

# 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

Architect sourcing;  
term negotiations

Permit  
documentation

Numerous idea  
interactions

Price only an  
estimate

Tech docs for  
build part

Re-iterate project  
documentation  
based on initial  
offers

Continuous manual  
documentation  
adjustment

PERMITTING

Obtain location  
information

Await for permit  
documentation

Permit application

Await permit  
approval

Permit application

BUILDERS  
SOURCING

Source different  
suppliers

Assess their  
capabilities

Obtain initial offers

Negotiate

Contracting

PROJECT MNG

Planning multi-  
party project

Re-plan based on  
delay

Continuous  
coordination

Coordination of  
multiple  
contractors

INTERIOR  
DESIGN

Source for interior  
designer

Negotiate terms

Numerous idea  
iterations

Tech docu for  
build part of  
interior

S  
furn

SALES OF  
ASSETS

Fragmented sales  
process

Create marketing  
tools

Post-sales and  
warranties  
management

BUILDING  
MANAGEMENT

BIM models with  
maintenance data  
rarely available

B.M. as an income  
source usually  
in investor's  
domain

Home



OVER BUDGET

NO CONTROL  
OVER THE  
PROCESS

DELAYS

Real Estate



INVESTOR

GAIN CONTROL

SAVE TIME

REDUCE COSTS

Home



ONE, INTEGRATED PLATFORM

LYNXCRAFT

Domov

Akademija

Nastavitve

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 izpolnite v načrtovniku.

**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 prilaganje.

**Prilagodite hišo parceli PRO**  
Naj arhitekt umesti vašo hišo in potrdi popolno prilaganje.

**Idejni projekt PRO**  
Prejmite strokovno pripravljen IDP, ki ga pripravi pooblaščen arhitekt.

**Že ste na poti do svojega doma!**  
Vse je shranjeno! Vrnite se kadarkoli in nadaljujte.

**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.



**Določite potrebe in budget**

Prilagodite nam več o svojih potrebah in proračunu, da zahtevamo

**Napoved proračuna**

Napoved proračun (€) 250.000

Napoved proračun (€) 300.000

**Vrednotenje**

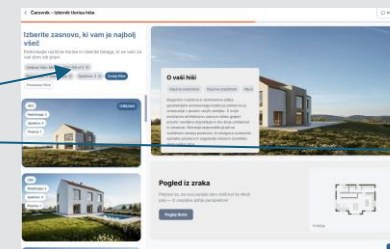
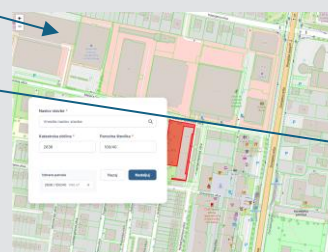
Mapa (±120 m²) Stalno (±120-150 m²) Visklo (±150 m²)

Sestavo nadstropij 1 nadstropje 2 nadstropji

Sestavo splošni 3 Plošna Izberite iz seznamov

**Časovnica in prostne zahtave**

Kdaj bi se vaslo v hišo?



**Prebrskan razpis stroškov**

PROJEKTAJSKE STORITVE	
OP - Idejni projekt	4000 € - 4000 €
OP - Dokumentacija za pridobitev gradbenega dovoljenja	3000 € - 3000 €
OP - Projekti za izvedbo	3000 € - 3000 €
<b>Vsemani projekt</b>	<b>10000 € - 10000 €</b>

SPREMLJEVALNE STORITVE	
Dokumentacija za pridobitev gradbenega dovoljenja	1000 € - 1000 €
Gradbeni nadzor	1000 € - 1000 €
Gradbeni nadzor	1000 € - 1000 €
Gradbeni nadzor	1000 € - 1000 €
<b>Vsemani projekt</b>	<b>4000 € - 4000 €</b>

