

# Strategy Overview

## Delivery Partner Focus

### Defining Elements

MATERIAL

TOOL

FORM

TRANSFORMATION

BEAUTY

MAGIC

TECHNOLOGY

### Positioning Statement

**To** Forward-thinking developers, builders and architects

**Mighty Buildings is** the sustainable future of construction; a prefab system based on customizable 3D printed panels produced efficiently in a factory and assembled rapidly on site.

**Because Mighty Buildings** prints with a proprietary concrete-free formula, our panels are produced at lightning quick speed to bespoke requirements, presenting a unique opportunity for innovative architectural solutions. Our prefab system creates zero waste allowing for efficient, sustainable and distinctly creative building design.

**So** that people don't have to choose between speed, quality, design and protecting the planet.

**So that** we can help solve both the climate and housing crisis together.

### Archetype

#### Creator-Rebel-Magician

*Disrupts the status quo for the better, and leave our mark on the world.*

### Behaviors

**EMPOWERING**  
(enabling, catalyst)

**INSPIRING**  
(enthraling, captivating, imaginative)

**BRIGHT**  
(expressive, energetic, unexpected)

## Behaviors

<b>EMPOWERING</b>	<b>INSPIRING</b>	<b>BRIGHT</b>
<b>ENABLING</b>	<b>ENTHRALLING</b>	<b>EXPRESSIVE</b>
<b>CATALYST</b>	<b>CAPTIVATING</b>	<b>ENERGETIC</b>
<b>SPARKING</b>	<b>IMAGINATIVE</b>	<b>UNEXPECTED</b>

## About Voice and Tone

Voice and Tone principles describe **how** we want to communicate with our audiences, rather than **what** we communicate to them.

They

- Embody and express our personality
- Set us apart from others in our industry
- Build trust with our audiences
- Influence and persuade people to interact with us

We use this document as a reference point to guide how we craft and edit communications to be on-brand, and to ensure our words – spoken or written – are clear, easy to understand and uniquely Mighty Buildings.

## Our Voice

### The dependable, visionary project manager

*Our Voice remains consistent whenever we speak, whereas our Tone can shift subtly depending on the audience. See Slides 21-25 for how our Tone changes.*

Our default Voice would be that of **the dependable, visionary project manager**, the kind of person who can hold the big idea in their mind without losing sight of the details. They are the safest pair of hands.

With this person on the team, everyone knows everything will be great. Their steadfast assurance ensures everything stays on track, whilst at the same time they have the courage and imagination to engineer new solutions whenever challenges arise. Calm and unflappable, they have a deep understanding of all the details, alongside the innovative spirit required to seize every opportunity to make things even better.

Their knowledge and mastery of the mold means that they know how to break it when needs be, whilst their ingenuity means they can re-write the rules to ensure continued progress towards a shared, ambitious outcome that demands new ways of thinking and doing together.



## Our Tone

Let's start with our Brand Behaviors

### How we act

#### **EMPOWERING**

(enabling, catalytic)

We deliver our value through our partnership with others, and are a tool for creative expression. We are a catalyst for new thinking.

### How we feel

#### **INSPIRING**

(enthraling, captivating, imaginative)

There is a sense of magic, wonder, and alchemy about our product and process, experienced through our brand.

### How we look & speak

#### **BRIGHT**

(expressive, energetic, diverse)

We are a platform of possibility and represent creative freedom, so visually we are bright, expressive, energetic and diverse.

## Our Tone

Key adjectives from each behavior

Brand Behavior

### **EMPOWERING**

Key Adjectives

Enabling

Reliable

Revolutionary

Brand Behavior

### **INSPIRING**

Key Adjectives

Visionary

Pioneering

Determined

Brand Behavior

### **BRIGHT**

Key Adjectives

Friendly

Collaborative

Optimistic

## How to sound Empowering (Enabling, Reliable, Revolutionary)

### Try this

#### **State your position with confidence and authority.**

A better way to build is at last possible.  
Our 3D printed panels are unlike any other  
wall system in the industry.

#### **Be a partner, rather than a supplier.**

Our architectural designs give you greater  
peace of mind by coming pre-approved by the  
Housing Community Development (HCD) Factory  
Built Housing program (FBH).

