

JUUNOO

THE WALL
THAT PAYS OFF.

Beautiful circular walls

Placed in a day, without dust or noise

proximus

COLRUYT
GROUP

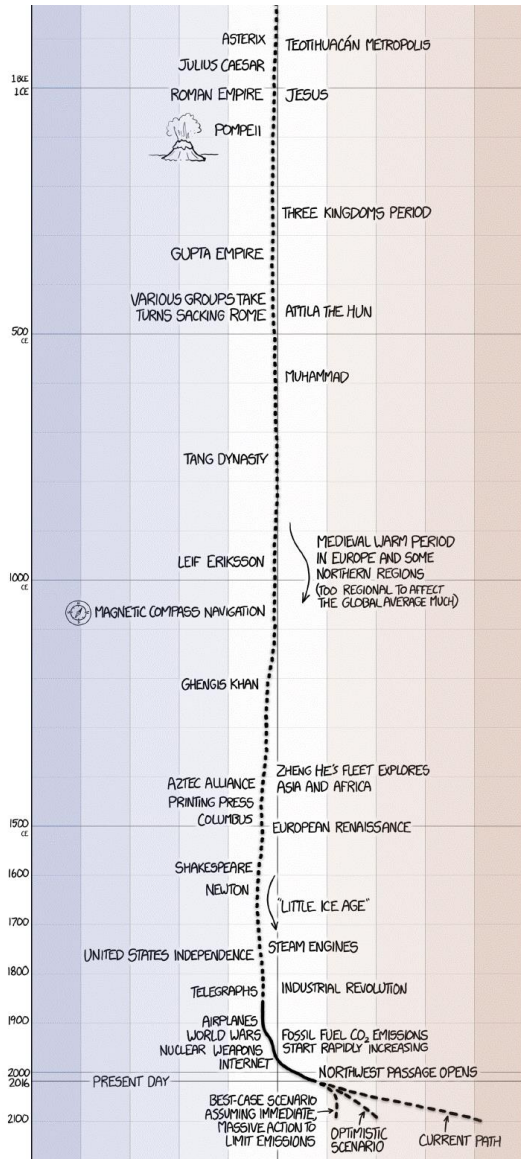
CRONOS

Showpad

VDAB



Why JUUNOO?



Juul & Noor



“Dad, you knew the facts.
What did you do?”

SCOPE:

