

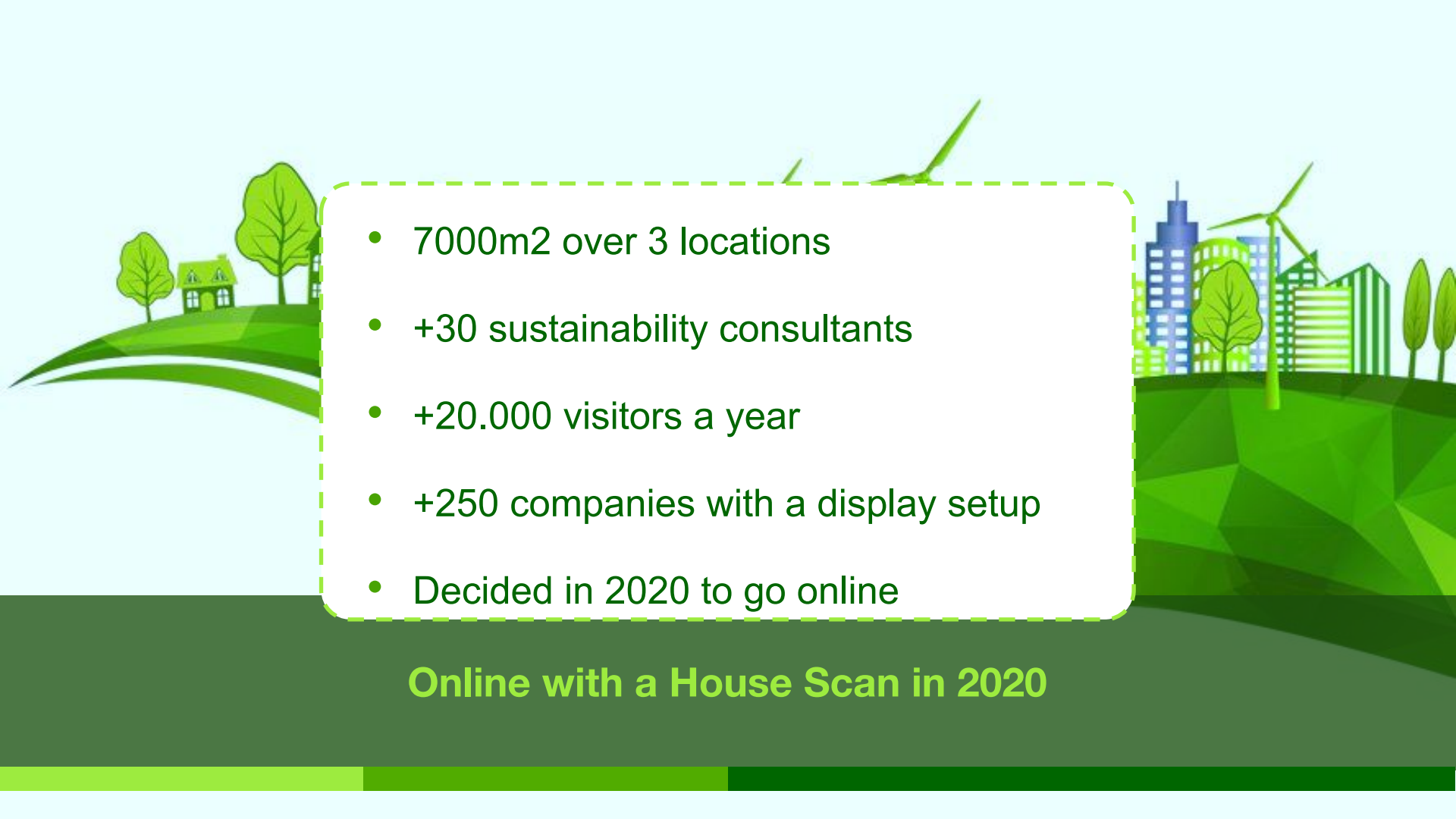


We do sustainability together!

