

**Green Pieces is a new residential green builder in the Southeastern United States.** Our vision is to create a significant positive environmental impact through expansion of the residential green building market; green homes should not be available only to the wealthy! Our business is founded on the principle of the **triple bottom line** of sustainability, resulting in a company that is not only socially and environmentally responsible, but also financially profitable. Customers will prefer our homes over those of other green builders not only for their lower environmental impact, but also for their beautiful designs.

*There are three main reasons that home-buyers are choosing to go green:*

- Lower utility bills
- Healthier indoor air quality
- Lower overall environmental impact

*Modular construction allows us to reduce costs by 15%, waste by 40% and build a home in half the time.*

While green building can solve all of these problems, **the problem with green building is that it is expensive.** Green Pieces provides a solution by using modular construction techniques to make green homes more affordable. Modular construction allows us to reduce costs by 15%, construction waste by 40%, and build a home in half the time.

Our marketing efforts target the **LOHAS** (lifestyles of health and sustainability) market segment. These consumers (including over 35 million adult Americans) make purchasing decisions that are based on their environmental opinions, and include buyers at all income levels. However, green building is currently only available to those in the upper-income segment. Green Pieces will expand green building into the middle-income segment and, eventually, to low-income home-buyers.



Our management team combines the expertise of **workshop/apd**—an award-winning design firm with experience building green modular homes—with the analytical rigor of the Bren School of Environmental Science and Management, creating a business that meets **high standards both architecturally and environmentally.**

In our first phase of development we will contract our designs to be built through other manufacturers, requiring minimal investment to begin production. As we continue to grow, we will move into the next phase of setting up our own factory and becoming a green modular manufacturer. Our growth strategies include expansion of our products/options, expansion of our services, movement into new geographic areas/markets, and progression into new product markets, such as condominiums and green developments. **Our goal is to be a pioneer in the green building revolution, making high-quality green homes available to everyone.**

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