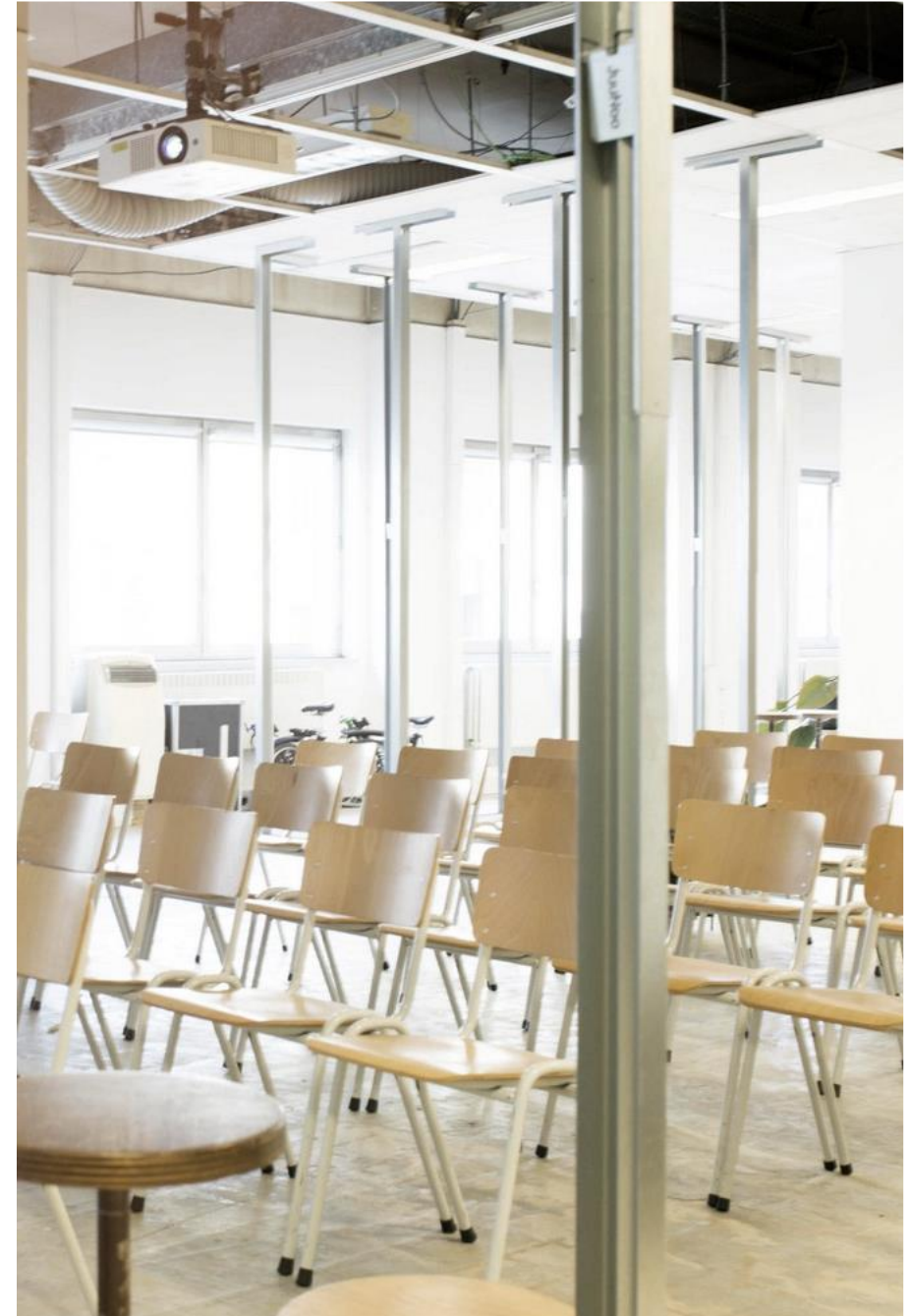
why

pitch

business model

team

potential



The problem.

macro

office design
(our initial market segment)



EU green deal / Joe Biden:
CO2 neutral by 2050



less skilled workers
higher labour cost



increasing agility in
how we live & work

The challenge for office design

aesthetics

productivity

flexibility



dead by covid

The challenge with walls

dividing offices =



noise



time



dirt

and after a few years:



demolish



again €













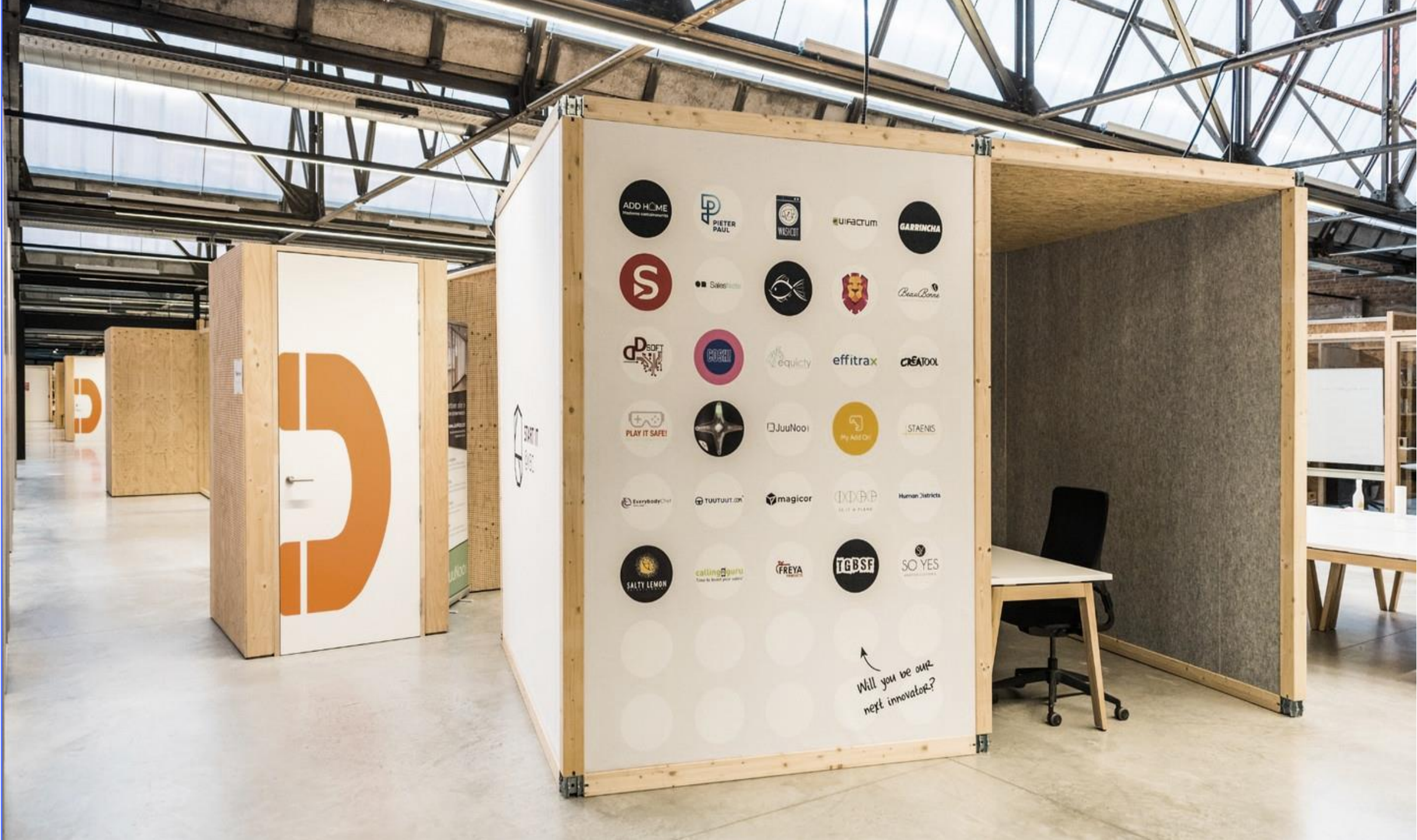
amandis

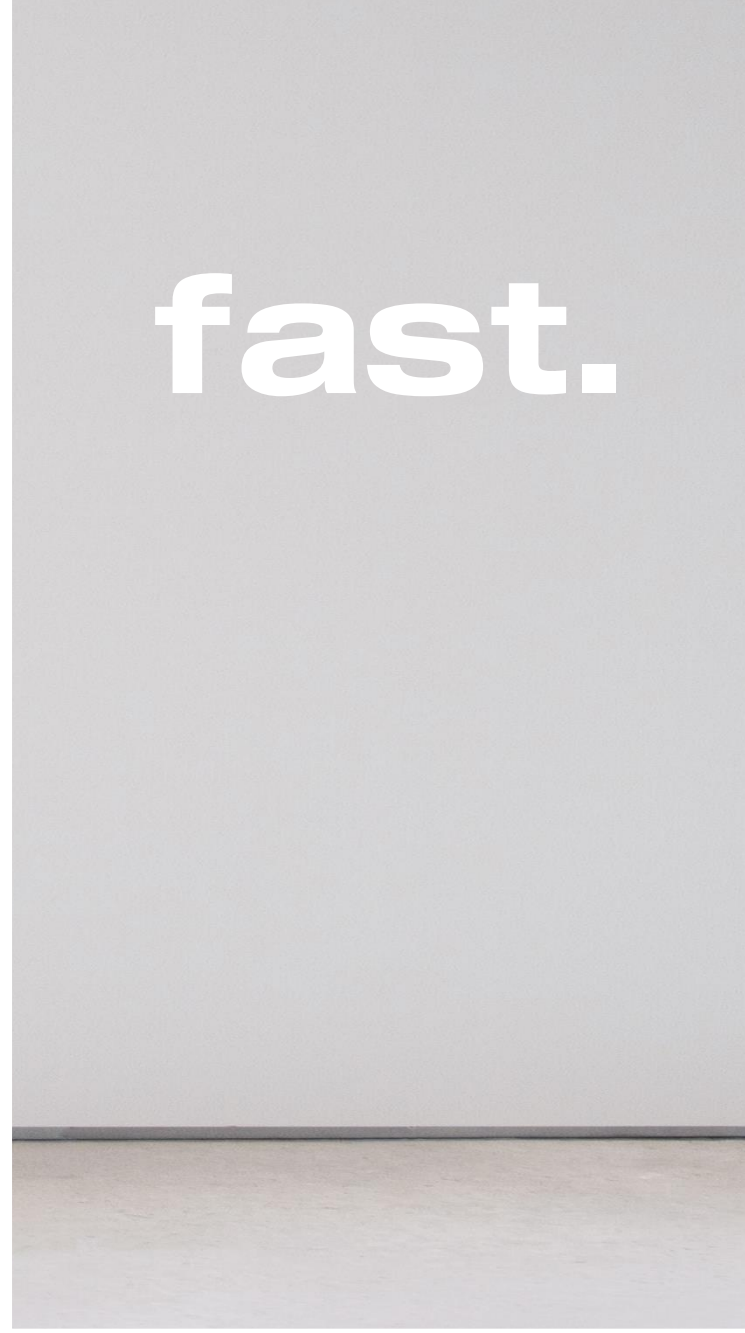
ICT RECRUITMENT PROFESSIONALS













JUUN00

painted
 drywall



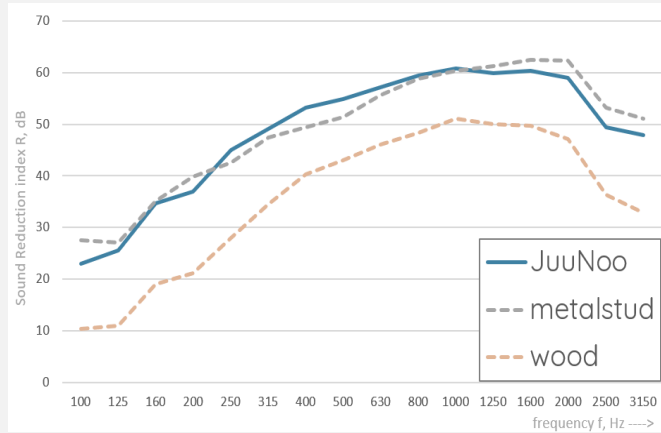
00:00:00:00

00:00:00:00

acoustic

baseclick: 43 dB
