



# ISOHEMP - Presentation

## LEPL2211: Business issues introduction

- Bierlaire Noé - 35671900
- Borzée Martin - 13971800
- Sartenaer Louis - 46821800
- Guerrero Juan - 36022200
- Jeanson Lucas - 13741700
- Denis Corentin - 58701700
- Gusbin Cyril - 14731800

# Summary

1. Introduction
2. ISOHEMP launch
3. Goals and competitors
4. Main product
5. Value chain
6. Organization and governance
7. Financial structure
8. Ethical challenges
9. Conclusion



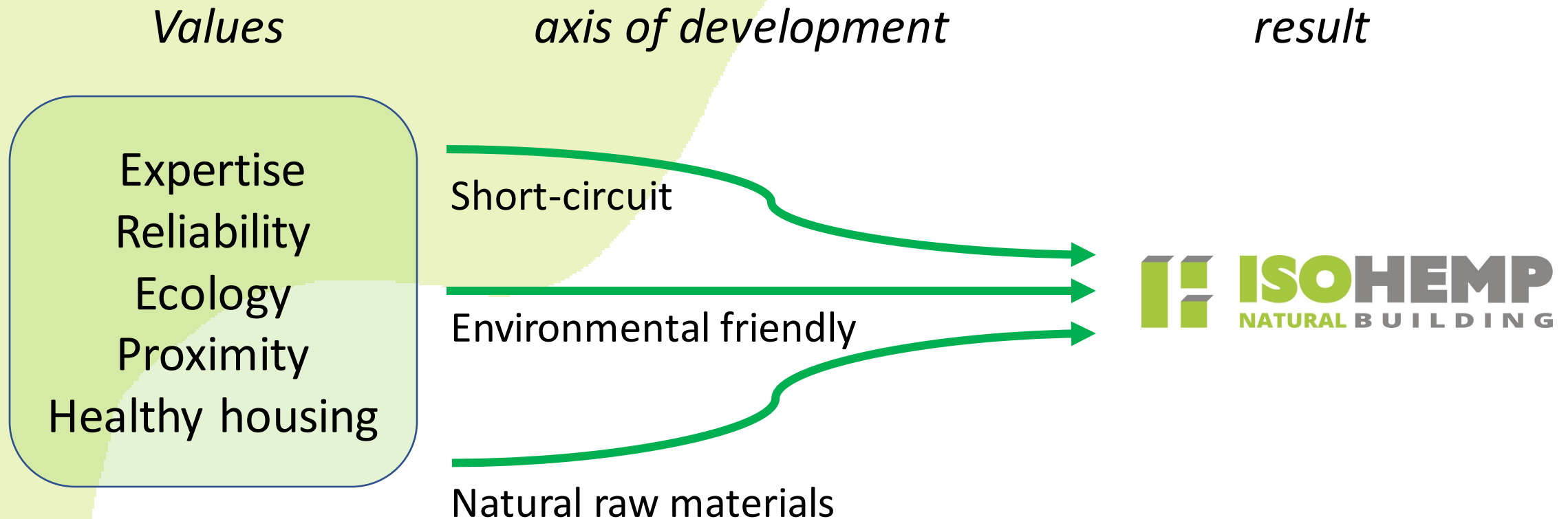
# 1. Introduction - ISOHEMP

- Leading manufacturer of sustainable products for the construction and renovation sector
- Offering its customers durable, high- performance insulating envelope solutions for all new construction and renovation projects.
- Design of a range of products made from lime and hemp
- Employs about twenty people
- Founded in 2011



*Hemp block*

## 2. ISOHEMP launch



# 3. Goals and competitors

## **Target needs**

- Use of sustainable products for construction and renovation

## **A few example competitors**

- Ecomat, Isoproc, Recticel, Wienerberger

## **Sources of competitive advantages**

- Positive carbon balance, thermal regulation, water regulation, sound insulation, fire resistance, hempro system