#### **Display natural confidence through simple, short phrases without excessive conjunctions (*and, because*).**

We construct everything in our factory. This  
delivers huge savings in time and money for  
you.

### Avoid this

#### **Be careful not to sound boastful and arrogant.**

*No one else is as good as us.  
You can't do this without us.*

#### **Overuse of superlatives – using two or three when one will do.**

Our special, beautiful, wonderful homes are  
the greatest in the world.

## Sounding Empowering Before & After Example

**Before**

### Twitter Bio

Making beautiful and sustainable homes a reality for more people using 3D printing technology, advanced materials, and robotic automation.

**After**

### Rewrite applying tone

Our 3D printing technology, advanced materials, and robotic automation make beautiful and sustainable homes a reality for all.

### Notes

- Make the link between your technology and how it empowers your audience direct and explicit.
- Using the phrase 'for all' instead of 'for you' is more broadly inclusive, and thereby creates a mood of togetherness and partnership



## How to sound Inspiring (Visionary, Pioneering, Determined)

### Try this

#### **Be concise**

Our digital fabrication platform is the first of its kind. It underpins our Production as a Service model – and catalyses productivity across the construction sector.

#### **Make your vision relatable**

Homes are built to be lived in. We make housing better – for people, and the planet.

#### **Empowering and motivational language**

A better way to build is at last possible – we created it.

### Avoid this

#### **Trying to say too much in one go**

We are rolling out a Production as a Service model to leverage our first of its kind digital fabrication platform to unlock productivity in the construction sector.

#### **Negative framing**

The home construction industry can't continue to build with the same tools and materials that have been used for centuries AND reduce CO2 emissions.

(Instead try: We have developed the materials the construction industry needs to address the housing crisis AND reduce CO2 emissions.)

# Sounding Inspiring

## Before & After Example

**Before**

### **MKS Introduction**

Our patented and certified Mighty Kit System (MKS) made out of our 3D printed panels are unlike any other wall system in the industry. Each panel uses a revolutionary non-silicate Light Stone Material and steel components. This building material provides a high-performance, sustainable, durable, and cost-efficient solution for construction across the United States.

**After**

### **Mighty Kit System Introduction**

A better way to build is at last possible. With our patented and certified Mighty Kit System(MKS), you can build high-performance, sustainable, durable, and affordable homes that are energy efficient and kind to the environment. Using a revolutionary non-silicate Light Stone Material and steel components, our 3D printed panels are unlike any other wall system in the industry.

### **Notes**

- Acronyms can be distancing/alienating – avoid wherever possible
- Use of the second-person speaks directly to the audience, and enables you to tell them what's possible for them ('you can...')
- Present participles (e.g. 'using') imply movement and change, which feels both determined and visionary – you're actually doing this, right now.
- The word 'home' is a powerful, relatable anchor and can speak to all audiences: the builders of homes, and to those that live in them. Restating the notion of 'building homes' makes your vision universally relevant.

## How to sound Bright

(Friendly, Collaborative, Optimistic)

### Try this

#### **Conversational words and phrases**

Chat with one of the team to discover more.

#### **Be clear and accessible**

We create modular houses and building components using 3D printing technology that is much faster and kinder to the environment than traditional construction methods.

#### **Use the second person**

With our patented and certified Mighty Kit System(MKS), you can build high-performance, sustainable, durable, and affordable homes that are energy efficient and kind to the environment.

### Avoid this

#### **Don't be patronising**

We're really smart and this is really complicated stuff, so don't you worry too much about understanding any of this.

#### **Suggesting you alone are fixing everything**

We are living through a housing crisis AND a climate emergency. No-one in the construction industry is doing anything about tackling these issues - except for us.

# Sounding Bright

## Before & After Example

**Before**

### Why MKS

- All construction is completed in our factory which translates into a massive reduction in construction soft costs and reduced on-site labor hours (faster schedule & increased IRR).
- Architecture is pre-approved at the state level via Housing Community Development (HCD) Factory Built Housing program (FBH). City architectural review is limited to site plan layout and unit attachment to foundation.
- Factory built housing allows developers to achieve large production housing economies of scale and volume discounts.
- Near-zero waste technology (savings of 2.3 tons of CO<sub>2</sub> emission per 3D printed home). Insurance premiums are generally 10% lower (homes are constructed with non-combustible materials).