acouclick: 53 dB
up to 77 dB

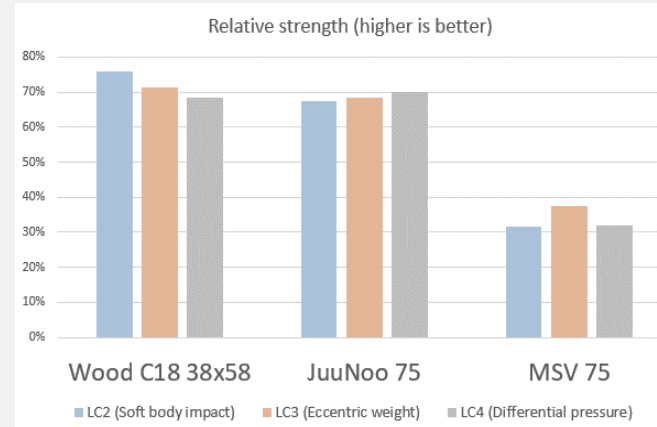
PEUTZ



stable

TV233
ETAG 003

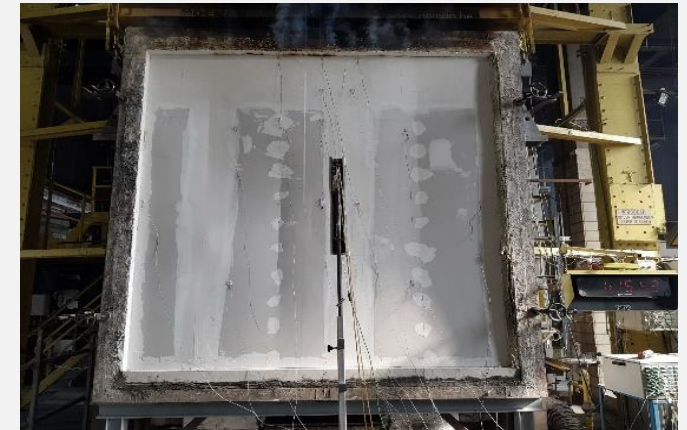
INDURIUM
ENGINEERING



fireproof

2 x gyproc A: EI 60
1 x habito: EI60

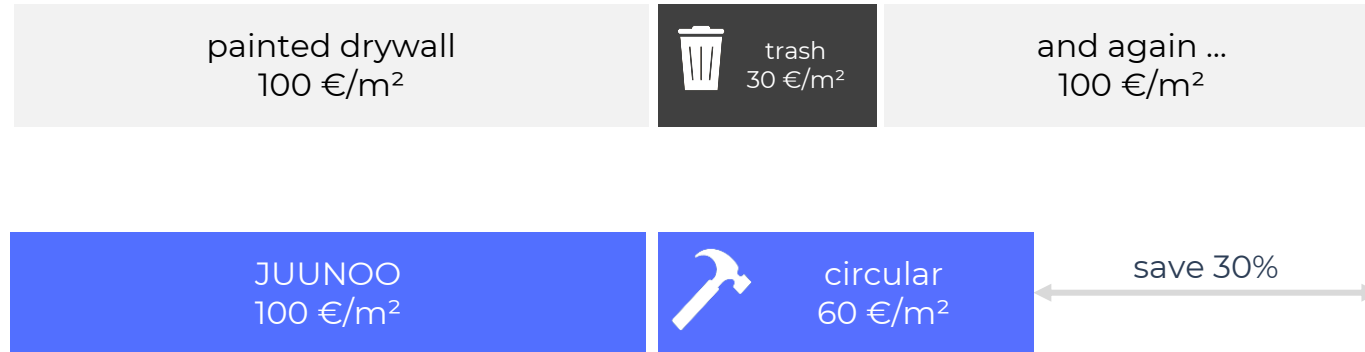
Exova
Warringtonfire





circular.

