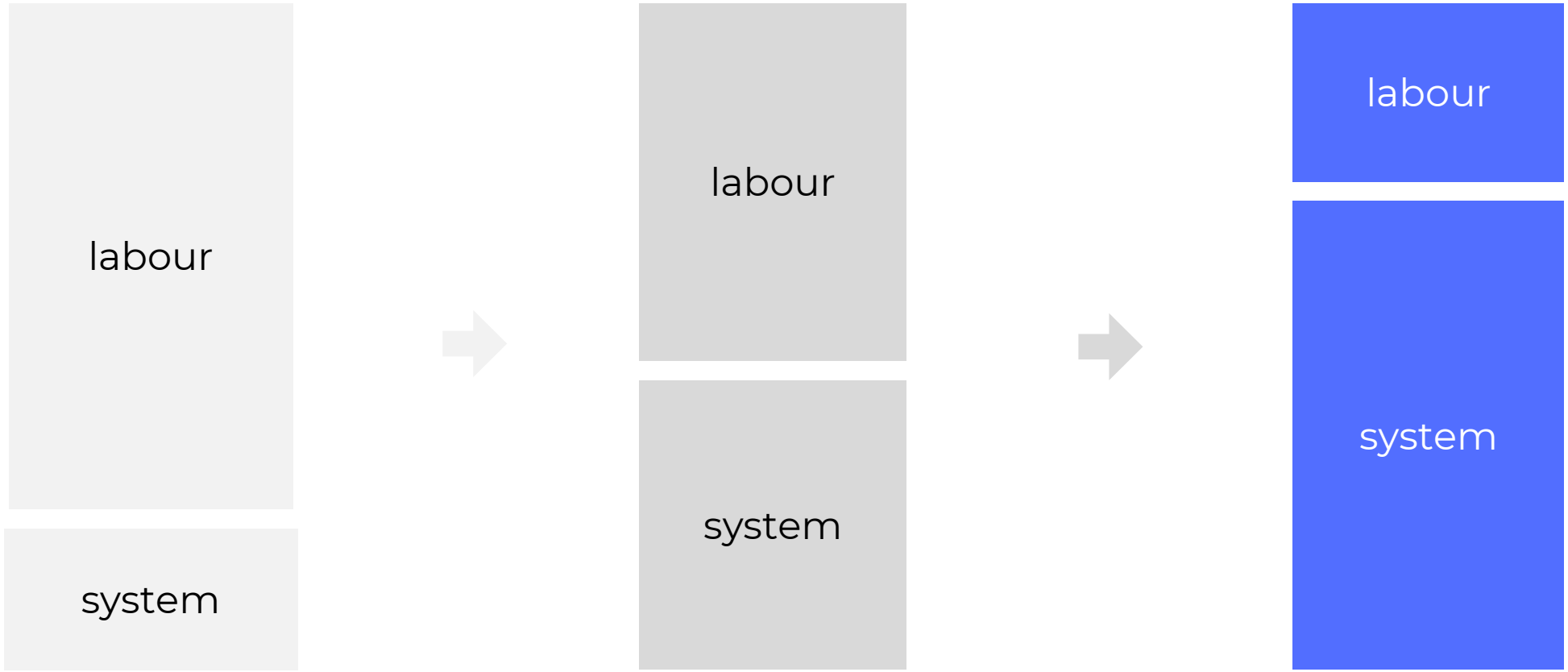
custom

profiles

modules

# EXPERIENCE

it makes economic sense
to reuse



Economical Circular Index = $\frac{\text{residual value}}{\text{cost of reuse}}$

$\frac{0{,}3\ €}{1\ €}$ = < 1 = not-circular



$\frac{25\ €/kg}{0{,}00\ €}$ = > 1 = circular



Economical Circular Index = $\frac{\text{residual value}}{\text{demounting cost}}$