**After**

### Why Mighty Kit System

- We construct everything in our factory. This delivers huge savings in time and money for you by reducing soft costs and on-site labor hours.
- Unlike city architectural review (which only approves site plan layout and unit attachment to foundation), our architectural designs give you greater peace of mind by coming pre-approved by the Housing Community Development (HCD) Factory Built Housing program (FBH).
- Our factory build system makes significant economies of scale and volume discount available to everyone looking to realise their home building vision.
- Our net zero waste technology means every home we build saves an average of 2.3 tons of CO<sub>2</sub> emissions, whilst our non-combustible materials generally reduce insurance premiums by 10%

### Notes

- Acronyms can be distancing/alienating – avoid wherever possible
- Formal words or terms like ‘translates’, ‘costs’, and ‘increased IRR’ have been swapped out for more conversational alternatives.
- A simpler conversational approach – “Because we do things this way... you benefit in these ways” – makes your message more personally relevant.
- Speaking to ‘everyone’ reaches different audiences no matter what their individual stake in the vision/project.

# Additional Rewrites

## Before & After Example

**Before**

### LSM

- Mighty Buildings uses 3D printing technology and proprietary Light Stone Material (LSM) as an alternative to conventional building materials. Our breakthrough LSM can be printed in any shape and hardens to a stone-like composite.
- Our award-winning materials enable a near-zero waste production process and is more durable and energy efficient without the need for additional insulation, saving developers and homeowners money from the start. Using a 3D printing process called Photo-Activated Component Extrusion, rapid curing allows the LSM to print in horizontal layers without a supporting structure, giving our Mighty Buildings sturdy 3D printed walls, floors, ceilings and more.

**After**

### Light Stone Material

- Using 3D printing technology, our pioneering Light Stone Material can be printed in any shape and hardens to a stone-like composite
- Light Stone Material boasts a near-zero waste production process , making it much better for the environment than conventional building materials.
- It doesn't need additional insulation, which means it is also more cost efficient for developers, and more energy efficient for homeowners.
- Our 3D printing and rapid curing process allows Light Stone Material to print in horizontal layers without a supporting structure. This means that every wall, floor and ceiling in a Mighty Building is as mighty as it needs to be.

### Notes

- Acronyms can be distancing/alienating – avoid wherever possible
- Keep sentences clear and concise. Don't try and say everything in one sentence, paragraph or bullet. Give yourself the steps you need to construct your story – and allow your audience to learn at a comfortable pace.
- Use the words 'mighty' and 'build/building' in your copy – this gives them meaning. It's more than just a name.

## Additional Rewrites

### Before & After Example

#### Before

##### Careers at Mighty Buildings

- Would you like to be a part of shaping a better future for the construction industry? Learn more about the people that make up Mighty Buildings and how you can help us in our mission to create beautiful, affordable, and sustainable homes.
- Every great team is composed of great people. We're always looking for new, bright talent to bring innovative ideas to the Mighty Team and help us in our mission to create better housing for a better future. Think you're up for the challenge? Fill out an application and we'll get in touch.

#### After

##### Careers at Mighty Buildings

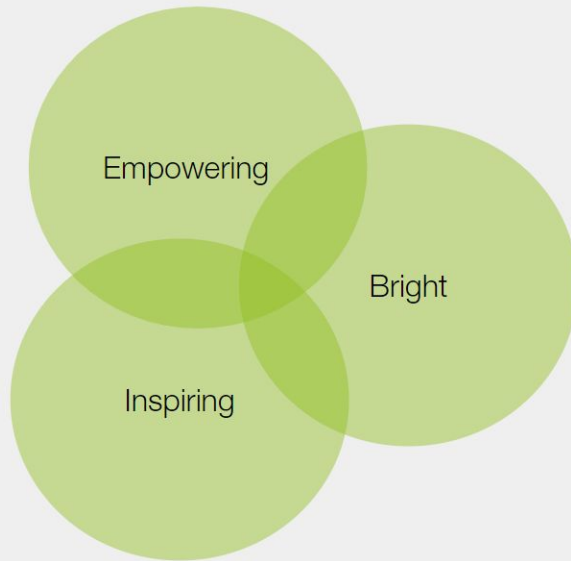
- We're already building a better future for the construction industry and are looking for people who can make the team even mightier. If you'd like to join us in our mission to create a construction industry that can tackle the housing crisis AND be kind to the environment – whilst building beautiful, affordable, and sustainable homes – we'd love to hear from you.