lower total cost of ownership



the norm



the new norm



buy back warranty



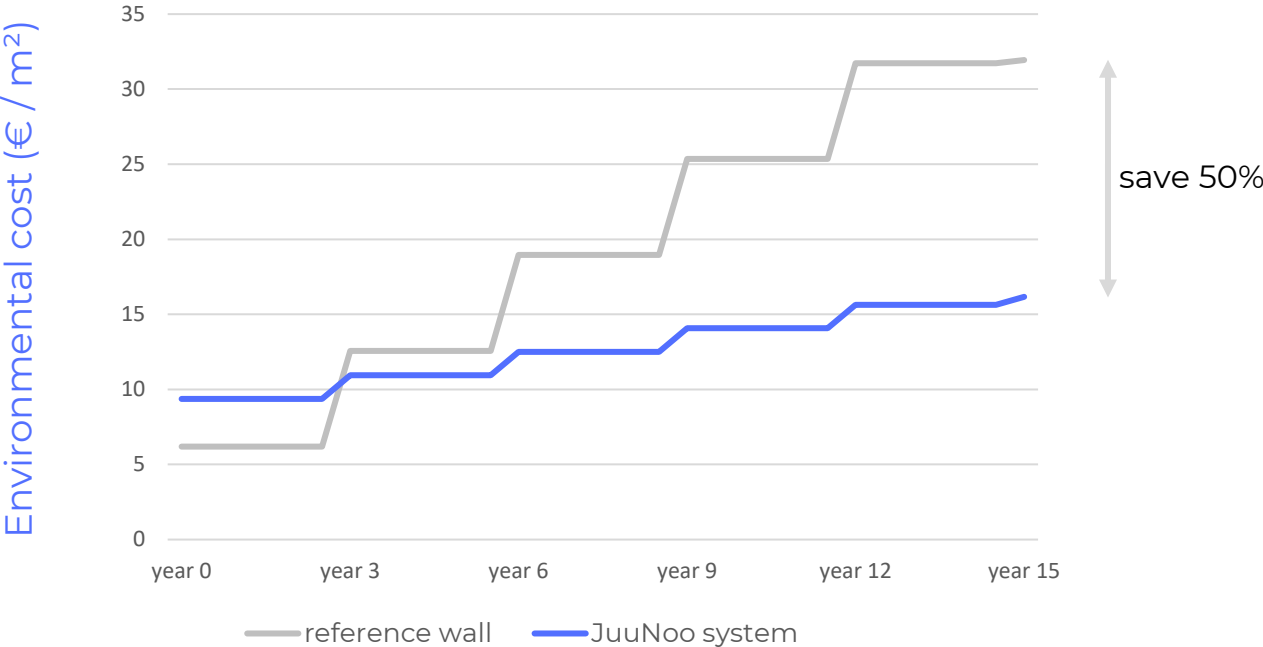
DUUNNO

the norm

the new norm



less CO2



DOORNOO

the norm

the new norm



SCOPE:

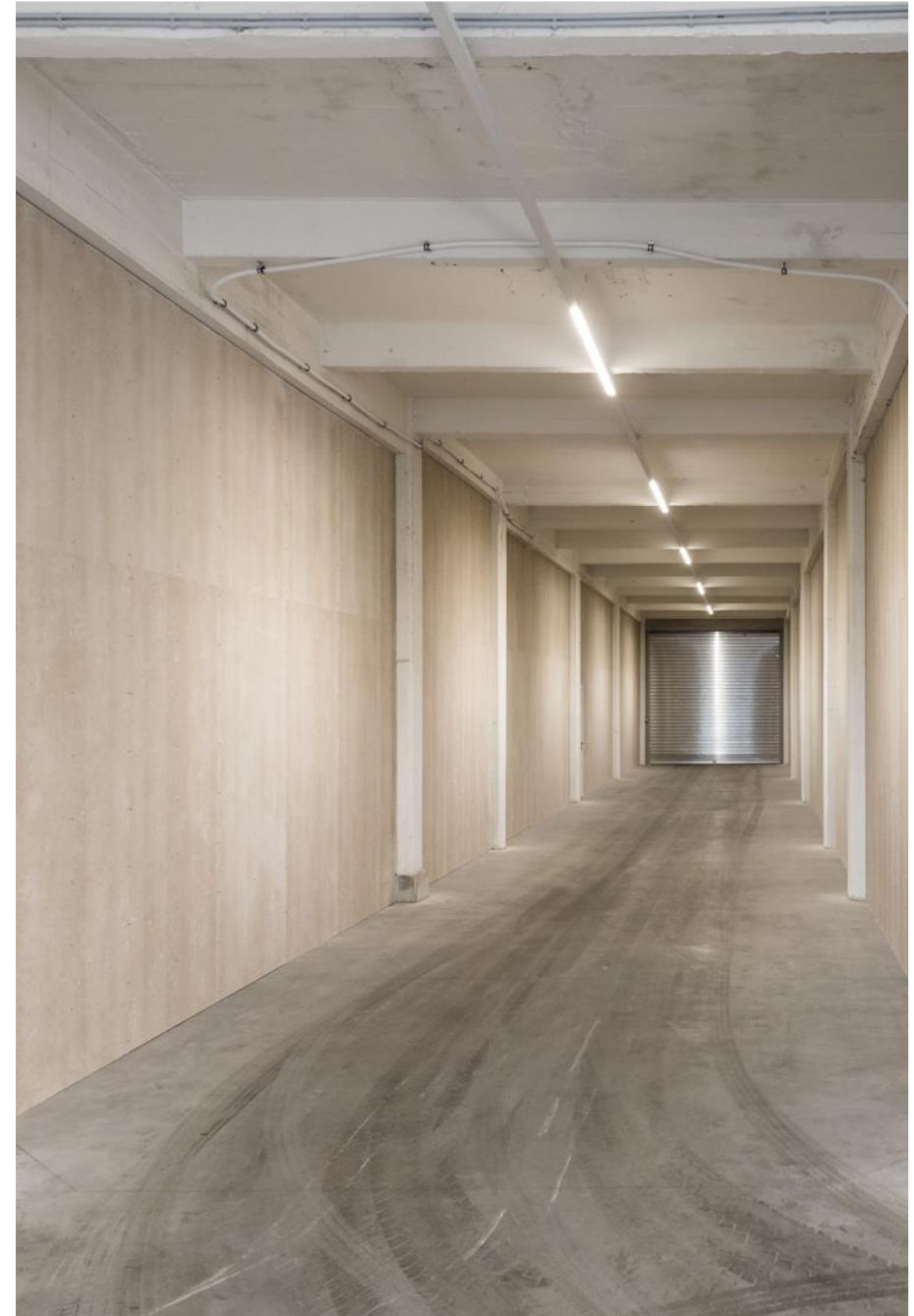
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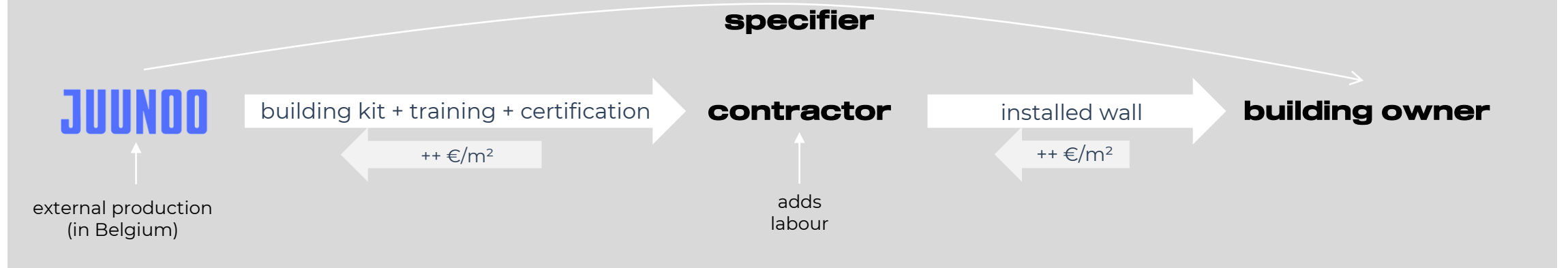
business model