## **SWOT**

- Strengths, Weaknesses, Opportunities, Threats

### 3. Goals and competitors

<b>Internal Facts</b>	<b><i>Strengths</i></b> <ul style="list-style-type: none"><li>• High quality sustainable products</li><li>• Good brand image</li><li>• Active european presence</li></ul>	<b><i>Weaknesses</i></b> <ul style="list-style-type: none"><li>• Relatively new product</li><li>• Complex manufacturing</li></ul>
<b>External Facts</b>	<b><i>Opportunities</i></b> <ul style="list-style-type: none"><li>• Growing demand in sustainability</li><li>• Partnerships</li></ul>	<b><i>Threats</i></b> <ul style="list-style-type: none"><li>• Competitivity</li><li>• Cost fluctuations</li><li>• Changing environmental legislation</li></ul>

# 4. Positioning of the firm

## Product use

- New eco friendly house projects or renovations

## Price

- Higher than competitors

## Place

- Delivery on site
- Specialised construction supplier

## Promotion

- Medias, construction event and eco friendly website

## Competitors

- Alternatives are cheaper



# 5. Value chain

## Design

- 100% natural material, low carbon footprint
- Typical requirements for masonry element fulfilled
- Flexible design, long-term sustainability, ease of implementation, wide choice of finishing

## Operations

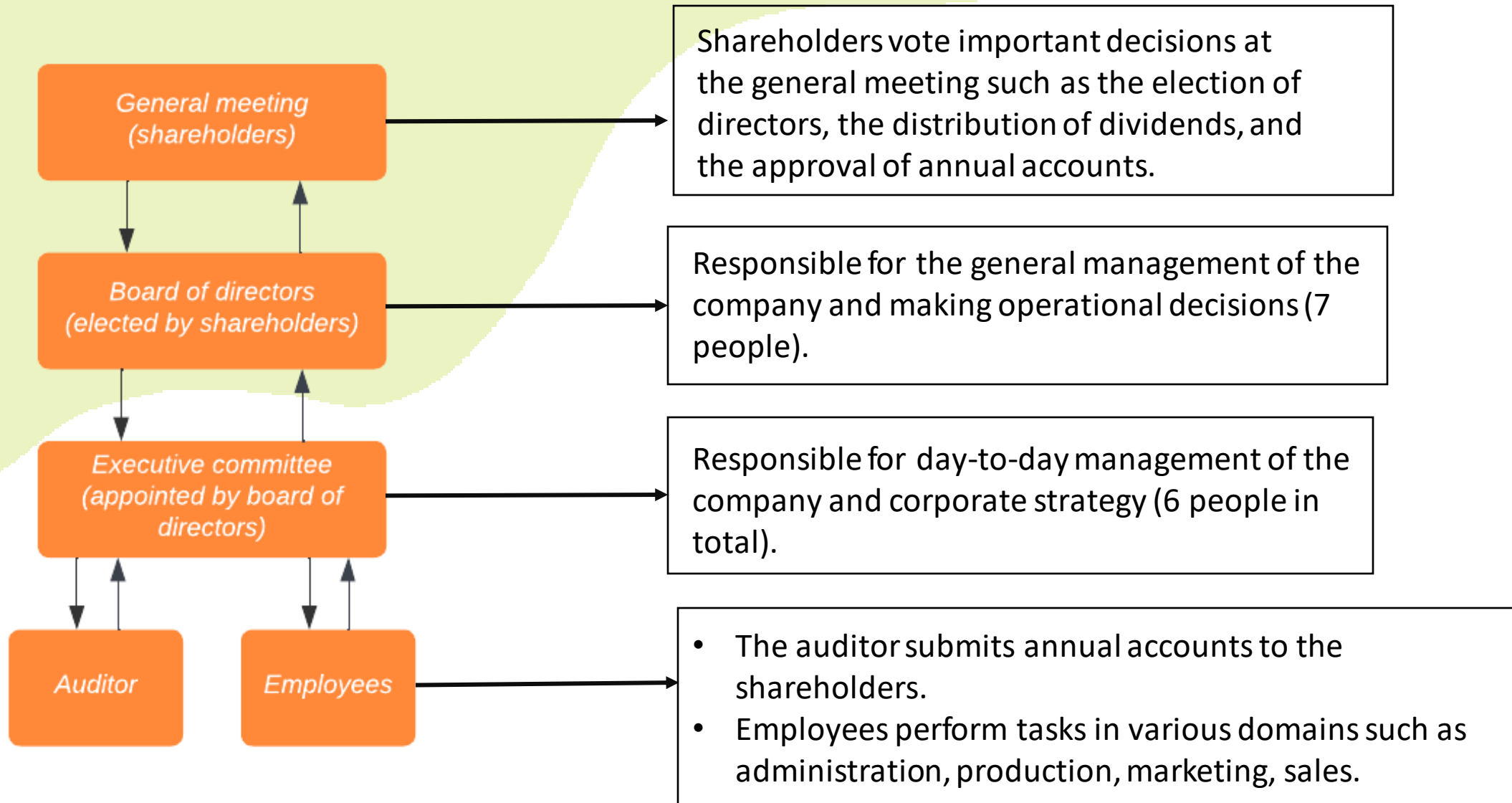
- Easy production process -> low costs
- Efficient and safe delivery

