

Smartech Villas

HIGH-TECH, SUSTAINABLE, PREMIUM HOMES



APRIL 2026

Smartech Villas Commercial Proposal

Combining personalized home design, waste reduction, and automated manufacturing processes to solve the construction industry challenges

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Smartech Villas Commercial Proposal

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Calle Las Barcas,2, 2nd floor
46002 Valencia Valencia
Spain

arno.strotgen@smartechvillas.com

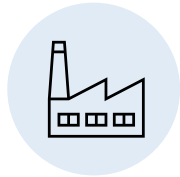
Construction industry in general is suffering

Pressure for disruptive solutions keeps rising



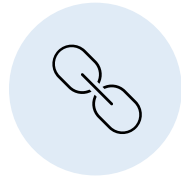
Skilled labor shortages

Shortage of 700,000 construction workers, decreasing productivity, in Spain alone



Limited industrialization

Limited use of automation and industrial automation solutions like robots and production systems like Kanban



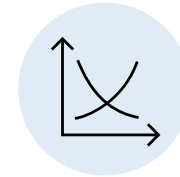
Fragmented value chains

Over 600,000 construction companies active with an average turnover of over € 300,000 per year¹



Increasing financial and environmental costs

Increasing financing and material costs, and high environmental impact
The construction industry generates 30% of total waste²



Declining housing stocks and increasing demand

Spanish Central Bank estimates a deficit of 600,000 new homes in Spain by 2030³

Perfect storm forming in the horizon

Source: Team analysis, BoE, INC, The Economist

1) European Construction Sector Observatory Country profile Spain, January 2022, most data is 2020-2022

2) Instituto Nacional de Estadística España

3) <https://www.rtve.es/noticias/20240423/banco-espana-deficit-vivienda/16072521.shtml>

We are proposing a revolution on the way homes are built

Only a product driven approach can fulfill the demand

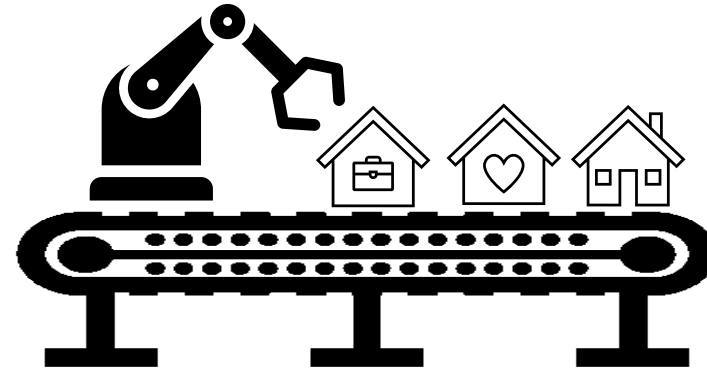
From: project driven...



- X High effort due to **individual planning**
- X High degree of **manual labor**
- X High **error and change** over rate
- X Long duration and **cost volatility**
- X High **environmental impact**
- X Difficult **working conditions**