"keep the body, change the skin"

rethink building speed

MS + 2 x Gyproc A
0,3 = not-circular



JUUNOO + Habito
3,5 = circular



JUUNOO + Baseclick
10,2 = circular



IT IS HAPPENING AGAIN

## BUSINESS MODEL

**specifier**

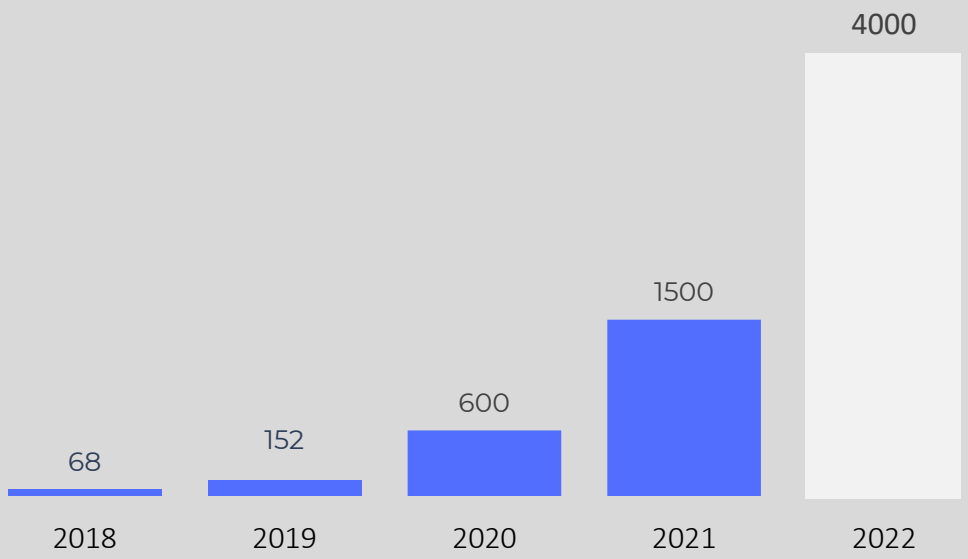
look & feel +
required performance

JUUNOO → building kit + training + certification → **JN Master** → installed wall → **building owner**

external production
(in Belgium)

adds labour
& expertise

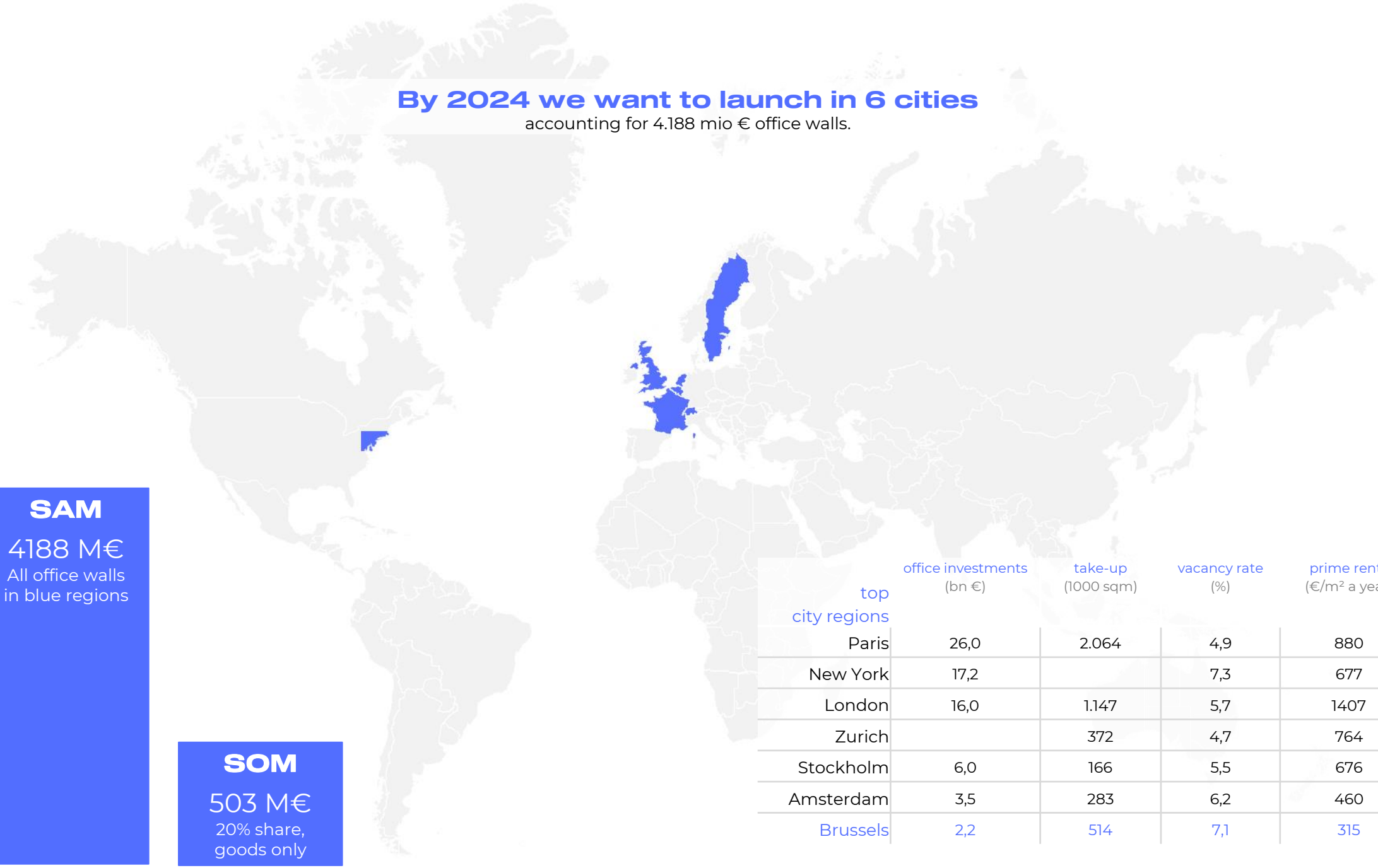
## order intake (k€)