#### Notes

- Frame your vision as work that's already started – 'we're already building a better future' – so that you can invite people to participate. This is both inspiring and empowering.
- Balance the social/environmental benefits (housing crisis/environmental kindness) with the message of no-compromise on build quality (beautiful, affordable, sustainable) – this underpins the notion that delivering the definitive 'homes of the future' is entirely achievable.
- Use the words 'mighty' and 'build/building' in your copy – this gives them meaning. It's more than just a name.

## Brand-level

When we're talking to multiple audiences, our default Tone is an equal balance of all three behaviors.



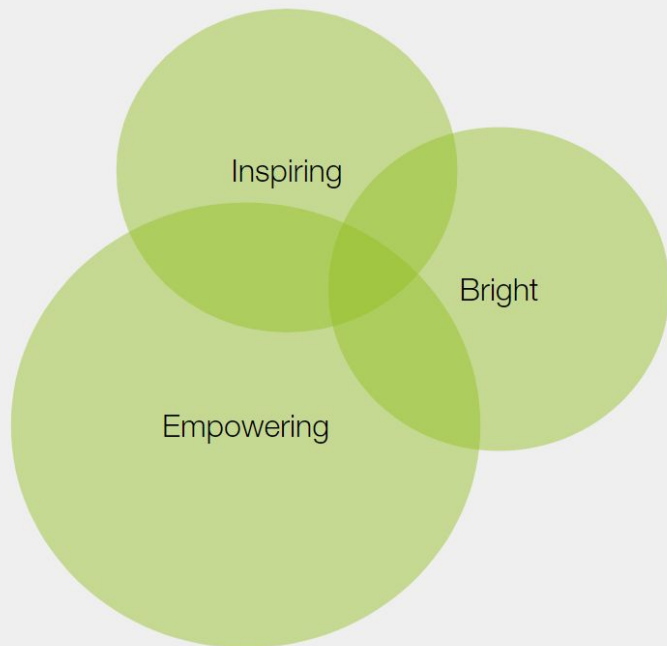
When we're not sure exactly who we're talking with, we combine all three behaviors in equal measure.

Example touchpoint: Website homepage

The following slides explain how our Tone can flex when we are creating communications for a specific audience.

## Housing Developers

Our Tone is predominantly **Empowering**



All elements of our Tone are important, but when speaking to **Housing Developers**, focus most on sounding **Empowering**

**Housing Developers** will be looking for a partner in their project that they can count on in every regard: from scheduling, through to efficiency and quality. As well as empowering them to do what they do best, you should also think about how you can help them make their own clients feel empowered. **Housing Developers** will of course need all the technical details to understand how you can deliver truly mighty buildings, but delivering those details in a way that is also accessible to their clients will help position you as the strong foundation everyone is looking for to realize their mighty ambitions.

Communication with **Housing Developers** can be:

- More confident and authoritative.
- More technical and process-specific.
- More specific on the 'how-to's of delivery optimisation.

Example touchpoint: Technology pages on website



# Housing Developers Messaging Principles

## 1. Use proof points

Cultivating trust within our audience is a priority. When partnering with us, our audience is committing to a transformative paradigm shift in the way that they work. They need to know that we can deliver on our promises so that they can be confident that they can deliver on theirs.

In our messaging, we should work to include proof points. These are facts which speak to our credibility, such as:

- The details of our technological breakthroughs and expertise are proof points that build trust.
- Metrics – for example the specifics of time and cost efficiencies, as well as exactly how our product is kind to the environment.
- Weave in success stories, case studies and testimonials where appropriate.

## 2. Speak as a partner, not a supplier

An extension of the first principle, this is about positioning yourselves as delivery partners – this will be essential for developers new to the technology and the opportunities it unlocks. Rather than having to take a leap of faith into the future, they will know that you'll be right by their side, every step of the way.

In our messaging, we should work to reiterate the messages that:

- Suppliers just supply. Partners work alongside each other until the work is done. Developers will need you by their side every step of the way.
- Ours is an end-to-end solution that can integrate with, improve upon, and expand existing delivery processes and opportunities.