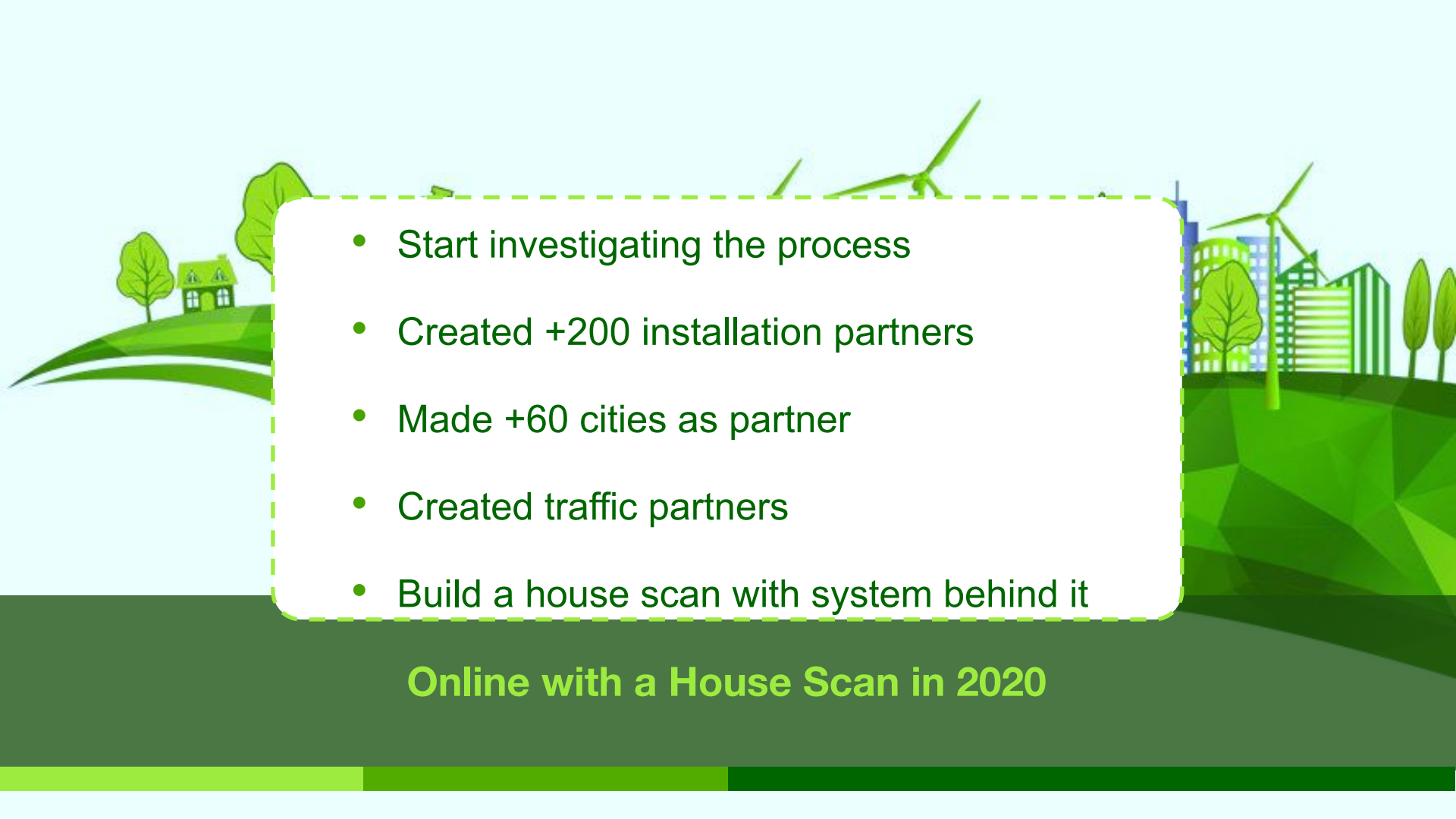
WoonWijzerWinkel



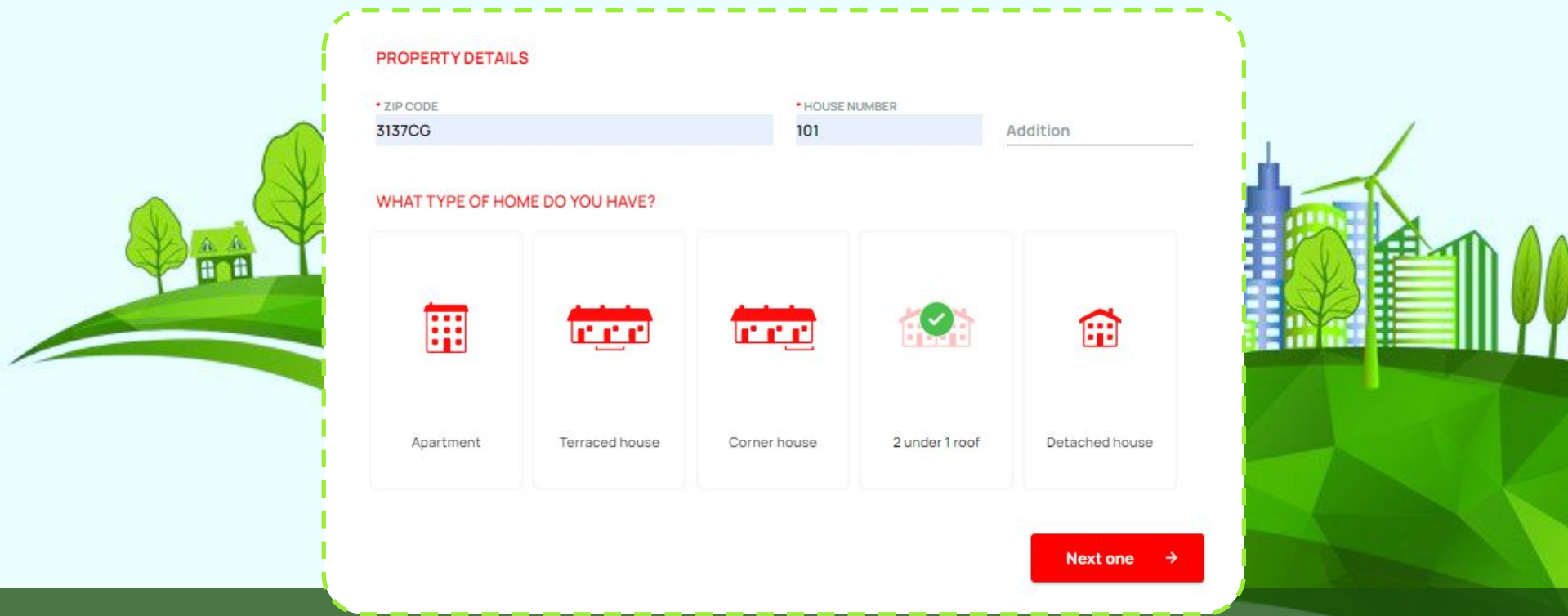
Biggest physical sustainability marketplace in Europe

- 
- 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

- 
- The background of the slide is a stylized green landscape. On the left, there's a small house on a hill with two trees. In the center, a large white rounded rectangle with a dashed green border contains a list of bullet points. On the right, there's a city skyline with several buildings and two wind turbines. The bottom of the slide has a dark green bar with a lighter green horizontal line above it.
- 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




PROPERTY DETAILS

• ZIP CODE
3137CG


• HOUSE NUMBER
101

Addition _____


WHAT TYPE OF HOME DO YOU HAVE?