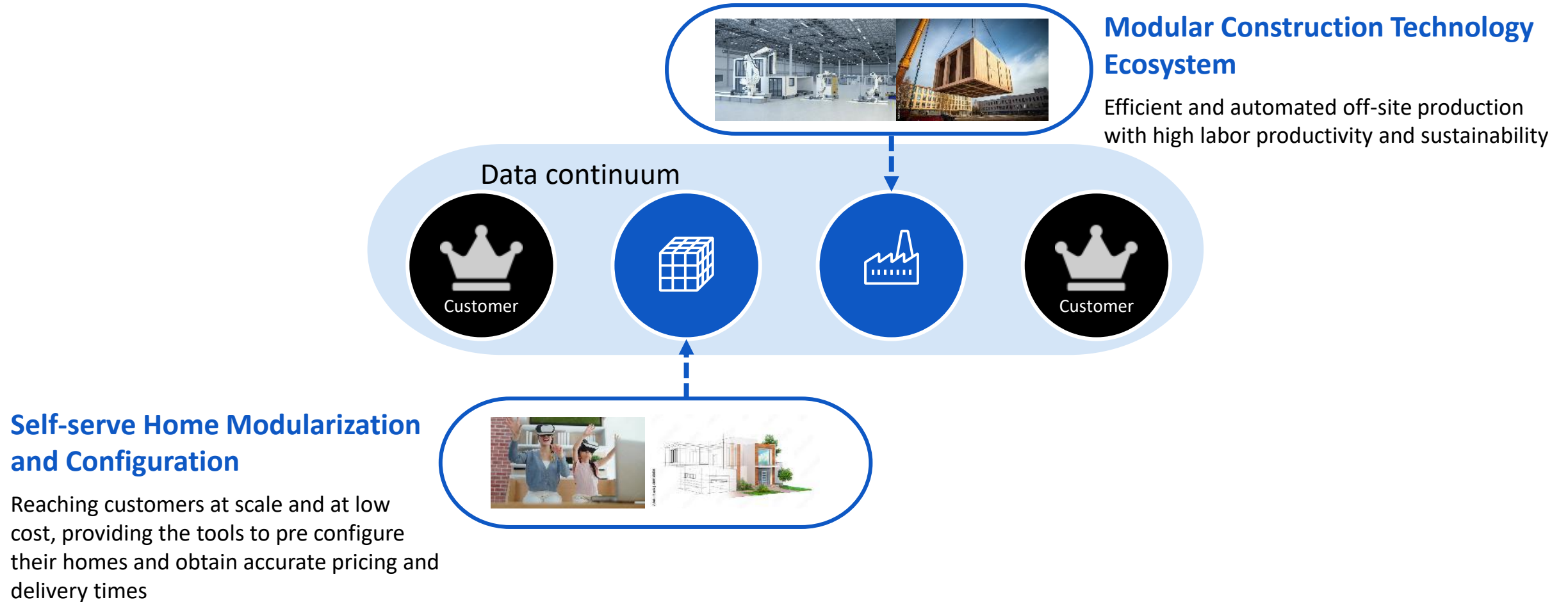
To: product driven



- ✓ **One-time initial design** and mass customization
- ✓ Room for **automation** due to high repeatability
- ✓ **Continuous improvement** and products/ process planning
- ✓ Shorter duration and **lower costs**
- ✓ **Lower environmental impact**
- ✓ **Better working conditions**

There are two main building blocks around the end-to-end customer journey

Efficient customer-facing, integrated with robust back-end operations, gives us the ability to sell at scale and efficiently fulfill requirements



There are three main differentiators on which we base our winning value proposition



Customization and personalization

Smartech Villas enables customers to design their homes using AI-driven configuration tools that allow for high levels of personalization.



Industrialized construction

We utilize a controlled, industrial environment for construction, which optimizes resource use and reduces environmental impact.

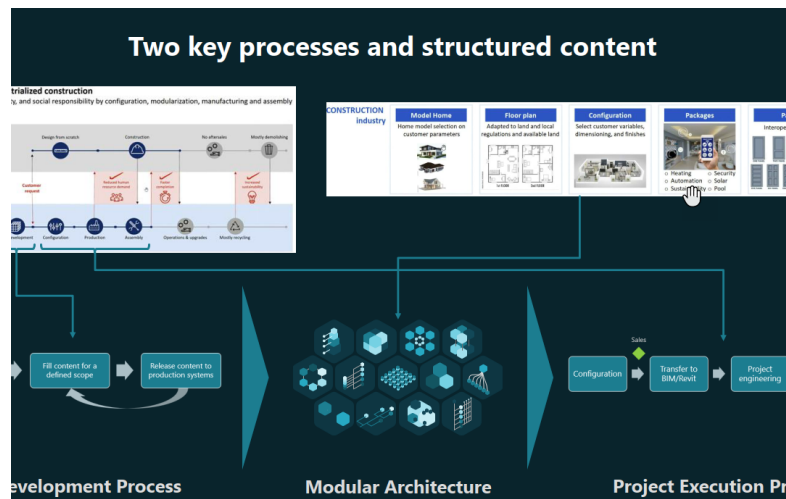


Advanced technologies

Our approach incorporates automation and robotics to streamline repetitive tasks, enhancing efficiency in time, quality, and cost.

