

# STRATEGIC GROWTH ROADMAP

PergoLuxx Construction LLC • ALEXANDER Smart Home Technology

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## THE VISION: INTELLIGENT HOMES BY DESIGN

In five years, I'm not just building houses—I'm building the most intelligent, energy-efficient homes in Oklahoma. Every home I construct will come standard with ALEXANDER technology: a fully integrated smart home protection and energy management platform that no other builder offers.

This isn't about slapping smart thermostats on drywall. ALEXANDER is built INTO the home from foundation to finish—predictive sensors, real-time energy optimization, and proactive maintenance alerts that protect homeowners and cut utility costs by 20-40%.

### What Makes an ALEXANDER Home Different:

- **Energy-Optimized Construction** — Every system talks to each other. HVAC, electrical, water—all managed by one intelligent platform that learns the home's patterns and adjusts automatically.
  - **EPA Energy Star Aligned** — Built to exceed Energy Star certification standards. Lower carbon footprint, reduced energy consumption, and homes that qualify for federal energy efficiency tax credits.
  - **Predictive Protection** — IoT sensors detect problems before they become disasters. Water leaks caught in minutes, not days. HVAC failures predicted weeks in advance. Insurance companies will love these homes.
  - **Utility Cost Reduction** — Smart load management, solar integration-ready, and real-time consumption monitoring. Homeowners see 20-40% reduction in monthly utility bills.
  - **Resale Premium** — Intelligent homes command higher prices. Buyers pay more for technology that's native, not aftermarket.
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## 5-YEAR TRAJECTORY

### Year 1-2: Foundation

- Complete i2E Bridge2 program — secure \$50K convertible note for ALEXANDER development
- Finalize ALEXANDER MVP — working prototype in my own properties
- Begin SBA 8(a) certification process — 9-year federal contract access
- Continue insurance restoration work — maintain cash flow while building

### Year 2-3: Scale

- Secure OCAST SSBCI loan — up to \$500K for construction capital
- Launch first ALEXANDER-integrated spec home
- Apply for OHFA LIHTC credits for Spanish Colonial neighborhood development
- 8(a) certification active — begin pursuing federal housing contracts

### **Year 3-5: Dominance**

- Full neighborhood development with 100% ALEXANDER integration
  - Federal contracts through 8(a) program — government housing with smart technology
  - ALEXANDER licensing to other builders (or acquisition target for Tesla Energy, Vivint, ADT)
  - Establish market position: The intelligent homebuilder in Oklahoma
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## **FUNDING OPPORTUNITIES**

### **1. OCAST SSBCI LOANS**

Oklahoma got \$81.6 million from the feds to give to small businesses. They're literally trying to get rid of this money.

#### **What I Get:**

- Up to \$500,000 in loans with better terms than any bank

#### **Why I Qualify:**

They prioritize "SEDI" businesses—government-speak for minority-owned. That's me.

#### **Action:**

1. Go to: [oklahoma.gov/ocast](http://oklahoma.gov/ocast)
2. Call: (405) 319-8400
3. Say: "I'm a minority-owned tech and construction company. I want information about SSBCI lending programs."

*Difficulty: Medium. Some paperwork, but they WANT to give me this money.*

### **2. i2E BRIDGE2 PROGRAM**

A free 16-week startup school in Oklahoma. Complete it, they give me \$50,000.

#### **What I Get:**

- Free business coaching for 16 weeks
- \$50,000 convertible note at completion
- Free coworking space for a year
- Free legal support

#### **Why I Qualify:**

I'm an Oklahoma tech startup building ALEXANDER. That's all they require.

#### **Action:**

1. Go to: [i2e.org/bridge2](http://i2e.org/bridge2)
2. Call: (405) 235-2305
3. Say: "I want to apply for the Bridge2 program. I'm building ALEXANDER—a smart home protection and energy management platform."

*Difficulty: Easy. Show up and do the work.*

### **3. SBA 8(a) CERTIFICATION**

The BIG one. Federal government sets aside BILLIONS in contracts for minority-owned businesses. Once certified, agencies can hire me directly—no competition.

#### **What I Get:**

- Contracts up to \$4.5 million with NO bidding
- Construction contracts up to \$7 million (my sweet spot)
- 9 years of program access
- Mentorship from larger firms

#### **Why I Qualify:**

- Hispanic (presumed socially disadvantaged)
- Own 51%+ of my business
- Net worth under \$850,000
- Operating 2+ years

#### **Action:**

1. Call REI Oklahoma MBDA Center: (800) 658-2823
2. Say: "I need help applying for 8(a) certification. I'm Hispanic and own a construction and technology company."
3. They help FOR FREE—that's their whole job

*Difficulty: Medium-Hard. Heavy paperwork. But this is a 9-year golden ticket.*

### **4. OHFA HOUSING TAX CREDITS (LIHTC)**

Oklahoma will give me up to \$1 million in tax credits per project if I include some affordable units. Perfect for the Spanish Colonial neighborhood development.

#### **What I Get:**

- Up to \$1,000,000 in tax credits (money I don't pay in taxes = same as cash)
- Works for new construction or renovation

#### **Why I Qualify:**

Licensed residential builder in Oklahoma. The 3-acre school site project fits this perfectly.

#### **Action:**

1. Contact OHFA about LIHTC application process
2. Review Qualified Allocation Plan (QAP) requirements
3. Structure development to meet affordable housing set-aside percentages

*Difficulty: Medium-High. Complex but substantial returns.*