

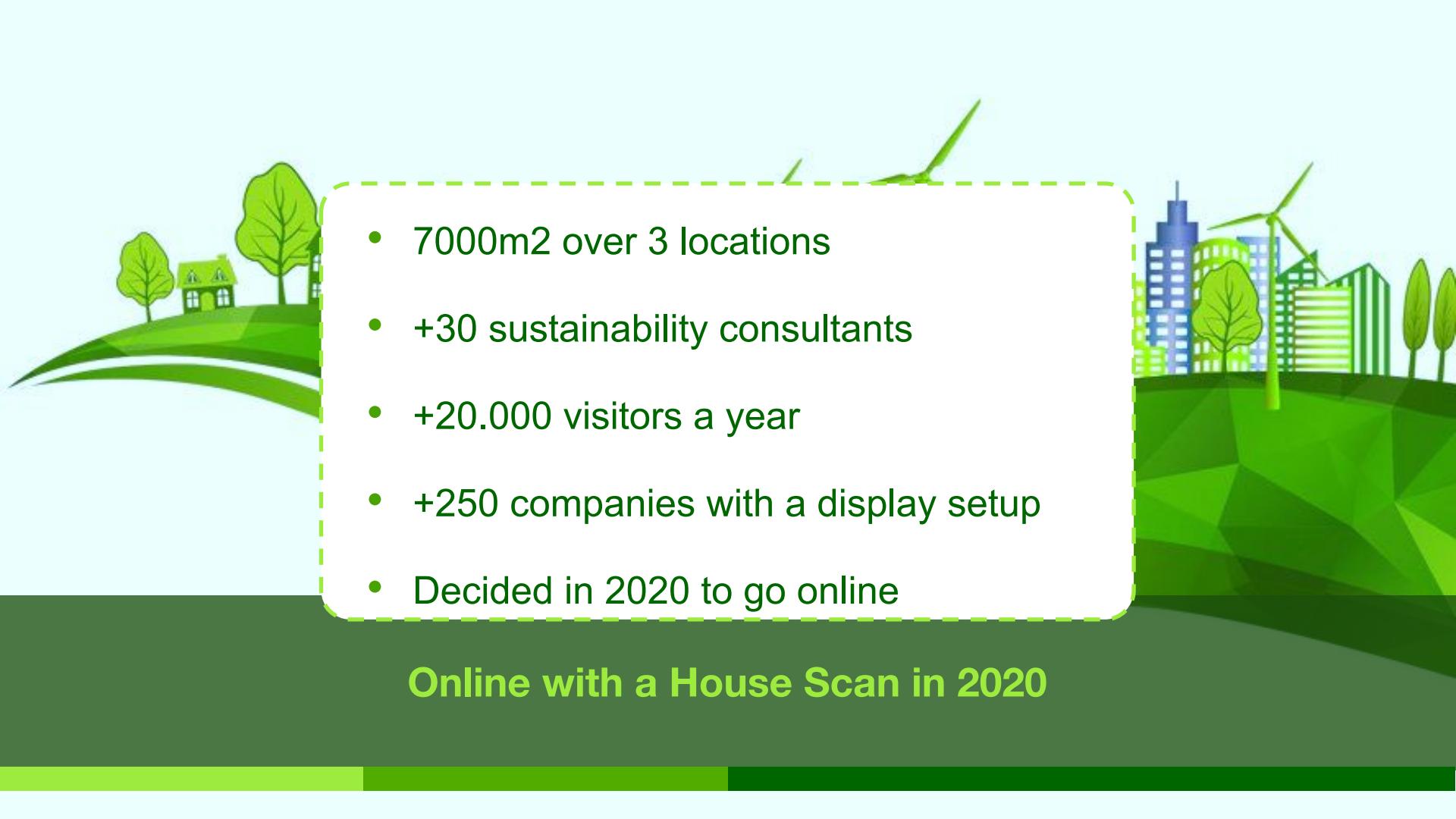


We do sustainability together!