Additionally, we have assembled an experienced and capable global team of advisors to implement the idea

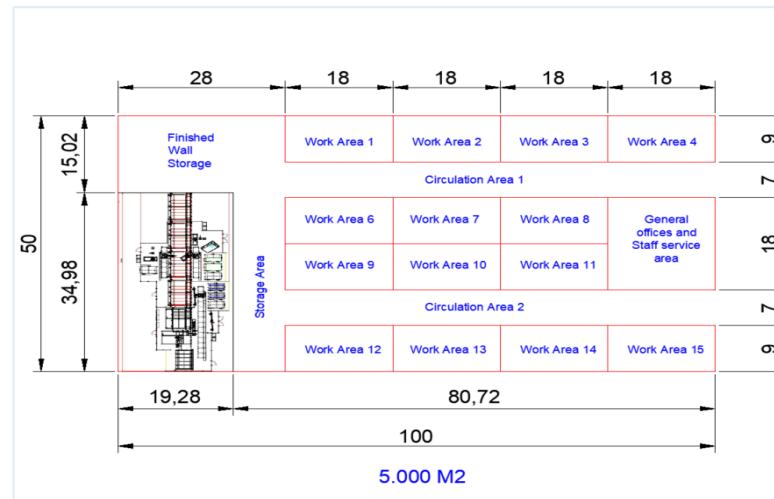
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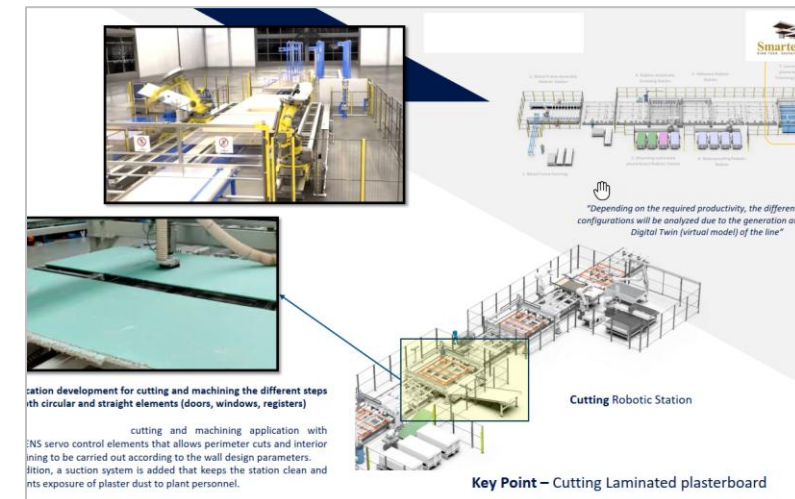
First version of the configurator, and more importantly, the **modular engineering under development in Sweden and Dubai**



Industrialized construction

We utilize a controlled, industrial environment for construction, which optimizes resource use and reduces environmental impact.

Factory setup and **design defined and specified** to kick in once funding is available. We are currently using contractors.



