

# LYNXCRAFT

A B2C-first platform for self-commissioned homebuilders

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# Why are we here?

## Catching the eye ...



# The Market Reality

## Why private homebuilding remains inefficient

- Private individuals who build their own homes carry the full responsibility for the project. They make the biggest financial decision of their lives, yet they usually don't feel in control.
- The process is fragmented:
  - information comes late,
  - costs are unclear,
  - decisions are hard to compare.
- Most digital tools in construction were built for professionals, not for the investor.
- The biggest inefficiency in construction sits exactly at the level of the private builder.

Real Estate  
INVESTOR



ARCHITECTURE	PERMITTING	BUILDERS SOURCING	PROJECT MNG	INTERIOR DESIGN	SALES OF ASSETS	BUILDING MANAGEMENT
Architect sourcing; term negotiations	Obtain location information	Source different suppliers	Planning multi-party project	Source for interior designer	Fragmented sales process	BIM models with maintenance data rarely available
Permit documentation	Await for permit documentation	Assess their capabilities	Re-plan based on delay	Negotiate terms	Create marketing tools	B.M. as an income source usually not in investor's domain
Numerous idea interactions	Permit application	Obtain initial offers	Continuous coordination	Numerous idea iterations	Post-sales and warranties management	
Price only an estimate	Await permit approval	Negotiate	Coordination of multiple contractors	Tech docu for build part of interior		
Tech docs for build part	Permit application	Contracting				
Re-iterate project documentation based on initial offers						
Continuous manual documentation adjustment						



OVER BUDGET

NO CONTROL  
OVER THE  
PROCESS

DELAYS

GAIN CONTROL

SAVE TIME

REDUCE COSTS

ONE, INTEGRATED PLATFORM

LYNXCRAFT

- Domov
- Akademija
- Nastavitev
- Odjava

Testni dom 15.01.2026

Pregled napredka

4 od 6 korakov opravljeno 67%

Določite potrebe in budget

Prilagodite tloris hiše po svoje in ga izpopolnite v načrtovalniku.

Dodajte parcelo in preverite možnost gradnje

Vnesite podatke o parceli in preverite, ali je zemljišče pripravljeno za gradnjo.

Izbor hiše

Izberite tloris hiše, ki ustreza vaši viziji.

Prilagodite hišo parceli

Postavite hišo na svojo parcelo in preverite prileganje.

Prilagodite hišo parceli PRO

Naj arhitekt umesti vašo hišo in potrdi popolno prileganje.

Idejni projekt PRO

Prejmete strokovno pripravljen IDP, ki ga pripravi pooblaščeni arhitekt.

Primerjava vašega proračuna in ocenjenih stroškov

Vaš ciljni proračun:

250.000 € - 300.000 €

Ocena stroškov gradnje:

179.436 € - 215.323 €

Razlika (rezerva ali presežek):

84.677 €

Brezplačen uvodni posvet LynxCraft

Izberite termin, ki vam ustreza. Pomagamo vam naprej do sanjske hiše.

Rezerviraj zdaj



Določite potrebe in budget

Pripravite nam več o svojih potrebinah in proračunu, da zaznamo

Razpon proračuna

250.000 - 300.000

Najnižji proračun (€)

250.000

Najvišji proračun (€)

300.000

Velikost hiše

Malejna

Srednja

Velika

Stevilo nadstropij

1 nadstropje

2 nadstropje

Stevilo spalnic

3

Izbirite iz seznama

Časovnica in poslovne zahteve

Kdaj bi se vstrelil v hiši?

Reserviraj zdaj

# LynxCraft's Strategic Pivot

## Why we chose a B2C-first approach

- LynxCraft did not start as a consumer platform. Our legacy is deeply rooted in a building philosophy and system that enables a faster and more efficient construction. However, we found out changing the supply is going to be tougher than the demand.
- We deliberately shifted our focus to private, self-commissioned builders because:
  - they feel the pain most directly,
  - they are motivated to make better decisions,
  - and they lack tools that give them real control.
- Today LynxCraft is built around the needs of the investor, not around individual professions.

# How We Enter the Market

Starting early and growing with the user

- We did not try to solve everything at once.
- Phase 1: Idea and entry stage
  - understanding the plot,
  - checking basic zoning and constraints,
  - generating early design ideas,
  - giving users a clearer sense of cost and options.
- This is where most people feel lost, and where guidance creates the most value.

