Innovation in affordable design & construction

Aaron Holm
aaron@blokable.com
(425) 922-4956
We are a technology company creating a new, bottoms up system to empower a new generation of developers to build housing & communities

Our product system dramatically reduces the cost, time, and waste of building
Vision

Housing is technology

Technology, at its best, removes barriers and creates access
What is affordable housing?

Cheap?

Land
Materials
Labor
No

Reducing quality is not the answer
Affordable housing is infrastructure
Entrepreneur from the wrong side of the tracks

In 2014 / 2015 I was leading product management for Amazon’s first physical retail stores

All bottlenecks were due to the slow and antiquated construction process
All around me was the housing crisis

Seattle was wealthy and booming yet spiraling in an affordable housing crisis

The most extreme expression of the affordability crisis is homelessness

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**2015 National Housing Crisis by the numbers**

- **18.8 MILLION** households are spending more than 50% of their income on housing costs
- **49%** of American renters are cost burdened and **27%** are severely cost burdened by the affordable housing shortage
- **10.3 MILLION** renter households lack affordable, safe and well-maintained housing
- **102 HOURS PER WEEK** need to be worked (or an equivalent 2.5 full-time jobs worked) for a renter earning the federal minimum wage to afford a modest two-bedroom at fair market rate
- **1 MILLION+ FAMILIES** (equivalent to 5 million+ people) around the world now have improved living conditions due to Habitat for Humanity's housing development since the organization was founded in 1976
Insight: developers and electeds have insufficient tools to address affordability

“Someone needs to build a product to reduce the time, cost, and complexity of building housing.”
To make housing affordable we have to bring new products and ideas to market
Developer Value Wheel

CUSTOMER EXPERIENCE
Superior Resident Experience
Maintenance & Support

BUILD
Manufacturing & Materials

PLAN
Design Automation

PREPARE
Permitting & Foundation
Mission

Make housing accessible and affordable for everyone
First Product Release: Microblok
260 sq ft studio - Durable, smart, and efficient
Designed for Living
Configuration Options
Design Options

Galvalume

Snowdrift White

Matte Black

Medium Bronze
Each unit ships with Bloksense - Blokable’s fully integrated smart home platform

For residents - an easy to use smart home
For developers - a platform for support and service delivery
Rapid Response Communities

Customer – Compass Housing
Location – Seattle, WA
Workforce, Student, Senior, Veterans Housing

Customer – Summit
Location – Eden, UT
Multi-Family Development
Value proposition for developers:
Reduce time & cost
Deliver a superior product
Thank you
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