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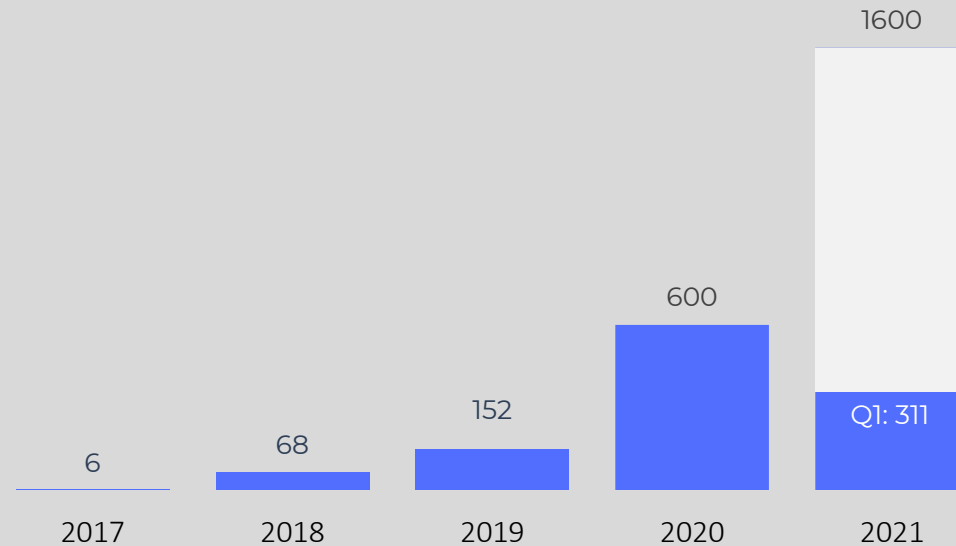
potential



BUSINESS MODEL



Traction in the market



RENSON®

Showpad

Befimmo

proximus

COLRUYT GROUP

BESIX

CRONOS

VDAB

CO.STATION
with BNP PARIBAS FORTIS

2017 05 08

BE - fiscal patent
adaptable wall

2018 03 08

PCT currently running
QuickSpan: tension and fixate

2018 09 25

PCT currently running
"I" & "C" modules

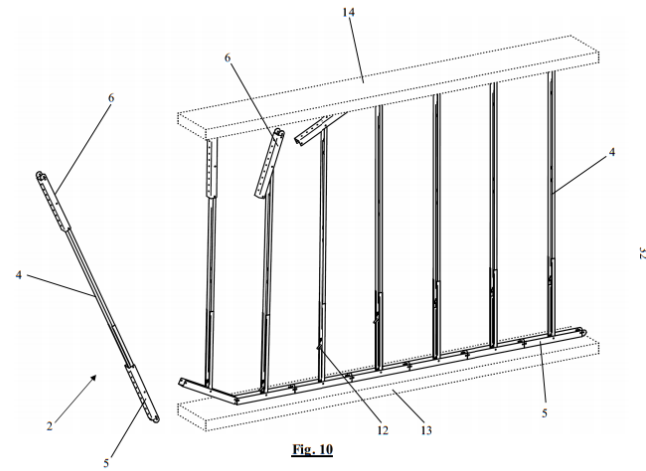
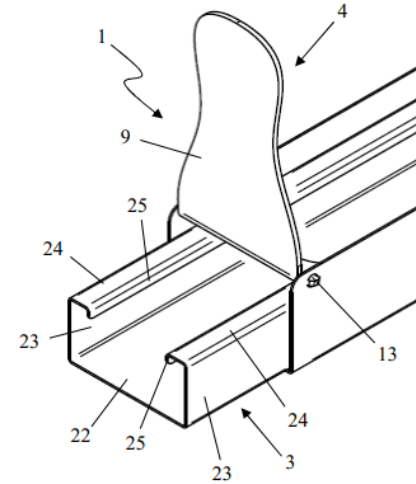