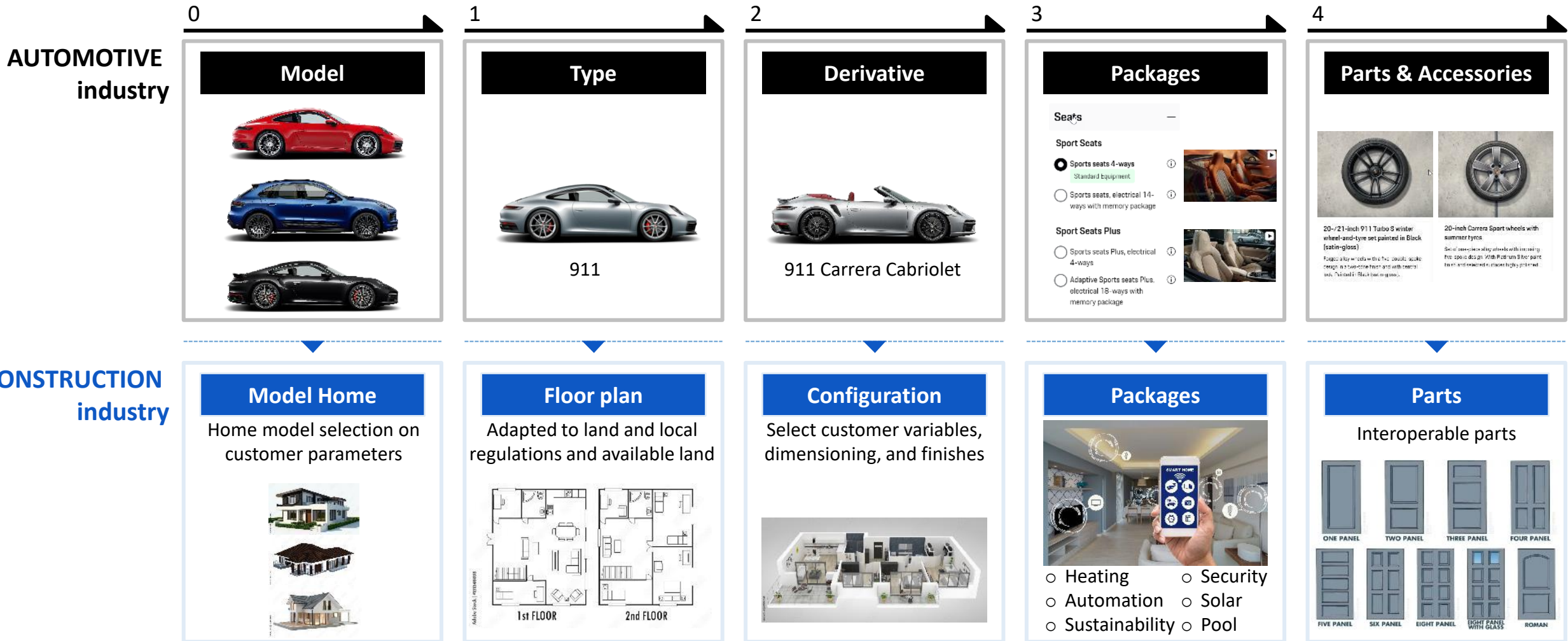
Advanced technologies

Our approach incorporates automation and robotics to streamline repetitive tasks, enhancing efficiency in time, quality, and cost.

Robotized wall production developed and tested with the **ability to produce 12 m2 of walls in 20 minutes**, representing a massive improvement in productivity. Integrated IT architecture are in the pipeline

Industrialized design and configuration at the center of the customer value proposition