Apartment




Terraced house



Corner house



2 under 1 roof



Detached house

Next one →

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

YOUR HOUSE



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

☐ I do not know



Wall insulation

☐ I do not know



Roof insulation

☐ I do not know



Glass Insulation

☐ I do not know



Solar panels

☐ I do not know



Heat pump

☐ I do not know



Solar boiler (System
on roof)

☐ I do not know



Infra red

☐ I do not know



What is possible to be more sustainable?



Floor insulation


52 \updownarrow 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 \updownarrow 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	LOCATIONS	CITIES	USERS	LEAD	HOUSE PASSPORT	ORDERS	CONFIGURATIONS				
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	Glass Insulation		INSTALLED BY A THIRD PARTY	12-20-22	20-12-22 3:06 p.m.	
house scan				ralf mouse	6467CK - 70	Wall insulation		INSTALLED BY A THIRD PARTY	12-20-22	20-12-22 3:06 p.m.	
house scan				ralf mouse	6467CK - 70	Heat pump		INTEREST	12-20-22	20-12-22 3:06 p.m.	
house scan				ralf mouse	6467CK - 70	Solar panels		INTEREST	12-20-22	20-12-22 3:06 p.m.	
house scan				ralf mouse	6467CK - 70	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	Heat pump		INTEREST	12-20-22	20-12-22 3:00 p.m.	
Action website				JJA Kisters	6444XA - 13	Solar panels		INTEREST	12-20-22	20-12-22 3:00 p.m.	
Action website				JJA Kisters	6444XA - 13	Floor insulation		INTEREST	12-20-22	20-12-22 3:00 p.m.	
house scan				Esmeralda Andeweg	3195BP - 22	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 Schuurblers	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

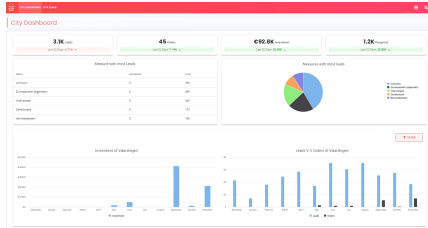
[illegible]