RENSON · Showpad · Befimmo · proximus · COLRUYT GROUP · BESIX · CRONOS · VDAB · CO.STATION with BNP PARIBAS FORTIS

# By 2024 we want to launch in 6 cities

accounting for 4.188 mio € office walls.



**SAM**

4188 M€

All office walls in blue regions

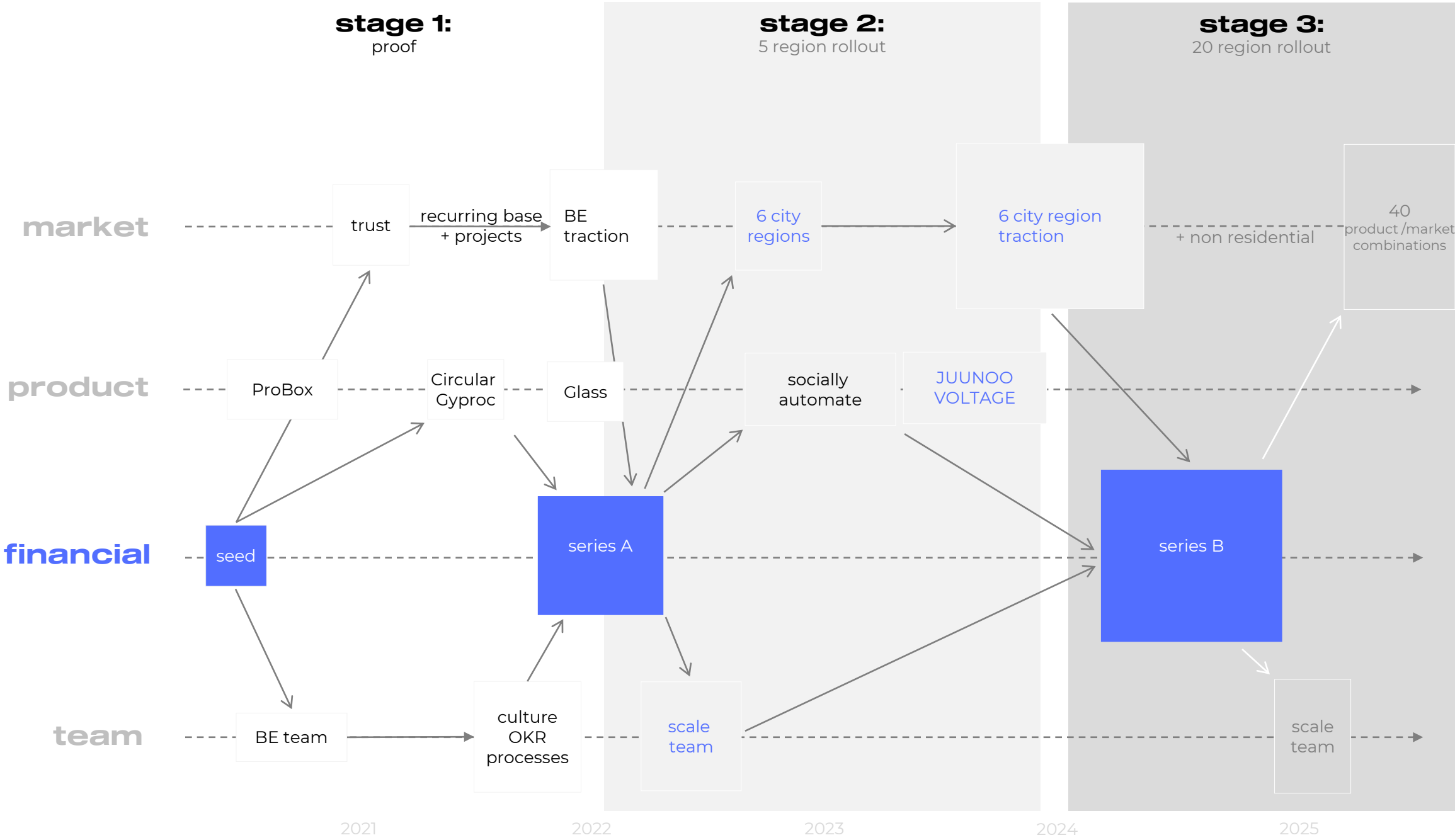
**SOM**

503 M€

20% share, goods only

| top city regions | office investments (bn €) | take-up (1000 sqm) | vacancy rate (%) | prime rents (€/m² a year) |
|---|---|---|---|---|
| Paris | 26,0 | 2.064 | 4,9 | 880 |
| New York | 17,2 | | 7,3 | 677 |
| London | 16,0 | 1.147 | 5,7 | 1407 |
| Zurich | | 372 | 4,7 | 764 |
| Stockholm | 6,0 | 166 | 5,5 | 676 |
| Amsterdam | 3,5 | 283 | 6,2 | 460 |
| Brussels | 2,2 | 514 | 7,1 | 315 |

source :BNP Parisbas real estate 2019


stage 1:
proof
stage 2:
5 region rollout
stage 3:
20 region rollout
market
product
financial
team
trust
recurring base
+ projects
BE
traction
6 city
regions
6 city region
traction
+ non residential
40
product /market
combinations
ProBox
Circular
Gyproc
Glass
socially
automate
JUUNOO
VOLTAGE
seed
series A
series B
BE team
culture
OKR
processes
scale
team
scale
team
2021
2022
2023
2024
2025



## Chris Van de Voorde
Founder + CEO
Ind. ing. industrial design
7 y beMatrix: R&D, IT & procurement



## Isabelle Saesen
International business development
10 y Modular: int. proj. manager
2 y Fagerhult: managing director



## Anjela Barhudarova
HR