Fig. 10

DOORNOO



drywall

100% waste
7x slower
€€

KNAUF

etex

Gyproc
SAINT-GOBAIN



quick
beautiful
circular
€€€



system wall

ugly seams
produce to order
€€€€

BEDDELEEM

maars

PAN-ALL

MOELVEN

komfort

fantoni

SCOPE:

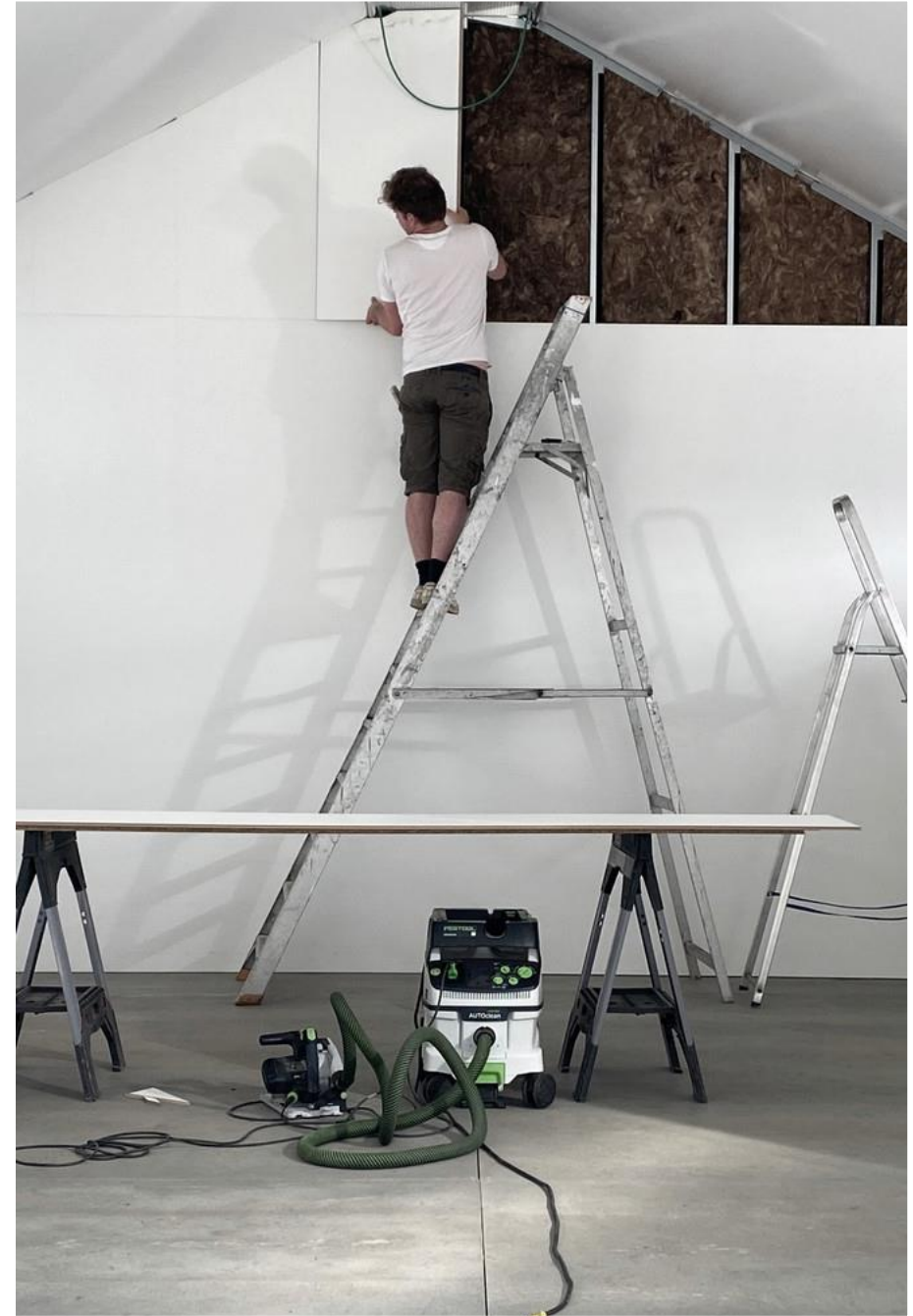
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Isabelle Saesen

VP Sales & Marketing
 10 y Modular: int. proj. manager
 2 y Fagerhult: managing director



Chris Van de Voorde

Founder + CEO
 Ind. ing. industrial design
 7 y beMatrix: R&D, IT & procurement



Xavier Huyghe

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

Sales



Thomas Vdd
 sales
 3y PGS



Carl Vulsteke
 sales (ext.)
 16y beMatrix



Kelly Debaere
 inside sales
 10y Bozarc



Bart Claessens
 project lead
 14y Potteau

Marketing



Koen Therry
 marketing
 15y beMatrix



Operations



Anjela B.
 HR & admin
 4y Unique



Jelle V.
 demo & prod.
 12y beMatrix



Rein Moreels
 production
 9y Autofix



R&D + IT



Lucas W.
 R&D
 2y JUUNOO



Pieter-jan V.
 ERP (ext.)
 5y Tripodmaker



Board of advisors



Valérie Vermandel
 CDO Whitewood
[project development](#)



