CHALLENGE BRIEF

Startup Company E-FORMA: IT in construction business

How to monetize services and design optimal partnership business model worldwide.

video: http://youtu.be/Hc6ibKH4yRs

1 | Who we are

We are a team of two students of architecture from the Faculty of Architecture in Ljubljana and one student of telecommunication from the Faculty of Electrical Engineering and Computer Science from Maribor. We are developing a smart system for organizing the building process called MojMojster, which helps builders (individual or legal persons) quickly and efficiently find contractors, get well structured proposals and simply organize the construction project. Our mission is to support and facilitate the organisation and supervision of the construction process of small and large projects with the help of innovative web solutions, and by doing so reducing the risks and improving effectiveness in the implementation phase of the project. Our vision is to develop a web-based system enabling builders to supervise the contractors, as well as track the progress of the project and the cost of construction. On the other hand the solution enables the contractors to efficiently find the deals, quickly adapt to the market demand and build a long-term reputation of the company on the basis of a special references system. The main goal of our smart system MojMojster (MyBuildSite) is to become the predominant choice for the innovative organization of the building process at home and internationally.

2 | Define the users, people affected by your product/service

Our primary target group are investors (individual or legal persons) who are looking for contractors for their construction projects. Our solution enables efficient and transparent organization of the construction process to investors. This reduces the risk of investment, saves time and reduces costs. Our secondary target group are the contractors who are applying for construction tenders. With help of our smart and targeted system, the contractors save time and money. They practically don’t need traditional advertising and their own website anymore. The contractors can now entirely focus on the execution of the projects and collecting their references with the help of a simple web interface. Companies that have only worked as subcontractors for
larger firms can now independently get the job and connect with other companies, thus reducing their dependence on major construction and engineering companies. In the time of the economic crisis, such a system represents a good and effective alternative to conventional practices in the construction sector.

3 | Define the problem

According to our market research, 32% of people are looking for contractors online. The biggest problems are credibility, fragmentation and verification of information about the contractors. 91% of our potential users believe that contractors could do a better job in their online presentations. The problem is also unresponsiveness of the contractors, disorganized management and lack of communication between the client and the contractor of the project, which complicates the oversight of construction and increases costs. Further issue for small contractors are high commissions they have to pay to larger companies and poor payment disciplines – both caused several smaller construction companies to close their business. Contractors generally don't have enough time and knowledge to independently search for business online, while marketing often requires expensive advertising, which is not necessarily effective.

4 | What are the current solutions to it (if any)

Our smart web system enables investors to search for contractors, quickly get proposals and organize and supervise construction projects. With the help of our system, contractors (construction companies, architects, managers) can find jobs more effectively and without any intermediaries. It also enables them to build their reputation on the basis of references and networking. Thus, the contractors significantly improve their competitive advantage and business efficiency with little investment of their time and money. The six month beta test version of the system gave a positive response from investors and contractors. We also recorded growth in the turnover and in the number of projects. Because of the positive feedback we are speeding up the development of our system.

5 | The challenge

The main challenge for C:F youth is how to monetize services and design an optimal partnership business model worldwide.

The starting point is the business model in the attached Business Model Generation Canvas. The solutions we are looking for are primarily in the three elements of the Business Model Generation Canvas: distribution channels, revenue streams and types of partners. If necessary, all the remaining elements of the Canvas can be changed.
More info about brief & company:
• http://youtu.be/zVtiHZgos6s