An example similar to the automotive industry for reference

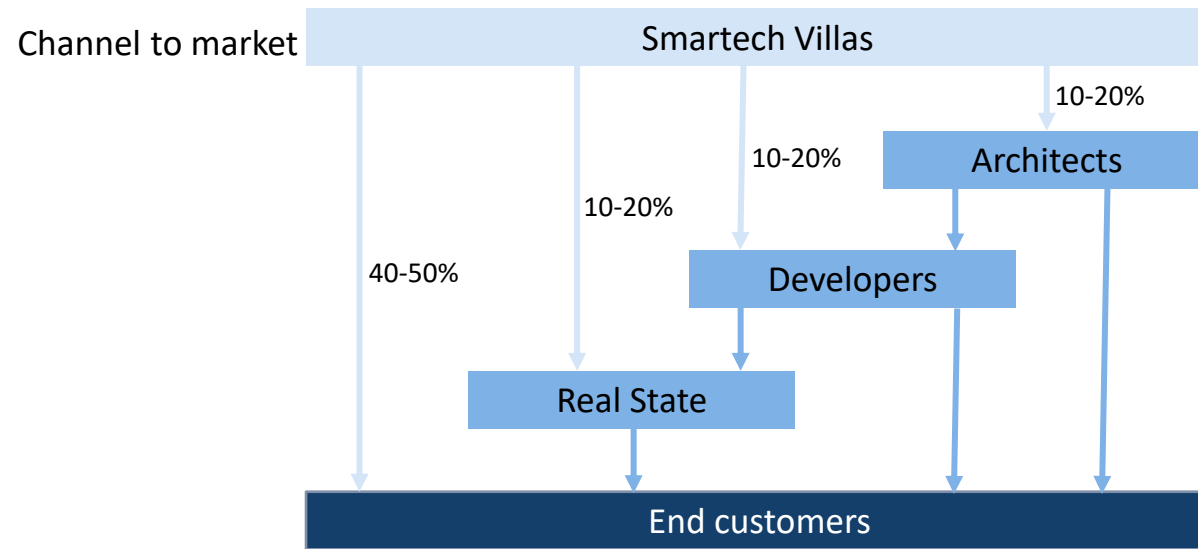


We will leverage multiple channels to market and help them serve their customer better... e.g., they sell their own designs and solutions, and we build it for them

Most modular home manufacturers sell directly to end customers

Smartech Villas will develop products and tools to make it possible for channel partners to enjoy the advantages of modularization

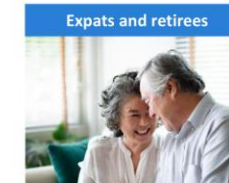
Smartech Villas sales channel vision



Multichannel, strong focus on both B2C and B2B

We will provide unique, personalized and specific value propositions to meet customer needs and expectations

Some of the personas we expect to encounter and serve are included below



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The benefits of our approach

Customer reach, cost, time, and waste reductions

Customer: Ability to serve highly attractive niches

Single-home customers are improperly served by the traditional industry due to its fragmentation and focus on large projects

The integrated online configurator will allow us to reach customers en masse anywhere and generate low-cost sales to feed our factories

Cost: can cut costs by 20%¹

Modular projects deliver the greatest cost savings by automating and improving labor-intensive and repetitive activities

This highlights the need for smart digital AI-supported digital configurators to assist customers and channels in home selection and configuration to drive standardization and proper cost scope optimization

Time: can speed-up construction by 60%¹

Modular construction requires a significant shift in mindset and methods—not to mention the need to establish manufacturing environments—and deliver considerable efficiencies along the way

A modern, automated, and proper industrial approach to home building in a controlled environment with the right tools and support will be needed

Waste: reduction by 20%

One-third of greenhouse gas (GHG) emissions are attributed to buildings, with construction waste accounting for most of these emissions².

Modular construction can improve environmental impact by:

- Reducing construction waste
- Increasing human and material utilization
- Enhancing sustainability and recycling
- Improving control and classification of waste

Customer reach will be the most defining differentiator at the early stages of the project

1) McKinsey report Modular construction: From projects to products

2) Cabeza et al., 2014; Gálvez-Martos et al., 2018 and <https://utilitiesone.com/minimizing-waste-how-prefab-and-modular-construction-promotes-energy-efficiency>

