



NaturRefugium

lively houses to harbor the world



Our first
NaturRefugium KompaktHaus
with big roofed terrace
which we built within few weeks



Houses for 2 Billion Possible Customers

According to the latest Exxon Study, more than 1 billion new houses are expected to be built worldwide according to western wealth standards within the next 15 years. One more billion Families would do it as well, if they could afford it.

Natur Refugium Houses are designed to be affordable for everyone, even in developing countries. We are aiming at both groups, using various product lines.

As the Houses can be built from simple style to luxury design, they bring a bit more wealth and equality to everyone, thus securing social welfare and peace.

Most Modern Houses are Expensive But Not Perfect

Expensive, big impact to the environment, not affordable for everyone, high energy consumption, not always healthy - we know many problems of modern houses.

And there are still more: Soulless, quickly ageing, with high maintenance costs, not flexible for changing family constellations.

Many houses to rent are even worse: Built for profit, the tenants have to adapt to the houses instead to adopt the houses to their needs.

Working with old and new houses for 25 years, we experienced a lot of these problems. We found also houses, hundreds of years old but comfortable and wonderful to live in.

We converted all our knowledge and experience in a new type of house, choosing for every aspect the best fitting solution.

We got the NaturRefugium House: Lasting hundreds of years, catastrophe-proof, individual and flexible, blissful and affordable for everyone.

Features of the NaturRefugium House Idea

- **Natural** houses with low impact to the environment
- **Affordable** long-living houses for everyone on this planet
- **Valuable** houses, resistant against any impact
- **Individual** houses fulfilling any cultural and personal need
- **Lively** houses designed for long-lasting blissful living

The NaturRefugium Business Model is not aiming to sell the complete houses, but to provide - mostly via internet - design, plans, tools, materials and support for owners and franchising partners worldwide. As the building skills are mostly known or can be learned easily, the idea and the business can be quickly distributed.

It's Not a New Technology - It's the Choice and Combination of the Best Fitting Materials and techniques. Plus a slim and efficient business.

- Can be erected without machines and from only few workers. The skills can be learnt quickly - even from private owners.
- Local planners, producers and building teams will be our franchising partners
- Design, materials and footprint can be changed at any time, inside and outside, according to personal needs.
- The design can be adopted to any cultural, environmental and personal circumstances.
- Modern or domestic technology can be easily fitted or changed.

The trick how to keep a house young

It's all about constructional layers:

- The core is a self-supporting space framework - lasting hundred's of years.
- The infill and the lining may live 30-100 years, as well as the doors and windows and insulation
- Plaster and outside boards may live up to 30 years
- The inside walls can be moved according to changing family constellations
- Paint, design, building technology and the footprint plan may be changed at any time.

Is there any competition?

Yes and no

- Yes because thousands of companies are aiming to build houses in similar segments.
- Yes because it depends on marketing and promotion to convince customers.
- No because normal building companies are aiming to get as much profit as possible from each square meter, thus limiting the amount of built houses and making them always expensive. No other company is aiming to make western housing standards affordable for everyone.
- No because many important parts are really simple and are sent from local producers directly to the site, thus reducing the costs further. E.g. no other company has the plan to order lumber directly in the woods or from the sawmill and send it directly to the site.
- No because no other system includes all our features - and some of them are really unique.

The Business Model, Part 1

How to get a NaturRefugium House

Customers

- get in contact through the internet and are guided through various models and possibilities
- They chose a standard model or plan their house together with our architects or planners
- They choose how much they will do on their own
- They get the necessary materials delivered on the site
- They build their house with our support
- or let it build from a local franchising building team.

Many of these steps can be accompanied through the internet.

The Business Model, Part 2

- Planners, Producers, and building teams are franchising partners of NaturRefugium and deliver goods and services to the customer.
- NaturRefugium gets a franchising fee from all of them or pays them as associate members.
- NaturRefugium is selling the houses as assembly kits. All parts can be easily pre-fabricated without special equipment. No need for us to work on any part in a workshop or production unit. Every part or material or tool is sent directly from the Producer to the site.

The Business Model, Part 3

- NaturRefugium is providing quality and fairness of any service or material. R&D is done to improve the products, to implement them to new markets and to find new solutions.
- So the company, having no production site or stock, is extremely lean and cost efficient. The aim is not to build the houses but to find existing and new producers and builders from the region and assist them in building the best possible houses.
- As the production and building skills are low-tech, no specialised builders are needed. Even unlearned workers are able to start their own business as our partners after a proper training.

Will the Ideas be Stolen? - Patents Needed?

1. Even if the materials and the skills are mostly simple, the whole idea of NaturRefugium is somewhat complex. Somebody can clearly copy and build such houses, but they will be always more expensive or with lower quality than from us.
2. The system of specialised partners delivering good material and services directly to the site brings enormous cost-savings. The same is with unlearned workers as builders. Nobody can compete with us, unless he has copied the complete system.
3. We are giving big advantages at low fees to our business partners. So these benefits will keep them on our side rather than to struggle on their own.
4. As we are always doing R&D, nobody can keep pace with us.