## 3. Balance social/environmental with cost/time efficiencies

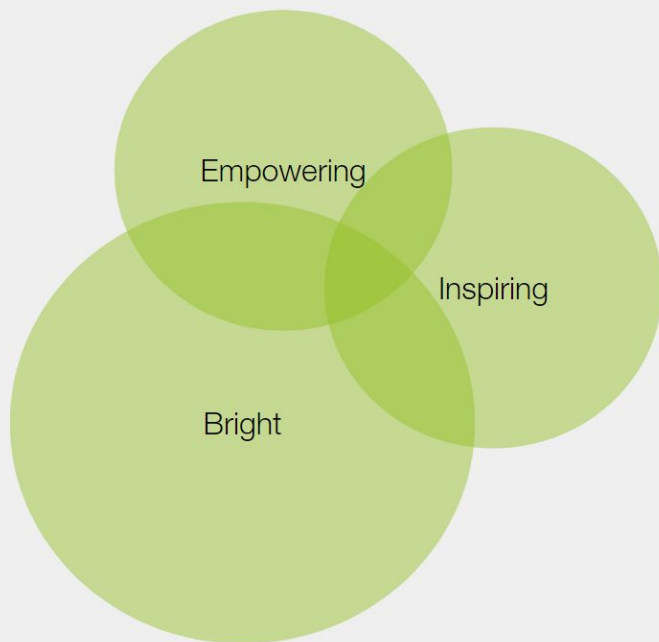
Developers will have varying levels of commitment to social and environmental agendas. However, when explicitly tethered to cost and time efficiency messages, these concerns can be mutually beneficial rather than, as has perhaps been the case up until now, a compromise, blocker, or trade off.

In our messaging, we should work to reiterate the messages that:

- The cost and time efficiencies make our product the best option – period.
- Our product is **at the same time** the best option for tackling the housing crisis and environmental responsibility.
- The interrelationship of these two strands will help developers make a fiscal decision that is underpinned by the benefits of a demonstrable social and environmental commitment that will enthruse policy-makers and homeowners.

## Homeowners

Our Tone is predominantly Bright



All elements of our Tone are important, but when speaking to **Homeowners**, focus most on sounding **Bright**

**Homeowners** may not be expert builders, but they will have their own vision for their project, and will want to collaborate in building the best home they can. And whilst it's important to them that they will be living in the zero net emission 3D printed home of the future, they won't need to be briefed on every technical detail – but that doesn't mean they might not be interested to understand more.

Communication with **Homeowners** can be:

- More conversational and friendly
- Slightly more informal
- Less technical and more accessible
- More emotive and optimistic – especially when discussing the home that will be loved and happily lived in

Example touchpoint: Website

# Homeowners

## Messaging Principles

### 1. Emphasise quality, design and function

Homeowners will want to trust the technology, and to believe in the promise - not least in regard to affordability and environmental considerations – without needing to understand it at the granular level.

In our messaging to Homeowners, we should:

- Focus on the outcomes and benefits of a Mighty Building home, without getting too lost in how those benefits are delivered technically.
- Signpost and bullet-point the science – make sure the information is available and understandable, but an optional sidebar for those Homeowners that do want to know more.

### 2. Elevate the environmental and social credentials

Homeowners will have a natural value investment in the social and environmental benefits of a Mighty Building. As a central pillar of their long-term life plans, how their Mighty Building contributes to the health and wellbeing of the planet and the people that live on it will be a powerful metric by which homeowners choose to invest.

In our messaging, we should work to reiterate the messages that:

- As well as the cost and time efficiencies, we are also the best option for the environment and for society.
- Striking this balance allows us to be authentically caring, without coming across as preachy – “Every Mighty Building is significantly kinder to the environment than conventional construction. They’re also the most cost and time efficient option as well. That’s what makes them mighty.”

### 3. Don’t forget emotion

Homeowners will want to be involved in the creation of their home – it’s where they hope to spend their lives, and as such their emotional attachment will run that much deeper.

In our messaging to Homeowners, we should:

- Remember to speak to the human benefits of a Mighty Building as a *home*: a place of long-term stability, security, wellness and happiness.
- Avoid overloading main messaging with the technical details. Do however signpost this information clearly and ensure its clarity and accessibility. This demonstrates transparency and nurtures trust, without obliging everyone to digest everything unless they choose to know more.