WoonWijzerWinkel



Biggest physical sustainability marketplace in Europe

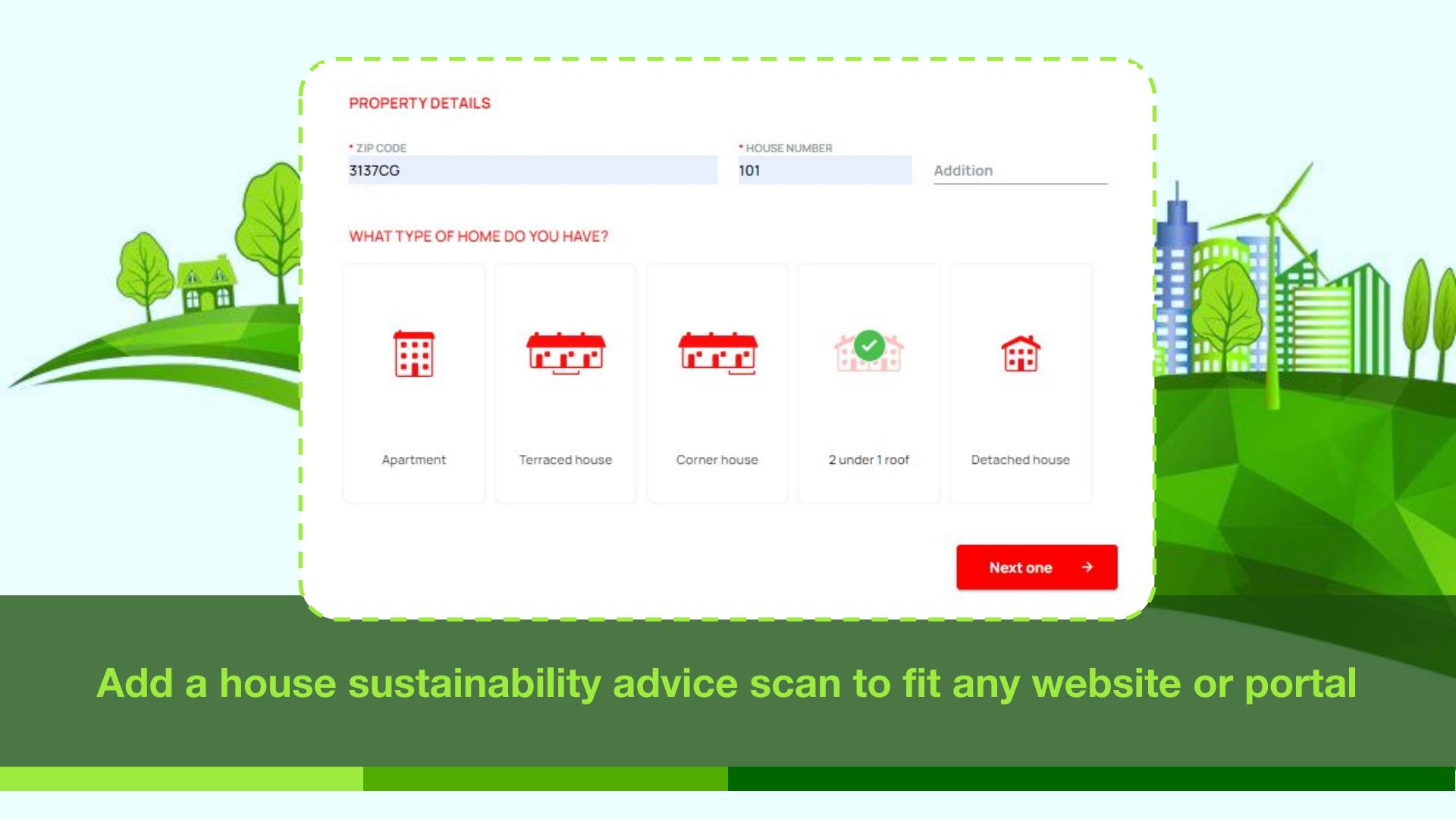


- 7000m2 over 3 locations
- +30 sustainability consultants
- +20.000 visitors a year
- +250 companies with a display setup
- Decided in 2020 to go online