## Clients

- Lot of online ressources + training courses

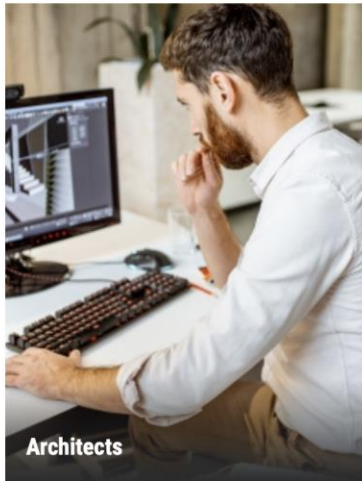


# 6. Organization and governance



# 6. Innovation support mechanisms

**A recognised material**



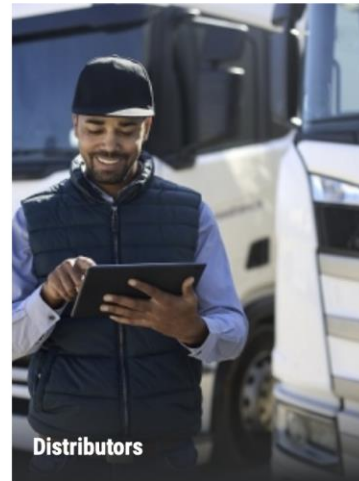
Architects



Individuals



Contractors



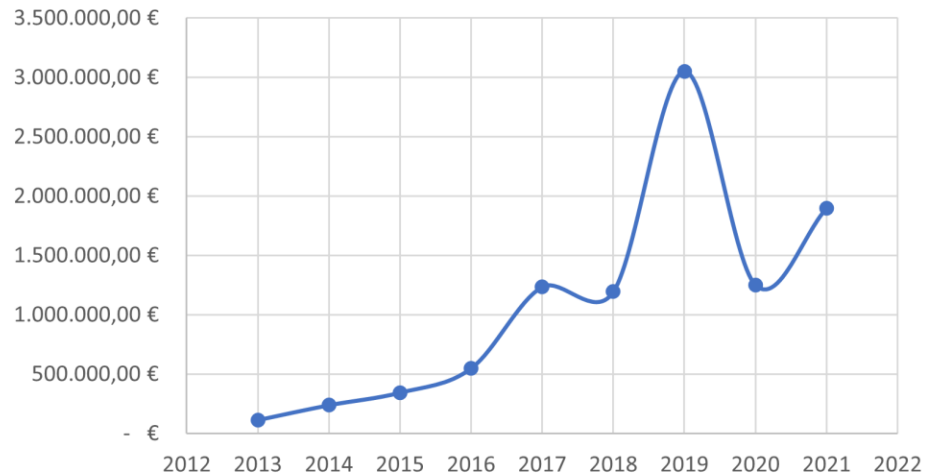
Distributors



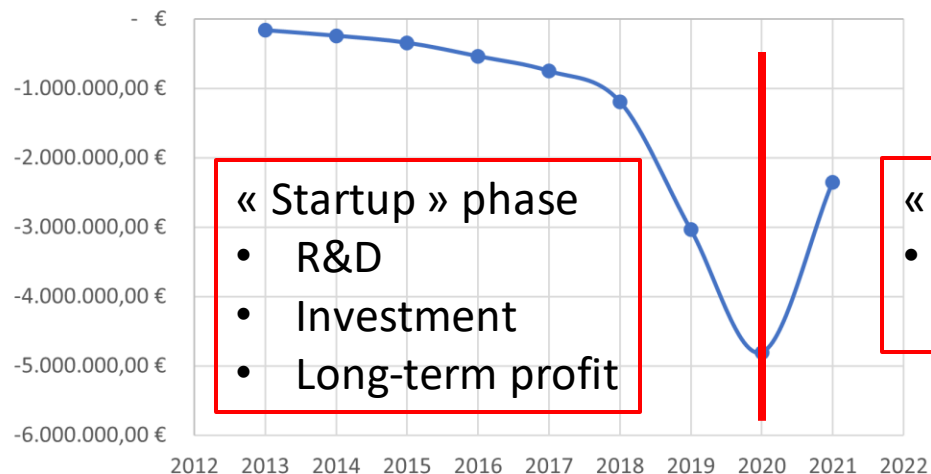
More than 80  
resellers in 5  
countries.

# 7. Financial structure

Shareholders equity



Carryforward Profit (Loss)



« Startup » phase

- R&D
- Investment
- Long-term profit

« Maturity » phase

- Return on investment

Total debt

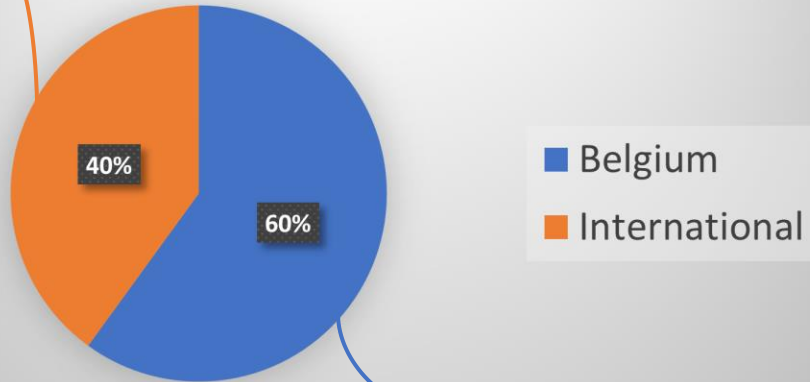


**Before 2019 :** 50/50 Equity Financing and Debt Financing (Startup)  
**After 2019 :** more and more debt financing (Established company)

# 7. Financial structure

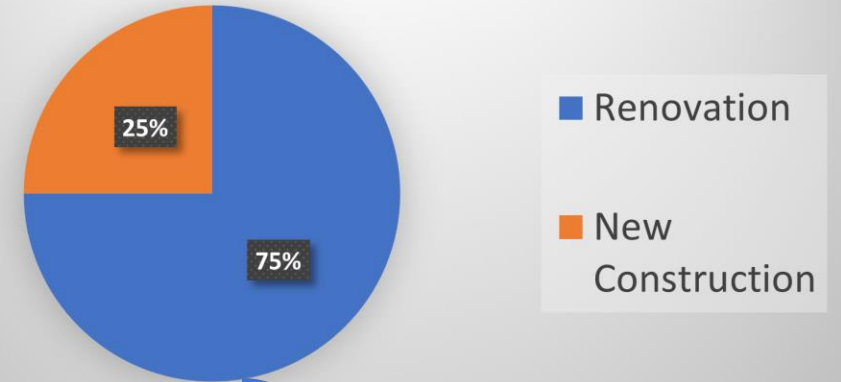
Increasing demand :  
huge opportunities

National and International  
Repartition of the CA



Core Buisness

Repartition of the CA - Construction  
Sector



Reduce Waste  
Circular Economy

**1,8 Mil € Subsidies** from the EU and Wallonia (ERDF program)

# 8. Ethical challenges

## The social responsibility:

- Goals that preserve the development of the society
- Preserving natural resources
- Encourage the culture and diversity
- Promoting the reduction of social inequalities



*Edward Freeman*





# 8. Ethical challenges

- **Minimization of energy consumption**
- **Environmental care**
- **Social compromise**



# 9. Conclusion

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IsoHemp Natural Building

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Naturally efficient

## Build and renovate carbon-neutral with hempblocks

The hemp insulation block for construction and renovation has many advantages: thermal and acoustic insulation, humidity control, fire resistance...



A question? A quote?  
Contact an ISOHEMP expert!