4y Unique



## Xavier Huyghe
R&D & strategic operations
4y Televic Healthcare: R&D
5y beMatrix: R&D lead



## Matthias Van Landuyt
JUUNOO Voltage + IT
3y DocuSign: solution engineer
3y Threon: functional consultant



## Toon Geussens
Finance
1y KBC NY: corporate banking
3y EY + BNP Paribas Fortis

### Field sales

+ Bruno Deboutte
(future sales director)
17y Deceuninck, start 14/03



Sélim S.
BD. BE
4y Renson



Christoph D.
Account mngr.
15y Poteau



Yoni Kaplan
JUUNOO ATL
7y beMatrix,...

### Sales support



Kelly D.
inside sales
10y Bozarc,...



Julie Devos
Inside Sales
10y exp.



Cedric D.
BIM support

### Marketing



Koen T.
technical
15y beMatrix



Jessie V.
Digital
4y exp.



Taïs Croes
Social
10y TVH, ...

### R&D



Lucas W.
R&D
2y JUUNOO

### Operations



Bart C.
project lead
14y Potteau



Gautier P.
project lead



Rein M.
production
9y Autofix

mariasteen

### IT

+ Ferre D.
BIM developer
start: 01/04

+ Cyriel A.
IT Support
start 14/04

### Admin



Joke Baert
+20y exp.

### advisory board



Valérie V.
CDO Whitewood
projects



Rini Quirijns
Ex-CEO Gyproc
drywall market



Bert V. W.
Think w. people
marketing



Guy Wollaert
Ex-CIO Coca Cola
innovation

ESOP is in place
for employees

LET'S DO TOGETHER

# JUUNOO

## THE WALL THAT PAYS OFF.




## THANK YOU

Let’s connect on LinkedIn

Chris Van de Voorde

0473 46 26 50

chris@juunoo.com

proximus COLRUYT GROUP CRONOS Showpad VDAB