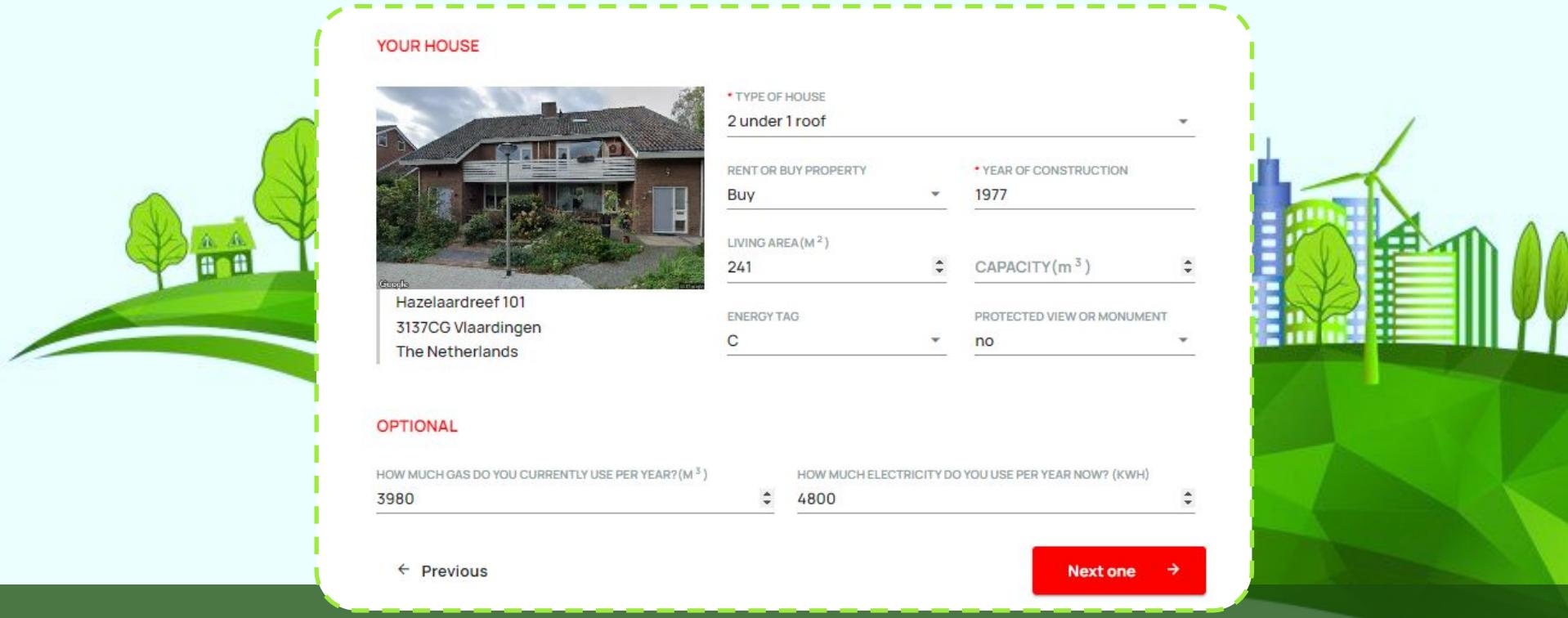
Online with a House Scan in 2020

- Start investigating the process
- Created +200 installation partners
- Made +60 cities as partner
- Created traffic partners
- Build a house scan with system behind it

Online with a House Scan in 2020



Add a house sustainability advice scan to fit any website or portal



YOUR HOUSE



Google
Hazelaardreef 101
3137CG Vlaardingen
The Netherlands

* TYPE OF HOUSE
2 under 1 roof

RENT OR BUY PROPERTY
Buy

* YEAR OF CONSTRUCTION
1977

LIVING AREA (M²)
241

CAPACITY (m³)

ENERGY TAG
C

PROTECTED VIEW OR MONUMENT
no

OPTIONAL

HOW MUCH GAS DO YOU CURRENTLY USE PER YEAR? (M³)
3980

HOW MUCH ELECTRICITY DO YOU USE PER YEAR NOW? (kWh)
4800

← Previous

Next one →

The system retrieves data about the property

What was done regarding sustainability?