# How We Enter the Market

Starting early and growing with the user

- Phase 2: Project development
  - refining designs,
  - comparing solutions,
  - connecting to relevant partners.
- Phase 3: Execution and later stages
  - coordination,
  - procurement,
  - and long-term project support.
- We enter early, and we expand the platform as the project progresses.

# Why This Scales Internationally

## Reducing complexity at the start

- Early project phases are much less dependent on local legislation than execution. By focusing first on:
  - orientation,
  - comparison,
  - and decision support,
- we can enter new markets without immediately facing heavy regulatory barriers.
- Local specifics are added gradually, once users and demand are already there.
- This approach allows us to scale internationally without slowing down innovation.

# Business model

## Go to market



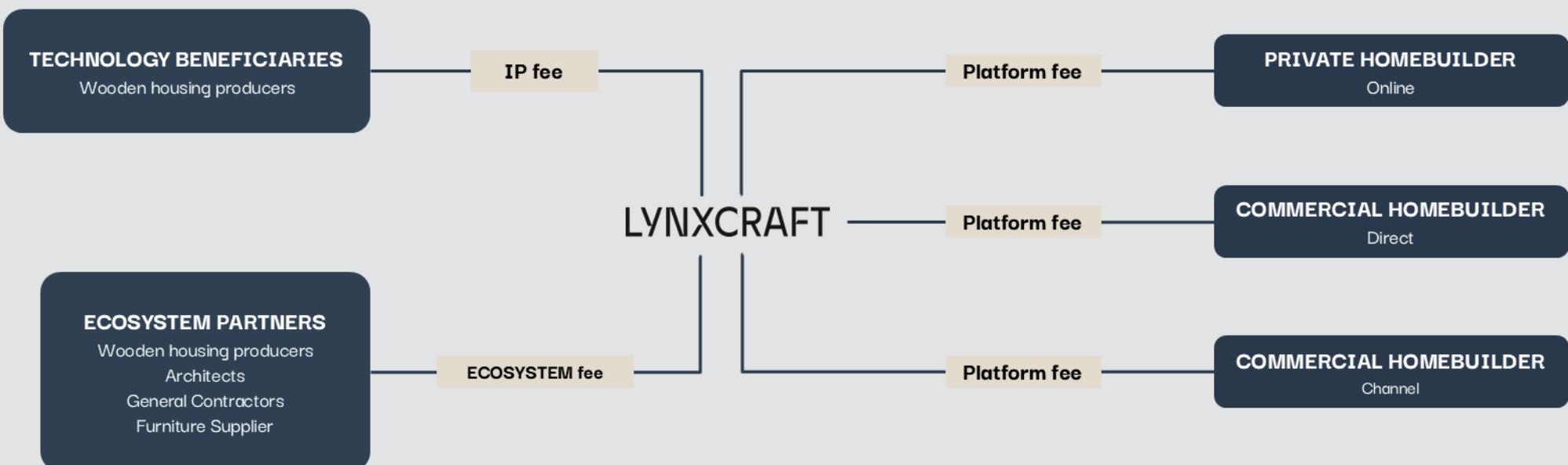
# Business model

## Revenue streams

**Platform fee: Up to 5%** (charged to real estate investors; Prices will depend on regions and stage of platform development)

**Ecosystem fee : 5%** (charged to supply chain ecosystem partners for business generated through the platform)

**IP fee: 3-5%** (charged to housing producers)



# Value Added per Employee

Looking at capacity, not just revenue

- Instead of focusing only on financial results, we look at how many projects one team can support..

Projects per year	Platform maturity	Value added per employee
around 25,000	early automation of idea and project stages	approx. €850,000
around 47,000	high automation and scale effects	approx. €1.6 million

- This works because growth comes from volume and automation (with a newly set process), not from increasing headcount.

# Why This Is a Good Practice Example

## What can be learned from LynxCraft

- This is not about one company or one product.
- It shows that:
  - B2C models can unlock scale in construction,
  - digital transformation can happen step by step,
  - higher value does not require more complexity.
- LynxCraft is an example of how construction companies can rethink both productivity and roles.

# **Closing Thought**

One idea to take with you

Higher value in construction does not come from working more.  
It comes from helping people make better decisions earlier.

Thank you!

LYNXCRAFT

