

bouw
Hub
050



Table of contents



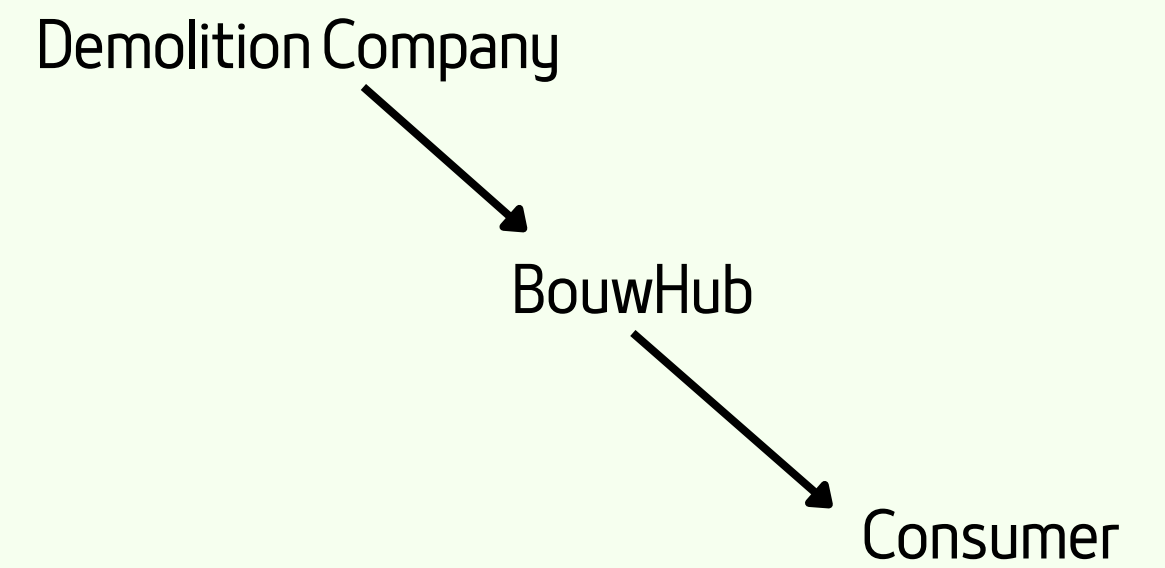
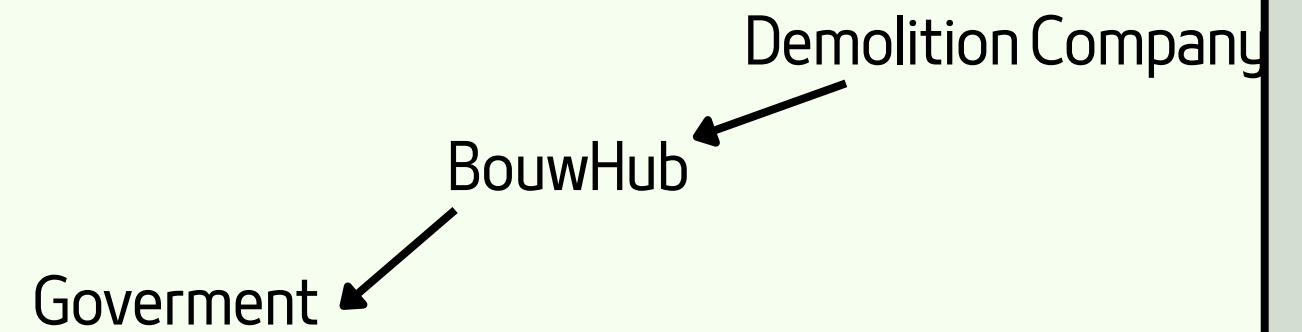
- The company
- Customer Profiles
- Website
- Story Concepts
- Ad Concept
- Our solution

The Company

bouw
Hub
OSO

What is BouwHub?

- Raw Material
- Certificate (Working progress)
- Being the link
- The Workers
- Energie Weg 17



The Company

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What is their goal?
Construction sector

- Sustainable
- circular

Getting people to reuse

What do they do?

3. Products

- Raw materials
- Re-making with scraps
- Biodegradable



The Company

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The problem?

- Not a lot of engagement
- Accessibility confusion
- Visibility



Customer Profile

Bob Bouwman

- Loves woodwork
- A “do-it-yourselfer”
- Working on project
- In need of materials
- Uniqueness
- Loves to recycle and reuse



motivation

- History
- Accessibility
- Sustainability
- Quality

Problem it solves

- Scarcity of materials
- CO2 footprint reduction

Why they would buy

- Quality
- Durability
- Accessibility

why they don't buy

- Imperfections
- Lack of trust
- More expensive

Customer Profile

WoodWorks

- Company
- Has project
- In need of materials
- Uniqueness
- Environment
- Customers



motivation

- History
- Accessibility
- Sustainability
- Quality

Problem it solves

- Scarcity of materials
- CO2 footprint reduction

Why they would buy

- Quality
- Durability
- Accessibility

why they don't buy

- Imperfections
- Lack of trust
- More expensive

Customer Profile

Peter Nieymer

- Architect
- Has project
- In need of materials
- Uniqueness
- Environment
- Customers
- Green



motivation

- History
- Accessibility
- Sustainability
- Quality

Problem it solves

- Scarcity of materials
- CO2 footprint reduction

Why they would buy

- Quality
- Durability
- Accessibility

why they don't buy

- Imperfections
- Lack of trust
- More expensive

Customer Profile

Alice Esposito

- Artist/student
- Has a project
- In need of materials
- Uniqueness
- Environment
- Sustainable



motivation

- History
- Accessibility
- Sustainability
- Quality

Problem it solves

- Scarcity of materials
- CO2 footprint reduction

Why they would buy

- Quality
- Durability
- Accessibility

why they don't buy

- Imperfections
- Lack of trust
- More expensive

Website

- Update information
- more interactive buttons
- QR-Code



Welcome to the circular BouwHub Groningen

The growing demand for raw materials and the need to reduce CO2 emissions require innovative solutions.

De BouwHub is a joint initiative of Kringloop+, G-ROND, Alfa-college, the municipality of Groningen, De Hanze, Suikerbiedt Cooperative and various entrepreneurs. Together we are committed to a circular and sustainable construction sector. Open Tuesday to Friday from 9:00 AM to 4:00 PM
Energieweg 17, Groningen next to the TextielHub

Input of materials is only possible if an email is sent in advance with a photo of the materials, plus a telephone number and email address

If you have any questions, please contact Paul Grimmus
paulgrimmus@gmail.com

WATCH OUT! We are closed during the Christmas holidays



Breeding ground and learning environment

Creating an inspiring place where students, teachers and companies learn and experiment together.

more information to follow...

Promote local reuse

Actively contribute to the reuse of building materials within the region.

more information to follow...

Construction cycle

Storage and sale of building materials for private individuals and companies.

more information to follow...

Workshop

Setting up a workplace where people with opportunities can develop new skills.

more information to follow...

Page Concept Story



Where the story continues

- Connect
- Emotional
- Company's Story



Ad Concept



Ad Concept



- Intriguing story-telling
- Display of close relationship between relatives
- demonstration of sustainability
- feel-good concept

Our Solution

Advertising

- Investing in Ad-campaigns
- create short advertisements:
 - -> Storytelling
 - -> Pique interest
 - -> Building connection
 - -> Using the chance to educate
- = Attract customers
- = pull attention to the business

Social media

- Trying different Platforms
- regular posting
- Uploading Videos
- Contact/info point

Website

- Adding more interactive buttons
 - social media
 - better overview

The End



Thank you!

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