WHAT AMENITIES ARE PRESENT IN YOUR HOME?



Floor insulation



Wall insulation



Roof insulation



Glass Insulation

I do not know

I do not know

I do not know

I do not know



Solar panels



Heat pump



Solar boiler (System
on roof)



Infrared

I do not know

I do not know

I do not know

I do not know



What is possible to be more sustainable?



Floor insulation

52 m²

Description Uninsulated floor can be re-insulated

investment €2288

savings €468

payback period 4 years

[Send a non-binding quote](#)

*Amounts are based on averages



Wall insulation

32 m²

Description wall partly insulated, being refilled.

investment €640

savings €384

payback period 1 year

[Send a non-binding quote](#)

*Amounts are based on averages

Get visitor details

CONTACT INFORMATION

* First name _____ * Surname _____

* Email address _____

* Phone number _____

Any comments _____

Information Green Mortgage



contact me

Information Green Loan



contact me

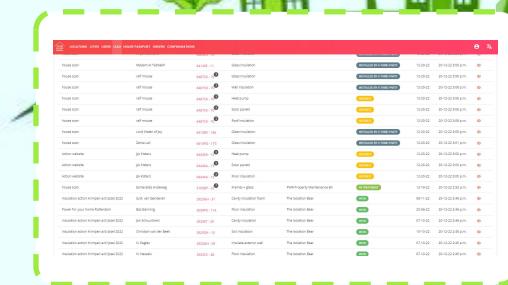
I hereby agree that my data will be processed.