# 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.



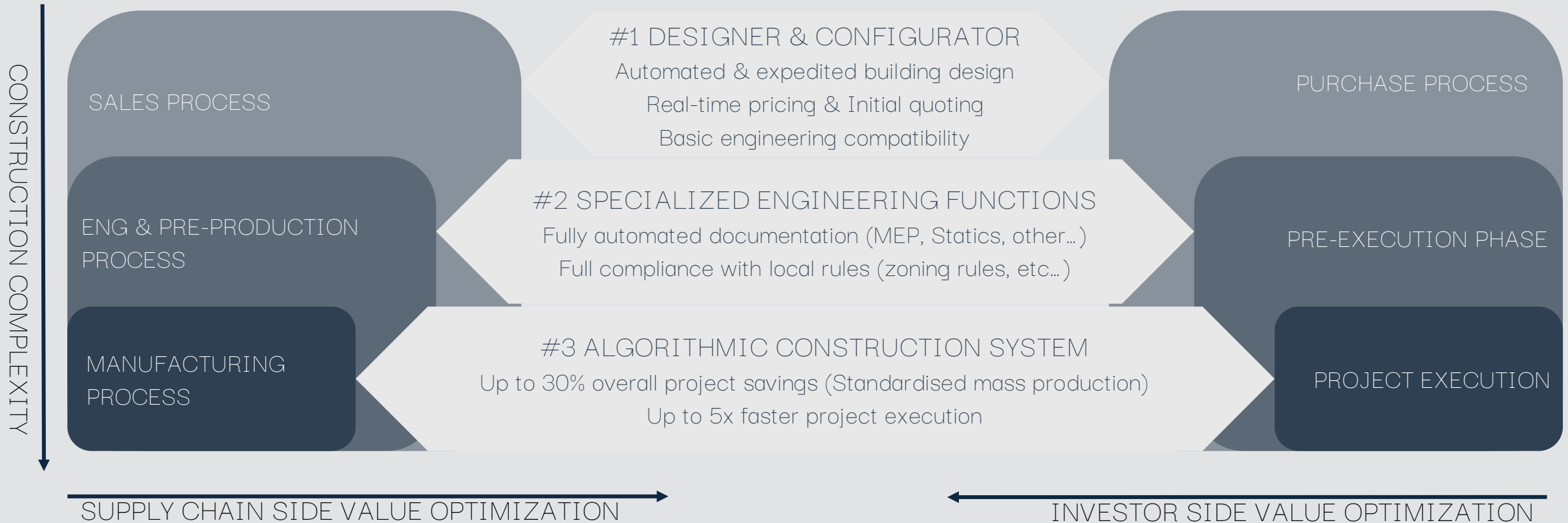
# Why This Scales Internationally

## 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



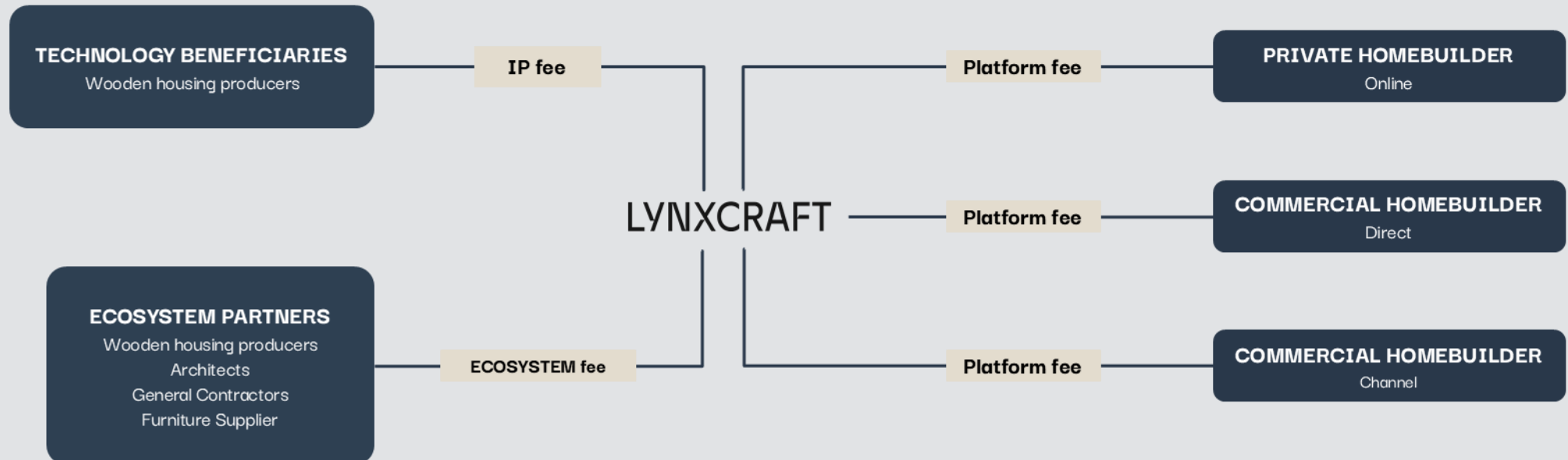
# Business model

## 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