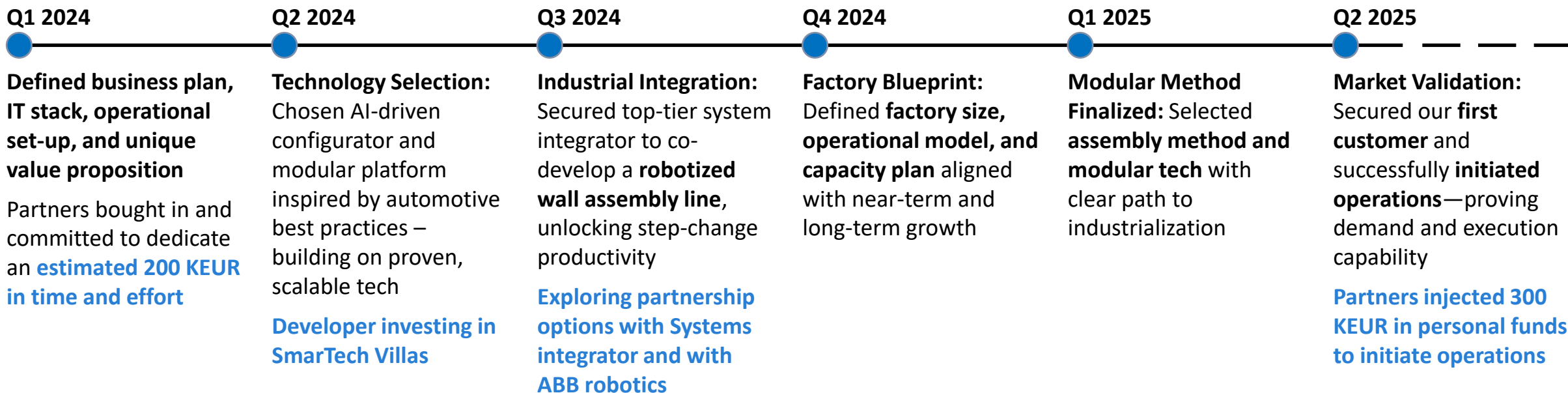
3) Adobe digital trends 2022 and It's time for a holistic approach to the customer experience – Adobe report 2022

Achievements to date and current status

A proven foundation for rapid scale-up with about 500 KEUR already invested and committed

Timeline of Key Milestones

(from concept to operational launch)



De-risked foundation: Core technology, partners, and operational model are already validated—significantly reducing execution risk

Execution credibility: A leadership team with industrial and tech expertise has moved from concept to operational launch on schedule

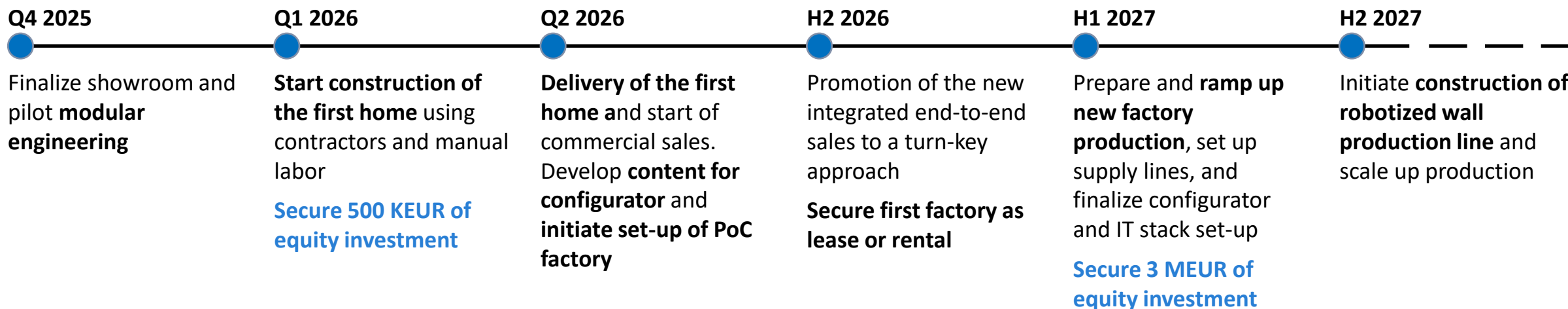
Early traction: A paying customer and live operations demonstrate market fit and readiness for scale

Next steps

Further de-risk the project and scale up

Timeline of Key Milestones

(from operational launch to scale up)