Rini Quirijns
 former director Gyproc
[drywall market](#)



Bert Van Wassenhove
 Think with people
[marketing](#)

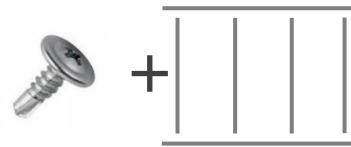


Guy Wollaert
 former CIO Coca Cola
[innovation](#)

THE AMBITION



custom

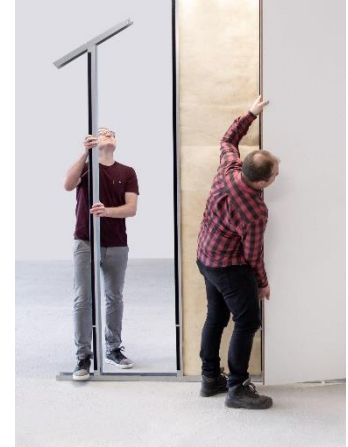


profiles



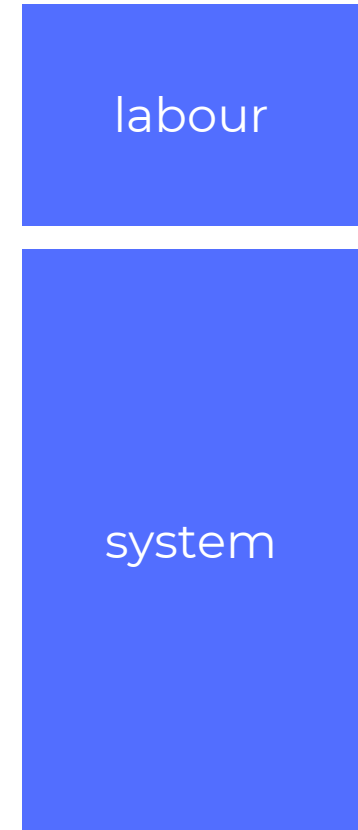
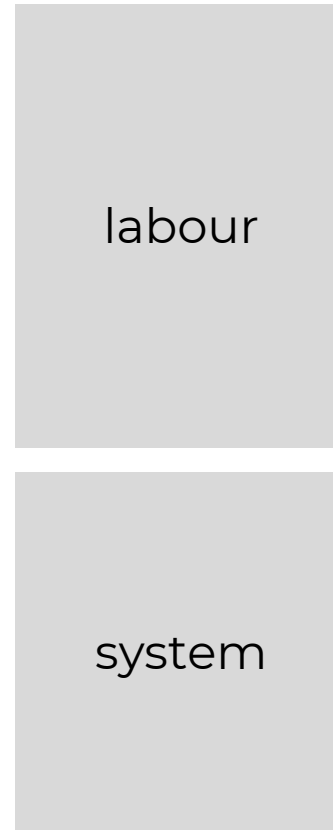
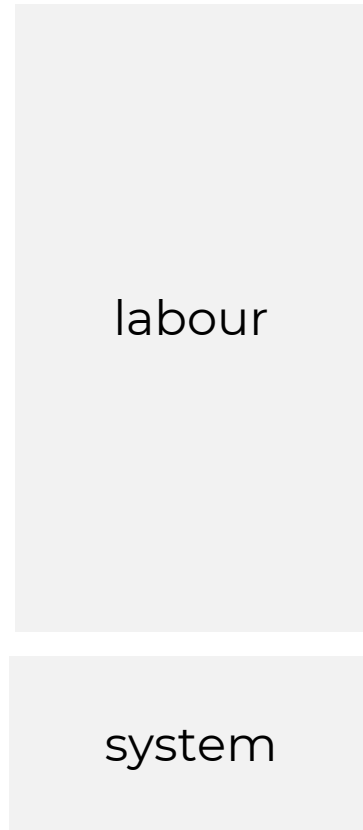
it makes economic sense
to reuse

DOUNNO



modules

EXPERIENCE



it makes economic sense
to reuse

$$\text{circularity} = \frac{\text{residual value}}{\text{dismounting cost}}$$

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



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



SCOPE:

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We want to be active in these regions by 2023.

SAM

4188 M€
All office walls
in blue regions

SOM

503 M€
20% share,
goods only

	office investments (bn €)	take-up (1000 sqm)	vacancy rate (%)	prime rents (€/m ² a year)
top city regions				
Paris	26,0	2.064	4,9	880
New York	17,2		6	677
London	16,0	1.147	5,7	1407
Berlin	12,8	1.016	1,5	480
Zurich		372	4,7	764
Stockholm	6,0	166	5,5	676
Amsterdam	3,5	283	6,2	460
Luxembourg		260	3,6	600
Brussels	2,2	514	7,1	315

source :BNP Paribas real estate

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proximus

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