Who are we?

We are a team of craftsmen and artisans, working now for several years on our project.

- Johannes. Originally building locksmith and master car mechanic, worked in the heavy truck industry and has learned about any handicraft. He founded a School for Renewable Energy Workers in Tansania, studied education science at Hagen University, and worked 25 years on restauration of old houses and construction of close-to-nature houses.
- Florimel. She's an artisan painter and cabinet maker, and leader of our construction team.
- Bastian. Multiple Genius, artisan, garden planner, web designer and learning each and every thing.
- Andreas. Building planner.
- Max. Woodworker and at the moment apprentice as a carpenter.
- Lots of others, already experienced in our work, ready to work with us when needed.

How far we went until now

- Investment of about 300'000€ in plot, workshop, and buildings
- Several years of unpaid work
- Core-restauration of an historic Fachwerk-House, trying out each working technique, material and equipment.
- Constructing a NaturRefugium KompaktHaus
- Ability to plan and construct NaturRefugium Houses of various sizes and styles, experience with building laws
- Equipment and tools for construction
- Successful ordering from producers and wholesalers for delivery of all materials at low prices and good quality directly to the site.

What market are we aiming for?

According to the latest Exxon Study

Within the next 15 Years

- more than 1 Billion new houses will be built worldwide to western standards
- 1 Billion more houses with this standard will be built, if lower income people can afford them

Within the next 15 years we are aiming to reach

- 0.1% of Group 1 to provide houses for 20'000 - 250'000 €, global average 50'000 € with 10% = 5'000 € profit of each house = 5 Billion €
- 1 % of Group 2 to provide houses for 5'000 - 50'000 €, global average 20'000 €, with 10% = 2'000 € profit of each house = 20 Billion €

N.B. Profit is before taxes (PBT)

How to Get in Gear - Next Steps

Before starting the business, each aspect of our Idea has to be carefully checked and considered:

- Building more Model Houses to show the quality and possibilities, to get media coverage, to make precise recording, calculation and evaluation of any stage of planning, preparation and production
- Promotion: Spectacular actions and reports, showing the unique features, getting media coverage, using social networks
- Finding and training of Franchising Partners: Local planners and customer advisers, producers, and building constructors
- Developing internet tools for proper design and configuration of the houses.
- First Market: Bavaria and Germany
- Deciding which product line: Small or big houses, private or business, mass or high end
- Parallel to these steps looking for partners worldwide: Customers with a high demand could help to start the business in their region.

Why Model Houses are the Most Important Investment

- They will show what is possible, how the houses will look like, and get an impression how to live inside. People can even book a stay for some days.
- They give the opportunity to make precise recordings of every step from planning to construction with plans, fotos, videos, calculations, etc. Thus providing material for promotion, websites, how-to manuals and seminars.
- Also the financial calculation can be monitored and refined.
- They will give a good opportunity for media coverage. The site can be visited, stories can be filmed, as well as spectacular actions like driving with a bulldozer or a big tractor on top of a storey.
- If only one house will be built, it should be big, multi-purpose and luxury. Or better to make a small settlement with a number of various models.

Why NaturRefugium Houses Will Be a Success

- There is a high demand on flexible houses, as family constellations and job opportunities are changing rapidly.
- Everybody will get a high value for a low investment: Long lasting and easy maintainable houses giving financial security. Plus: High resistance to earthquakes and severe weather conditions Plus: Bigger and better Houses for the same investment as from competitors.
- A high number of people are not considered from other competitors as customers . If they get the chance they will take the opportunity and get their own living property.
- There are a big number of people who like to have a really individual and personal home but cannot afford it. With our houses they can do.

How quickly NaturRefugium will be a success depends on convincing the first customers and doing the right decisions and investments.

Financing with low risks for investors

NaturRefugium is currently in a stage to receive orders and to build successfully new homes, as every aspect is already covered and approved. For any construction material and technique legal and technical matters are covered.

Any house can be planned and built according to German Building Laws, which are some of the strictest in the world.

About 500'000 to 1'000'000 € are necessary for building model houses and to start the market entry for a time frame of 6 to 18 months. The costs are already covered by the value of the houses which could be sold or let. So even without a quick market entry there is some profit for investors. So far the worst case.

What Else Do We Need?

Being mostly practitioners, we need feedback, critical questions and advice in financial matters. In the past, each case of such an input has greatly improved our idea and work.

We could chose a business specialist randomly, but we fear we will loose much time time and energy to convert a standard thinker to our idea.

Getting advice and feedback from the right persons at regular intervals would be the best for us to keep us in the right track.

Appendix - Where to Find More From Us

Websites we are using for trial, with blogs and lots of reading material in English and German.

NaturRefugium.com

MeinKompakthaus.de

NatureRetreatBlog.wordpress.com

[A book which inspired us much](#)

[A website which inspired us much](#)

[F.A.Q.](#) (German)

Or ask us at

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