Leads and orders come in the system

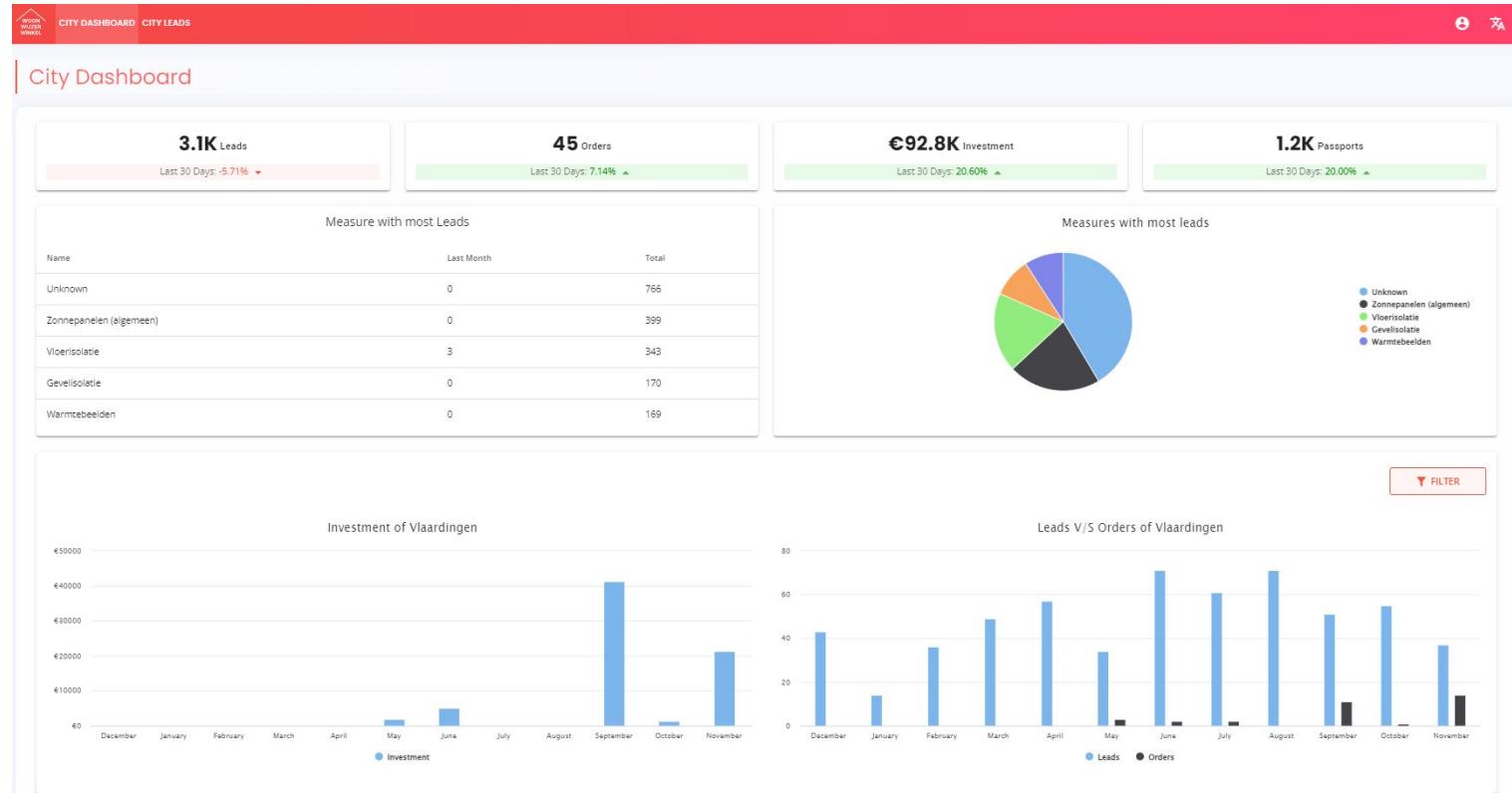
Woon Winkel Winkel	LOCATIONS	CITIES	USERS	LEAD	HOUSE PASSPORT	ORDERS	CONFIGURATIONS	WON	IN TREATMENT	INTEREST	INSTALLED BY A THIRD PARTY	LAST UPD.	LAST UPD. DATE	LAST UPD. TIME	LAST UPD. BY	
HOOG-DOORN	Hoog-Doorn			6403ZA - 1A	Glass insulation											
house scan		Madam Al Tabbakh		6414SE - 11	Glass insulation			INSTALLED BY A THIRD PARTY				12-20-22	20-12-22 3:09 p.m.			
house scan		ralf mouse		6467CK - 70	3	Glass insulation		INSTALLED BY A THIRD PARTY				12-20-22	20-12-22 3:06 p.m.			
house scan		ralf mouse		6467CK - 70	3	Wall insulation		INSTALLED BY A THIRD PARTY				12-20-22	20-12-22 3:06 p.m.			
house scan		ralf mouse		6467CK - 70	3	Heat pump		INTEREST				12-20-22	20-12-22 3:06 p.m.			
house scan		ralf mouse		6467CK - 70	3	Solar panels		INTEREST				12-20-22	20-12-22 3:06 p.m.			
house scan		ralf mouse		6467CK - 70	3	Roof insulation		INTEREST				12-20-22	20-12-22 3:06 p.m.			
house scan		Lord Water of Joy		6413RX - 156	Glass insulation			INSTALLED BY A THIRD PARTY				12-20-22	20-12-22 3:05 p.m.			
house scan		Zerka Lali		6414PG - 173	Glass insulation			INSTALLED BY A THIRD PARTY				12-20-22	20-12-22 3:01 p.m.			
Action website		JJA Kisters		6444XA - 13	3	Heat pump		INTEREST				12-20-22	20-12-22 3:00 p.m.			
Action website		JJA Kisters		6444XA - 13	3	Solar panels		INTEREST				12-20-22	20-12-22 3:00 p.m.			
Action website		JJA Kisters		6444XA - 13	3	Floor insulation		INTEREST				12-20-22	20-12-22 3:00 p.m.			
house scan		Esmeralda Andeweg		3195BP - 22	7	Frames + glass	PWR Property Maintenance BV	IN TREATMENT				12-19-22	20-12-22 2:53 p.m.			
Insulation action Krimpen a/d IJssel 2022		G.M. van Genderen		2923GH - 31	Cavity insulation foam	The Isolation Bear		WON				08-11-22	20-12-22 2:48 p.m.			
Power for your home Rotterdam		Bas Banning		3039PK - 11A	Floor insulation	The Isolation Bear		WON				20-06-22	20-12-22 2:46 p.m.			
Insulation action Krimpen a/d IJssel 2022		Jan Schuurbiers		2925ET - 20	Cavity insulation	The Isolation Bear		WON				07-10-22	20-12-22 2:46 p.m.			
Insulation action Krimpen a/d IJssel 2022		Christian van der Beek		2925DA - 10	Soil insulation	The Isolation Bear		WON				10-10-22	20-12-22 2:45 p.m.			
Insulation action Krimpen a/d IJssel 2022		N. Eagles		2923GH - 29	Insulate exterior wall	The Isolation Bear		WON				07-10-22	20-12-22 2:45 p.m.			
Insulation action Krimpen a/d IJssel 2022		H. Hessels		2923CS - 48	Floor insulation	The Isolation Bear		WON				07-10-22	20-12-22 2:45 p.m.			