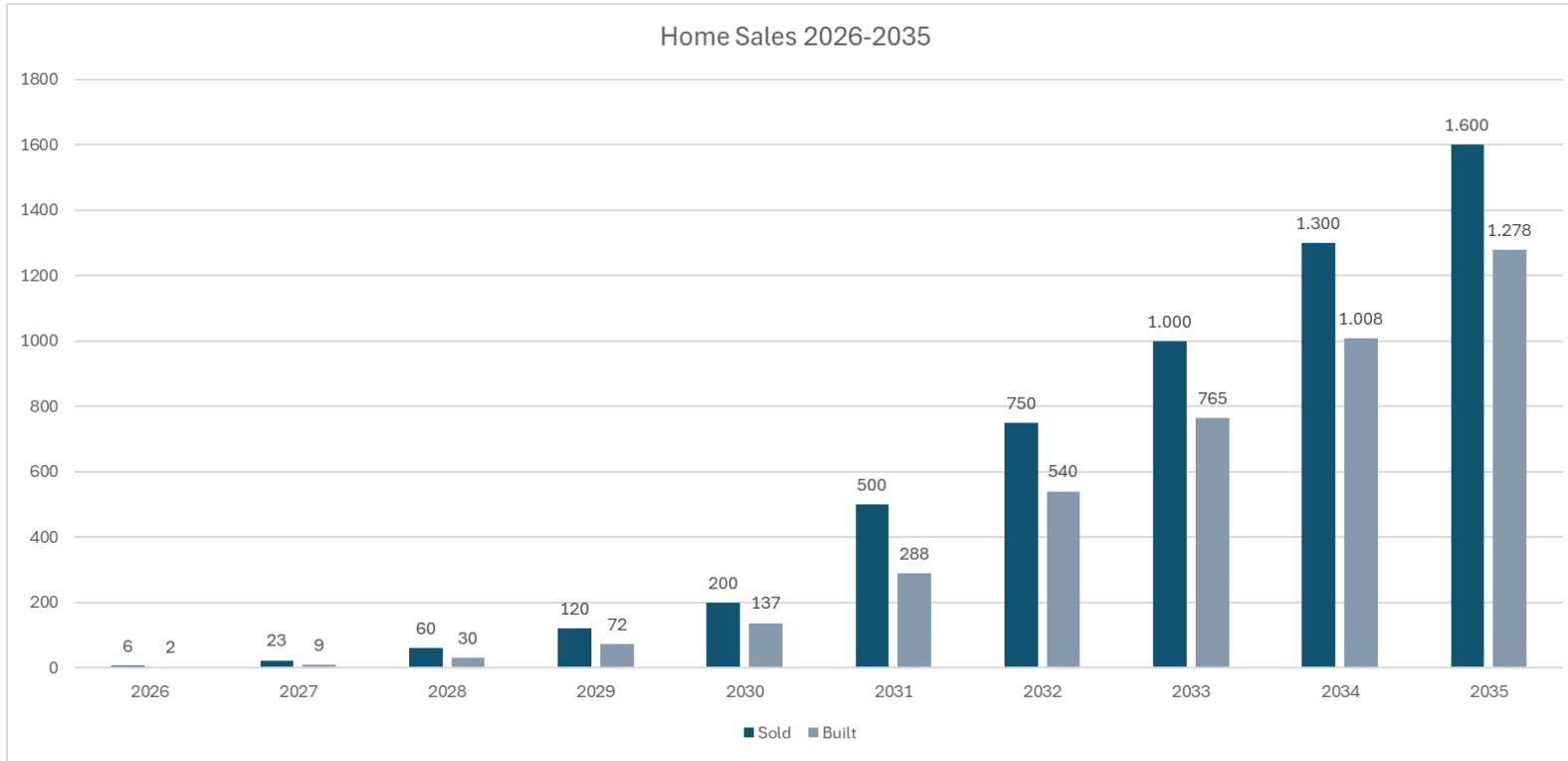
Clear path to scale: From first home delivery to robotized production, the roadmap is defined with measurable milestones

Staged funding plan: Capital needs are de-risked and aligned with value-creation steps (only 500 KEUR required in 2025)

Market validation underway: Showroom, pilot engineering, and first commercial sales provide proof points before major scale-up.