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
WISSEN
WINNEN

LOCATIONS CITIES USERS LEAD HOUSE PASSPORT ORDERS CONFIGURATIONS

House Passport

HOUSE INFORMATION

EDIT

House Details

Hazelaardreef 101

3137CG Vlaardingen

Gemeente Vlaardingen

House Type

2 onder 1 kap

Construction year

1977

Ground surface

241

Contents

425

Project Information

Project Name

Power voor je huis Rotterdam

Project Status

TEST

House Label

HEBA

Call Scheduled

28/8/2022 8:55 AM

House Visit

-

House Specifics

Location

Rotterdam

Rental of privately owned

Koop

Energy label

C

Protected status or monument

Nee

Gas usage

3500

Electricity usage

5975

House Characteristics

Crawl space

Ja

Heat supply

CV Ketel

Heat release system

radiatoren/convectoren

Hot water made with

CV Ketel

Hot water in bathroom for

Douche

Ventilation

Mechanisch

User Details

Customer

erik backer

Email

erik@portal.chat

Phone Number

0618818948

Mobile Number

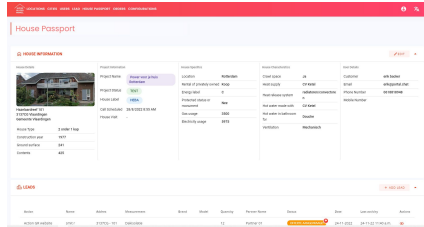
LEADS

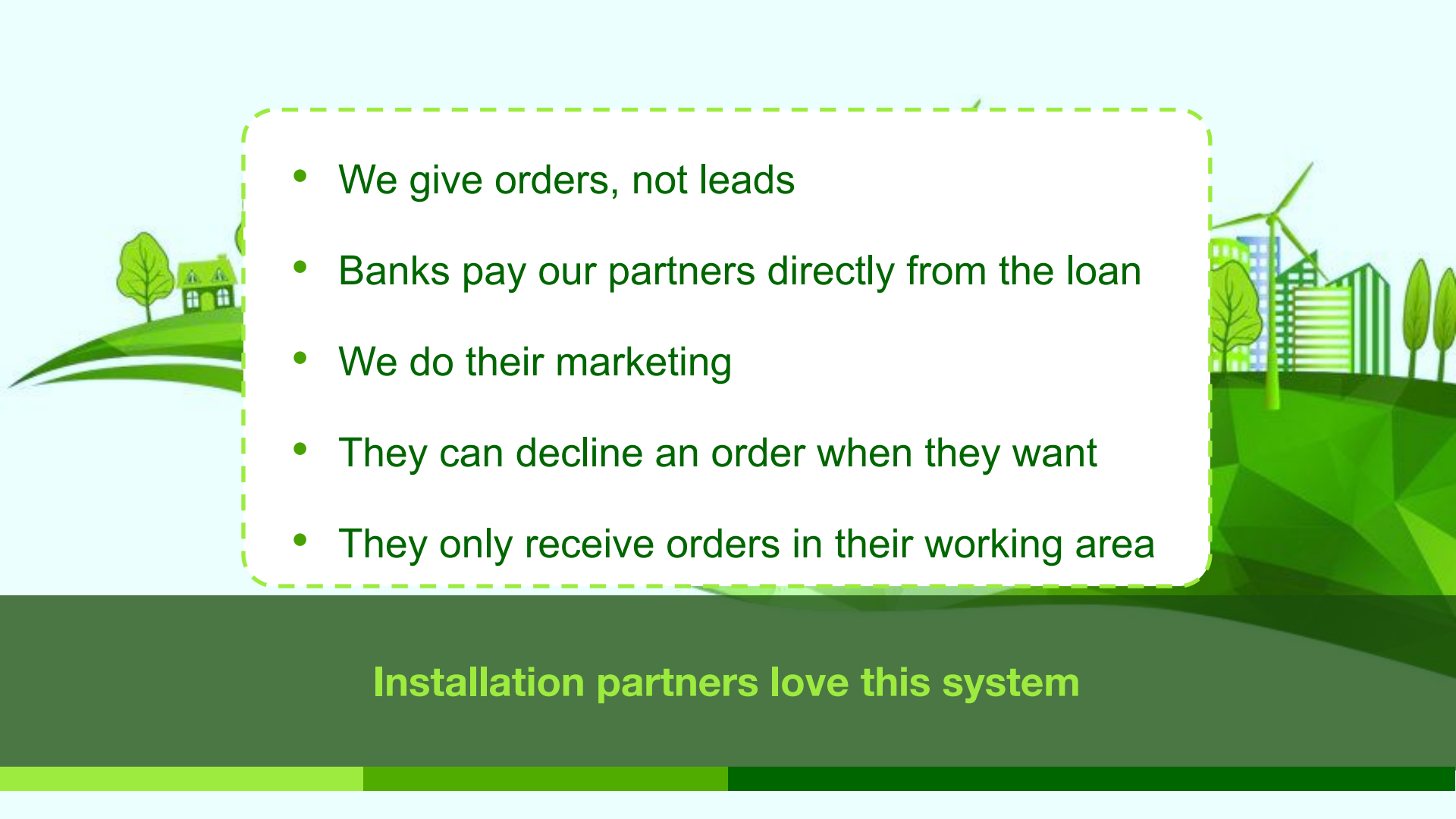
ADD LEAD

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

Fully automated system

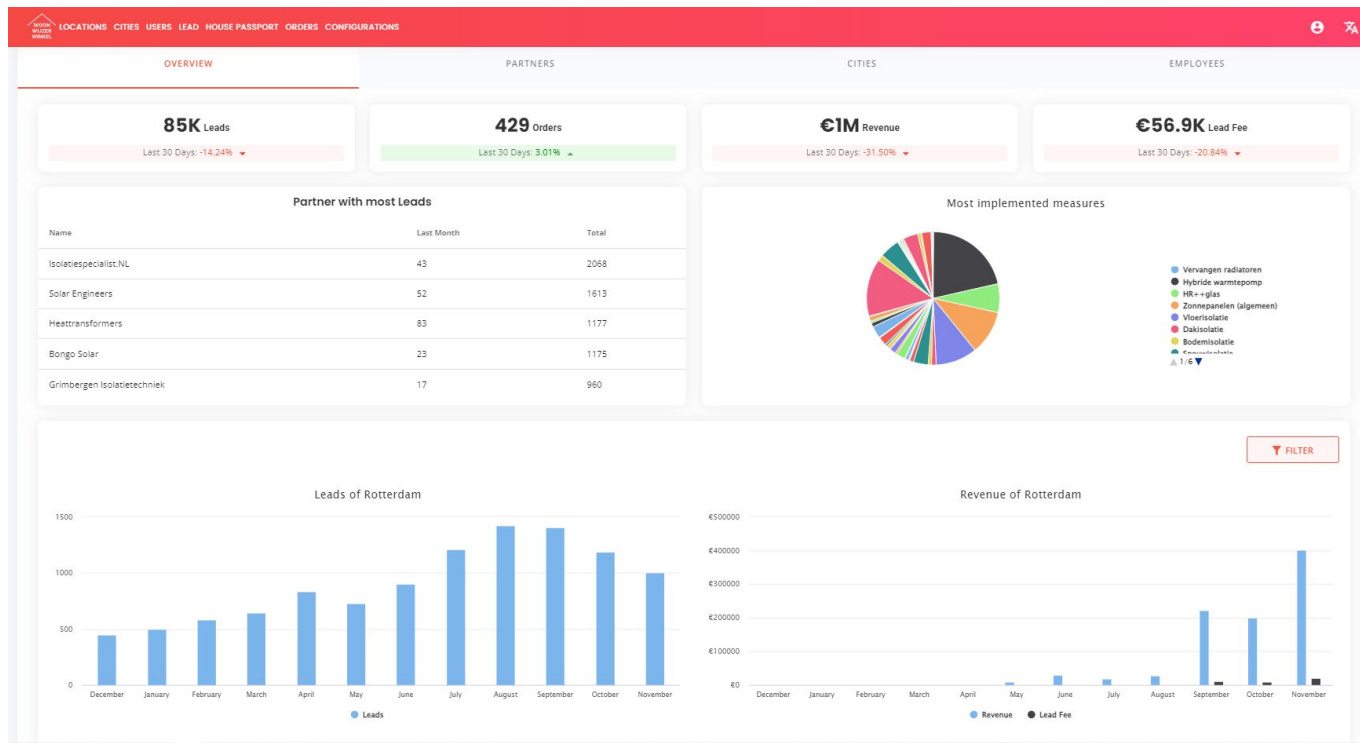
- Can be managed by 1 person
- Realtime status on any lead
- System makes quotes automatically
- System follows up leads automatically
- Make as many lead partners as you want for the same system
- Star-rating / Energy label on any property



- 
- 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



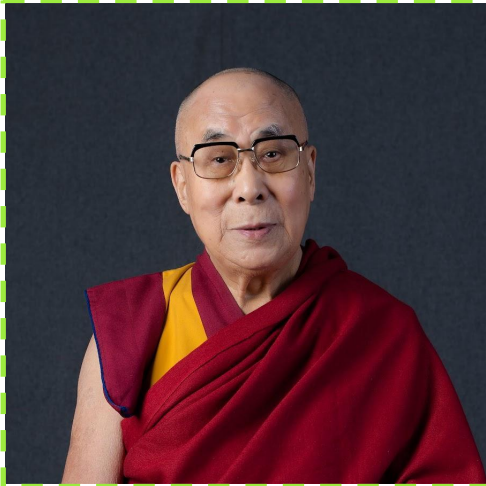
- Based on type of user (System user, City, Installation partner, Traffic partner)
- Based on rights



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.”