Lead process

- Leads come into the system
- System sends a proforma quote to the homeowner
- Lead comes back as proforma order or gets rejected
- Proforma order goes to Installation partner
- Installation partner takes over
- After installation commission invoice gets sent to installation partner



Traffic, Cities and partners





Cities as partner

- Overview of carbon deduction per city
- Cities can report to the government
- Cities can manage on sustainability per district.
- Cities promoted our scan
- Insight on sustainability status and carbon footprint.



- 43268 scans completed
- 93689 Leads in the system
- 15473 orders
- 6934 measures installed
- €417.460,00 commission invoiced

Results in The Netherlands over 16 months

Fully automated system

WOON WUZER WINDEL LOCATIONS CITIES USERS LEAD HOUSE PASSPORT ORDERS CONFIGURATIONS

House Passport

HOUSE INFORMATION

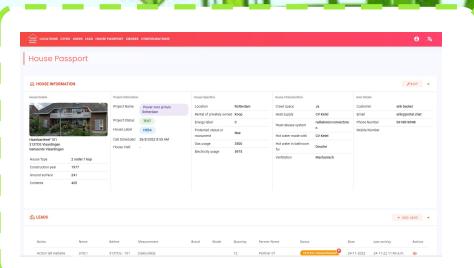
House Details		Project Information		House Specifics		House Characteristics		User Details	
 Hazelhaardreef 101 3137CG Vlaardingen Gemeente Vlaardingen		Project Name Power voor je huis Rotterdam		Location Rotterdam		Crawl space Ja		Customer erik.backer	
House Type 2 onder 1 kap		Project Status TEST		Rental of privately owned Koop		Heat supply CV Ketel		Email erik@portal.chat	
Construction year 1977		House Label HEBA		Energy label C		Protected status or monument Nee		Phone Number 0618818948	
Ground surface 241		Call Scheduled 28/8/2022 8:55 AM		Gas usage 3500		Heat release system radiatoren/convectore n		Mobile Number	
Contents 425		House Visit -		Electricity usage 5975		Hot water made with CV Ketel			
						Hot water in bathroom for Douche			
						Ventilation Mechanisch			

LEADS

Action	Name	Adres	Measurement	Brand	Model	Quantity	Partner Name	Status	Date	Last activity	Actions
Action GR website	smit r	3137CG - 101	Dakisolatie			12	Partner 01	OFFERTE AANGEVRAAGD	24-11-2022	24-11-22 11:40 a.m.	

