

# Interruptive Technology is in all of Society Except the \$Trillion Construction Industry



Fires

Qualify the problem –  
Is it blac & white?

- Blatant
- Latent
- Aspirational
- Critical

Blatant	Blatant Critical
Latent	Aspirational Critical

**Hi** Michael Skok  
Harvard innovation lab

**3 D's**

- Discontinuous innovation
- Defensible technology
- Disruptive business model



Fires



Termites



Mold



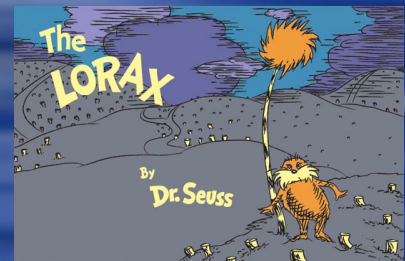
Decay

## Beautiful home with "Patented Peace of Mind"™



Heart  Craft  
TheBestHome.com

Converts 30 tons global warming CO2 into healthy oxygen annually!  
World's forests cannot sustain population housing demands...  
What we are doing to planet is equivelant to cutting out our lungs to make a leather coat.



**We Must Improve Construction Materials to Petra GreenCrete™**  
 Lowest Embodied Energy • Most Sustainable • CO2 Reducing • Same Cost as Wood



Only Petra and Heart Craft reduce global warming CO2 in the construction process and perpetually transform existing CO2 into oxygen therefore being better than Tesla and Solar City combined.

## The New Software/Hardware



(Hint:  is now:  !)



Interruptive Technology: Petra is patented first entry as software Microsoft platform of construction with vastly superior, sustainable products. Inside the Deal: GM \$1B Purchase of Cruise Tikhon Bernstam, Angel List Blog 4/11/16 A L: Does acquiring Cruise for \$1B make GM worth 2% more by helping turn it into more of a software company? Tikhon: Absolutely...More importantly, what's the cost of falling behind in the transformation of the auto industry into software companies?

(How much more is cost of falling behind in transformation of the 100x's larger construction industry?)

# Converting Competitors into Allies



Corning Pink Panther  
will become an ally to  
mouse of company  
Petra

Petra transforms the construction industry, not destroy it, by providing carbon tax incentives and better profit margins. We will convert potential huge antagonists of passé CO2 construction into allies. Corning is an example because our patented incomparably superior sustainable roofing replaces CO2 asphalt shingles and no insulation mandates Corning diversify portfolio to invest in our factories instead of becoming a Blockbuster displaced by Netflix.



Founder Christopher Hunt, Ph.D.

Next is why we will own 20% of new market by 2020 helping save and better lives and the planet for same cost of ownership!

# "Blue Ocean" Analysis & Comparison

	Current Industry			Petra/Heart Craft		
	Red Ocean			Blue Ocean		
Value		*				* Highest
Value \$/Ft2		*				* Ft2+10%
Quality		*				* Non-Decaying
Environment	*					* Reduces CO2
Healthiness	*					* No Mold/VOC
Safety	*					* Fireproof
Warranty		*				* Lifetime
Life Cycle		*				* 200+ Years
Resale value		*			*	>10%
Architecture			*		*	
Construction Time		*				* <50%

Create market, competition irrelevant, create demand, break value/cost, differentiation AND low cost

Existing Market, better competition, current demand, value/cost, differentiation OR low cost

\*Blue Ocean Strategy: How to Create Uncontested Market Space, Make the Competition Irrelevant.

Kim, W.C., Mauborgne, R. (2005). Boston: Harvard Business School Press; Hunt Customized.