



LuxMea Group

Scaling up Lux Mea in the
housing industry

MBA 770
Fall 2023
Group 3





Agenda

|01 Problem Statement

|02 Industry Analysis &
Trends

|03 Recommendations

|04 Implementation plan

Problem Statement

LuxMea is faced with the challenge of scaling up its operations within the housing industry. We aim to identify an optimal growth strategy that aligns with its values and mission and provide solutions about roles, processes, and resources to help LuxMea grow its business.

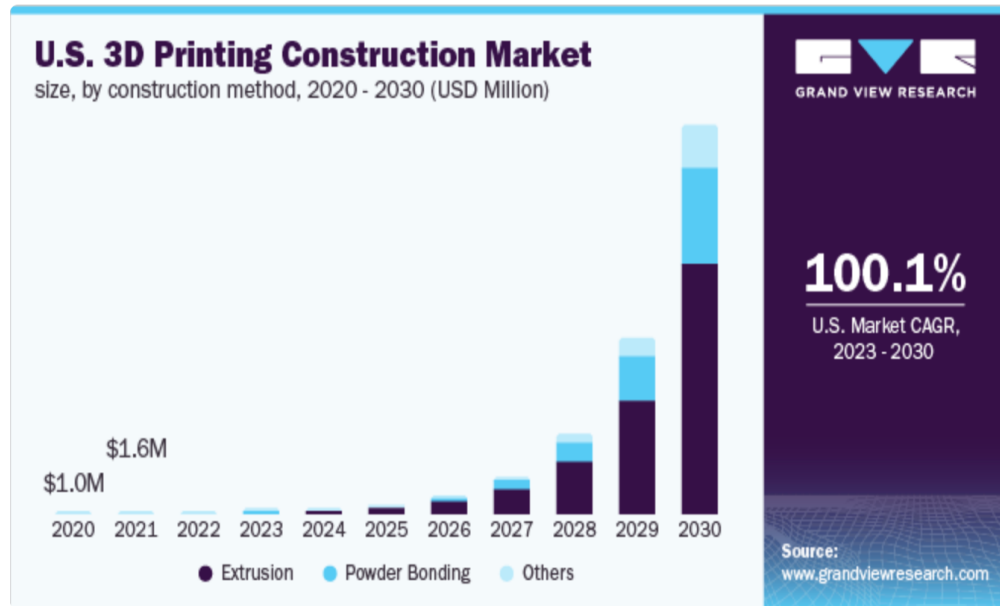




Industry Analysis & Trends

An overview of the
3D printing market and
construction industry in USA

Industry Analysis



USD \$3.5 billion

Market Value in 2022

USD \$523.3 billion

Anticipated growth trajectory by 2030

87% - 100%

Compound Annual Growth Rate (CAGR) by 2030

Trends driving the industry



Technology

Advancements
in 3D printing
technology



Reduced Costs

Reduced costs
of printing,
labor, flexibility



Custom design

Flexibility of
Design.
Unique.



Key players in the US Market



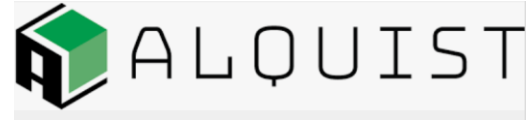
Icon 3D

Large-scale 3D printing of homes and structures with a focus on sustainability and affordability



Apis Cor

Construction technology company that's developing advanced robotics technology to combat the housing crisis



Alquist 3D

Innovative 3D printing solutions for construction, leveraging robotic systems and advanced materials.



Recommendation

Pragmatic solutions to help
LuxMea grow its business



Sub-Brand

B2B business model

Value proposition:

Faster construction times, lower costs,
and more design flexibility

A dedicated brand focusing on business partnerships for residential construction and design, enhancing market presence through collaborations with construction agencies.