Fully automated system

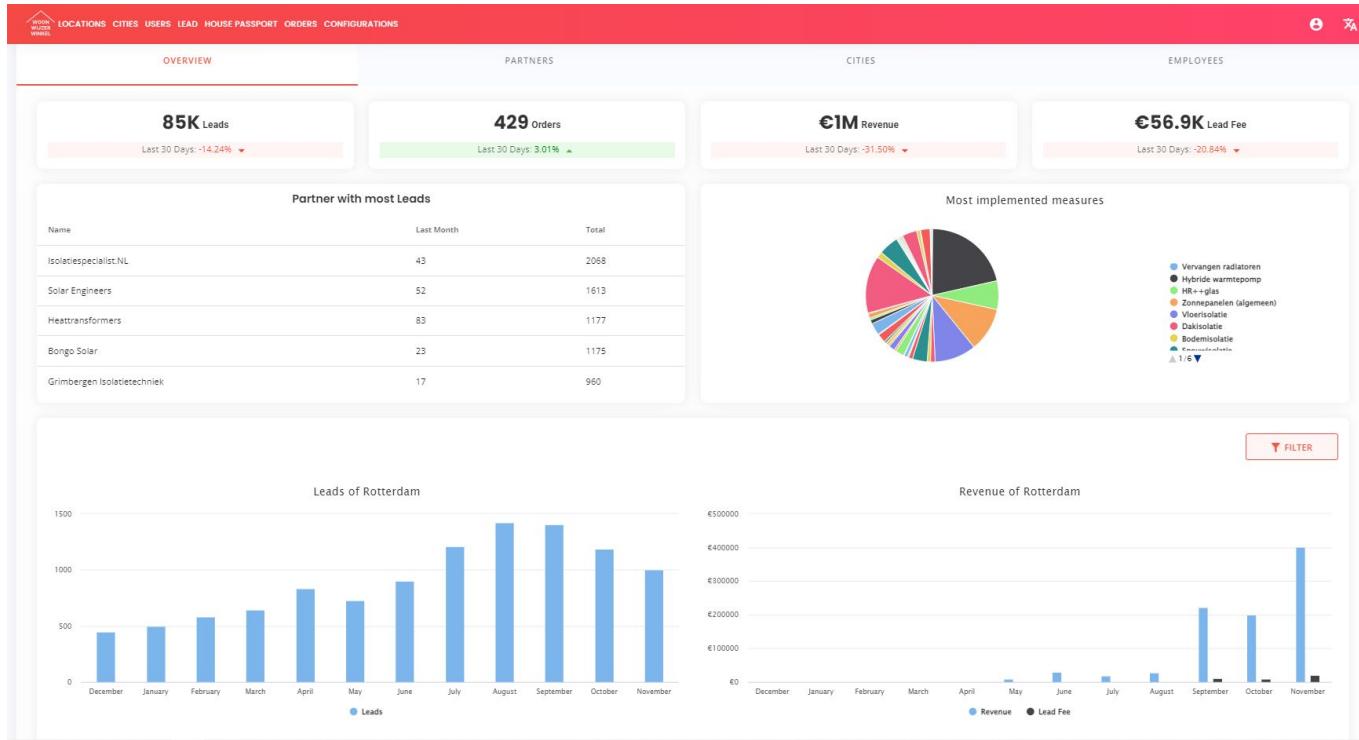
- Can be managed by 1 person
- Realtime status on any lead
- System makes quotes automatically
- System follows up leads automatically
- Make as many lead partners as you want for the same system
- Star-rating / Energy label on any property



- We give orders, not leads
- Banks pay our partners directly from the loan
- We do their marketing
- They can decline an order when they want
- They only receive orders in their working area