Home Sales Forecast

homes



2025

2026

2027

2028

2029

2030

2031

2032

2033

2034

2035

Experienced team in key aspects of industrialized home manufacturing

Working for over a year to validate the business framework and consequently contributing 300 KEUR in cash



Javier Rodriguez - CEO
>20 years in corporate strategy, M&A, and business development

Executive with global expertise in strategy, M&A, B2B eCommerce, digital transformations, and change management across the technology, energy, and manufacturing sectors. Strong focus on customer collaboration, team building, and strategic value delivery. With a proven track record driving profitable opportunities, experience in customer journey digitalization. He has led several strategic initiatives from concept to viability, to operational expansion. His background includes roles at McKinsey & Company, ABB, BP, and Shell, where he demonstrated expertise in operations, logistics, and strategic planning. Javier's education includes an MBA from Kelley School of Business, Indiana University, and a BS in Mechanical Engineering from IUPFAN. Javier is a Fulbright alumnus.

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Arturo Herrero- CCO
>20 years in commercial sale, 3 companies taken public

Distinguished advisor in global marketing and sales, with a career spanning over two decades in leading multinational corporations through successful public offerings and expansive growth. His journey is marked by passion, innovation, and a steadfast commitment to excellence. Played a pivotal role in taking three companies public, achieving market valuations that surpassed expectations. His approach involved in-depth market analysis, engaging with stakeholders, and crafting compelling narratives that attracted global investors. He has masterminded market entry strategies leading to expansion in over 50 countries, enhancing revenue and brand dominance in new territories, leading sales teams to double revenue figures. Arturo holds a B. Sc. in Engineering from Universidad Politecnica de Cataluna and Masters in Marketing, Economics, and Business Management.

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Arno Strotgen – CTO - GM
>20 years in Robotics and Manufacturing

Global experience in robotics, digitalization, and customer service, Arno's career is marked by impactful roles and significant achievements. As an Independent Advisor, he has guided SMEs through their automation journeys. His tenure as Group Vice President at ABB Robotics & Automation is notable for leading a global team of 1600, achieving double-digit growth through strategic initiatives and technology. Arno has also served as General Manager of ABB Robotics Spain, where he broadened market share. Arno is an independent advisor to Jacobi Robotics, Kogena, and PuntOferta. With an MBA from IMD Lausanne, Switzerland, and a B.Sc. in Industrial and Systems Engineering from the Instituto Tecnológico de Monterrey, Mexico,

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Daniel Rodriguez – Project and Operations Director
5,000 homes built

Highly accomplished construction management professional with over 20 years of experience in construction project management, quality control, and process improvement.

He is a Sr. Project Manager at PRECON focusing on modular homes. His prior roles include Director of Production at Modular Home, where he oversaw the construction of 150 chalets.

Daniel has a strong background in civil engineering and team leadership, with skills in construction management, team leadership, execution control, and process improvement. His career spans multiple significant projects, including directing the construction of sports stadiums, residential buildings, and various public and private structures, showcasing his expertise in managing complex, high-value projects in challenging environments.

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David Herranz – Products Director
500 modular homes designed

Successful architect from IE University and the Technical University of Madrid (UPM), specializing in BIM (Building Information Modeling) methodology. His career trajectory is marked by significant tenures at leading firms, including BOD and ARUP, where he played a crucial role in pioneering BIM implementations for landmark projects.

In 2018, David founded DHVarquitectos, a studio rapidly becoming synonymous with the design and development of industrialized, modular single-family homes. By leveraging the BIM system, his studio has successfully designed over 300 homes.

David's professional journey reflects a commitment to blending traditional architectural wisdom with the latest technological innovations.

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Contact us for further information or clarifications

arno.strotgen@smartechvillas.com

