Alan Rozensztajn Schipper Public Report Module 2

Module Overview

This module marked Homelab evolution from early-stage validation into structured execution across strategic, technical, and social-impact fronts. Through five dedicated sprints, the company explored scalable distribution channels, clinical use cases, tax restructuring, risk management, and product refinement. These developments were key to strengthening both market positioning and internal operations. In Module 2, Homelab evolved its strategic model and expanded its product offering across five sprints. These sprints focused on refining the operational and financial structure, deepening clinical and inclusive applications, formalizing partnerships, validating communication and acquisition strategies, and exploring scale through real estate and service structuring. This report summarizes all sprints of the module, including recent innovations and practical outcomes.

Sprint 1 – Strategic Foundations and Content Development

This sprint focused on enhancing the business model and content strategy. A partnership program for architects was created with incentives, onboarding training, and co-branded marketing. Leads were generated through renovation firms and early commercial contacts. The team produced and recorded a standardized promotional video at the Zenture Opportunity apartment. This format now guides all content creation. A lecture to over 800 real estate agents positioned Homelab as a leading automation provider, aligning with the first 100% automated building delivered in Rio de Janeiro. KPIs validated the communication strategy: 500+ new followers, 21,000 views in 48 hours, and high DM engagement. Personas were mapped, including elderly and limited mobility users, with a campaign and landing page tailored to their needs.

Sprint 2 – Technical Requirements and Systematization

Sprint 2 formalized functional and non-functional requirements, including lighting, AC, TV, and blinds controlled by app and voice, presence detection, access control, remote maintenance, local fallback mode, encrypted communication, and mobile UX. A detailed system diagram covered all controllable devices. Certified installer onboarding was improved with a benefit package, installation traceability, and training. User behavior before and after automation was analyzed, confirming improved comfort, control, and safety, especially for elderly clients. Partnerships with engineering professionals and BTG’s marketing director were developed to reinforce strategic visibility.

Sprint 3 – Operational Optimization and Energy Savings Model

Homelab structured its inventory around a just-in-time model and created a pilot validation method for suppliers. Strategic partnerships with universities were initiated for research and talent integration. A new energy-savings revenue model was proposed: monthly charges based on proven reductions in electricity usage. This model targets corporate and government clients for lighting and HVAC optimization and will rely on measurable data. Video marketing was intensified with three high-performing posts totaling 800 new followers and up to 25k views. A social content calendar was introduced to drive consistent engagement.

Sprint 4 – Tax Efficiency and Clinical Innovation

The company updated its CNAE to optimize taxation and began planning a corporate split: one company for products, another for services. This move will increase transparency, reduce tax, and align operations. A major advance was made in healthcare: in partnership with UFRJ, Homelab will pilot its sensory automation in a clinic for children with special cognitive needs. By adapting smart systems to include stimuli like light, scent, and sound, the system becomes a therapeutic tool. This initiative introduces new non-functional requirements to the product: improved sensory response reliability, failover, and therapeutic scene presets. These will be tested during implementation and refined based on clinical feedback.

Sprint 5 – Risk Management, Real Estate Strategy, and Staffing

Sprint 5 focused on risk mitigation and scale. Risks addressed include competition, user error, connectivity dependency, and high outsourcing costs. Solutions include user manuals and tutorials, offline fallback scenes, technical documentation, and evaluation of internal technician hiring to reduce costs. Homelab is negotiating a new real estate vertical with a partner developer. All future buildings in this line would be delivered with full automation embedded in their blueprint. Additionally, the sensory automation project is now being studied for adaptation into physiotherapy and neurorehabilitation clinics, opening new markets while using the same core technology.

About This Module
This module marked Homelab’s shift from early-stage validation into strategic consolidation and sector diversification. It introduced scalable partnerships, embedded productization, clinical applications, and tax restructuring. Homelab expanded its use cases, tested its systems in new environments, and created strategic pathways into corporate and public sectors.

Main Learnings
Throughout Module 2, Homelab learned that clinical environments require refined non-functional requirements and robust system reliability. Strategic communication, especially through social media content and live demos, significantly impacts user

acquisition and brand perception. Additionally, structuring inventory and financial strategies—like just-in-time logistics and CNAE optimization—enhance operational efficiency and financial health. Collaborative partnerships with architects, real estate developers, and universities proved to be strong multipliers of growth and innovation. Clinical environments can benefit deeply from sensory automation, requiring new non-functional requirements.

Next Steps

The next steps include the execution of the pilot project at the UFRJ clinic, which will serve as a validation benchmark for therapeutic applications. Homelab will also finalize the legal and operational separation of its product and service divisions. Internally, recruitment of in-house technicians will begin to support scalable deployments. Finally, the sensory automation solution will be extended to additional therapeutic and inclusive contexts.