Installation partners love this system

Total overview of real time for every user

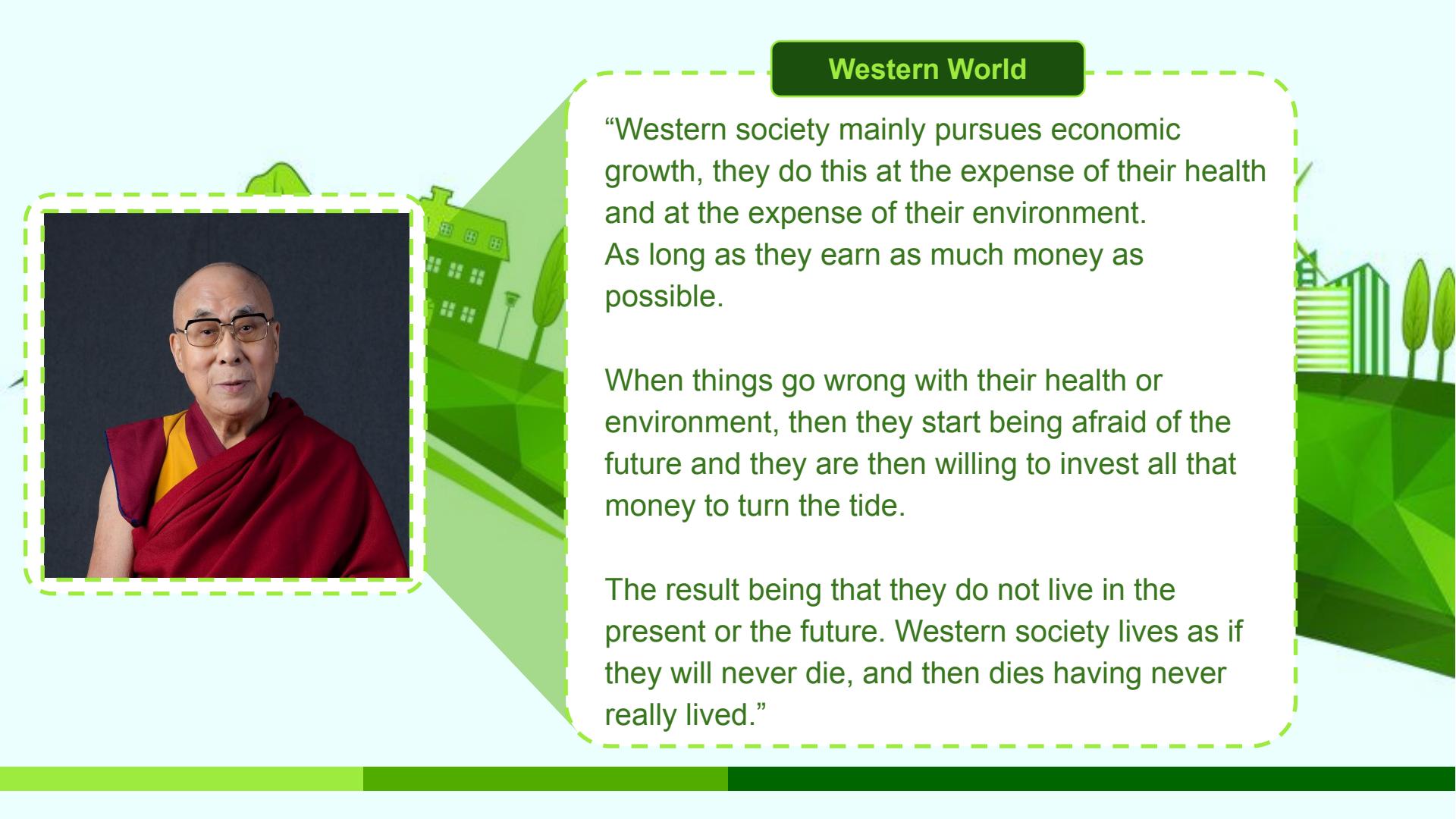


- Based on type of user (System user, City, Installation partner, Traffic partner)
- Based on rights



DSM GLOBAL WARMING RESEARCH

- Economic growth and the growing world population are the engine of climate change.
- By the year 2100, climate change will cost more than 25% of the total global economy on an annual basis.
- If humanity does not let go of economic growth, we will not solve the climate problem.



Western World

“Western society mainly pursues economic growth, they do this at the expense of their health and at the expense of their environment. As long as they earn as much money as possible.

When things go wrong with their health or environment, then they start being afraid of the future and they are then willing to invest all that money to turn the tide.

The result being that they do not live in the present or the future. Western society lives as if they will never die, and then dies having never really lived.”