Benefits, Risks, Costs



Benefits

- Brand Separation
- B2B Positioning
- Innovation Opportunity



Risks

- Brand Identity Risk
- Resource Diversion
- Market Acceptance Challenge
- Regulatory Navigation



Costs

- Technology Investment
- Market Research Costs
- Branding Development
- Compliance Expenses
- Marketing Financial Commitment



Construction Companies



Companies Near Massachusetts

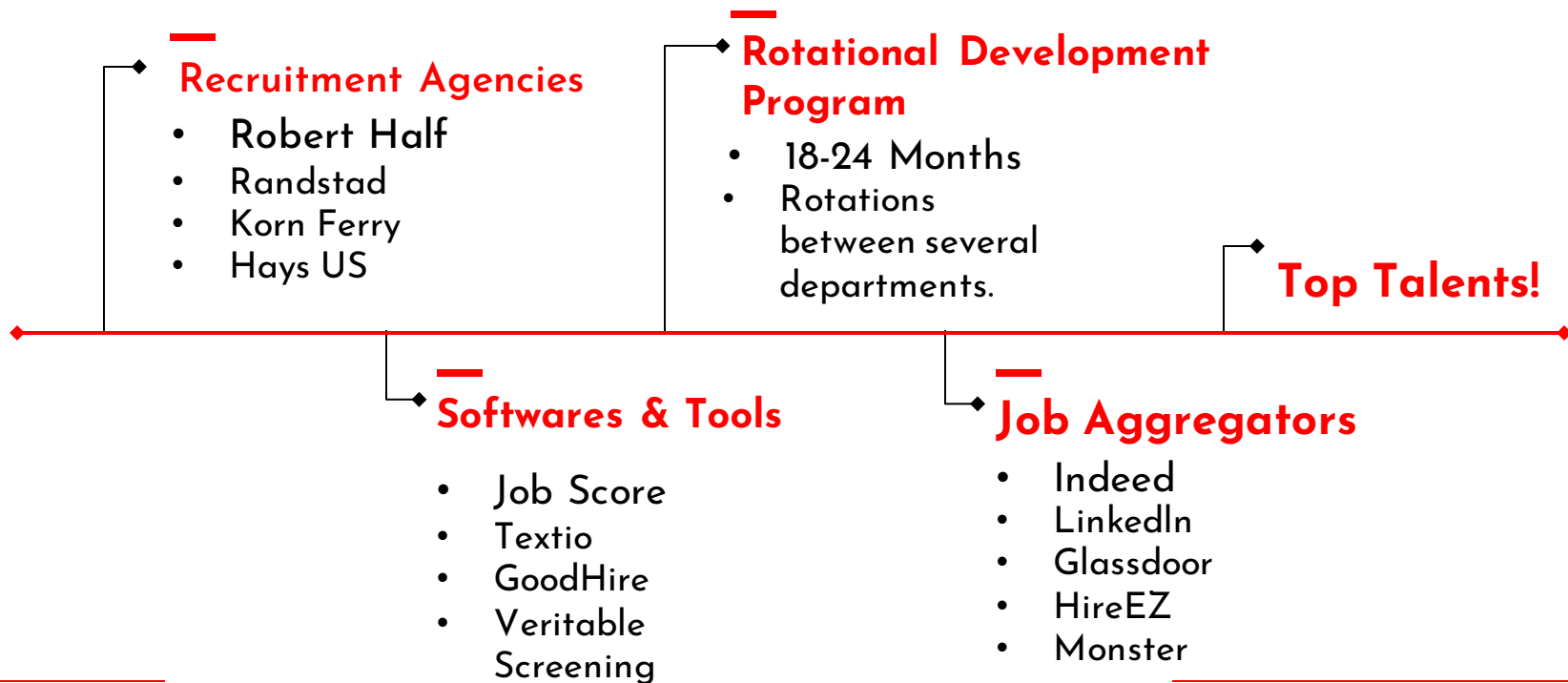
- Suffolk Construction
- Turner Construction
- Shawmut Design and Construction
- CDM Smith
- Commodore Builders
- Consigli Construction
- Delphi Construction Inc.



Benefits

- Credibility Enhancement
- Network Access Benefit
- Innovative Collaboration
- Revenue Growth
- Market Feedback Learning

Recruitment Strategy



Implementation Plan

2024

2025

2030

