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Introduction



- Eco Vision Construction
- UK sustainable renovation company
- AI visualisation + low-carbon operations
- Improves design clarity
- Environmental responsibility
- Reduces design uncertainty

MAIN SERVICES AND UNIQUE SELLING POINT

- Extensions, loft conversions, renovations**
- Certified sustainable suppliers**

Unique Selling Point

- Free AI Before–After Design Platform**
- Zero-CO₂ operations**



OBJECTIVES

Short and Long Term

Short-Term (1–2 years)

- Strong digital presence
- Promote AI platform
- 50–75 yearly renovation projects
- Sustainable supplier partnerships
- Digital portfolio

Long-Term (3–5 years)

- Commercial retrofitting
- Sustainability certifications
- Reduce construction waste by up to 40%



VISION AND MISSION



Vision: Lead UK low-carbon, tech-enhanced renovation

Mission: Eco-friendly services powered by AI

PESTLE

Political	Net Zero Strategy influences green construction (UK Government, 2022)
Economic	Renovation demand stable despite inflation (Deloitte, 2023)
Social	Homeowners adopting eco-mindsets (PwC, 2021)
Technological	AI + AR accelerating industry change (Hossain et al., 2023)
Legal	Building regulations + GDPR compliance
Environmental	Construction emissions drive greener practices (UNEP, 2022)

MARKET SEGMENTATION



Demographic - Homeowners aged 30–60

Geographic- Urban and suburban areas

Psychographic- Eco-conscious, tech-oriented consumers

Behavioural- Clients needing visual clarity

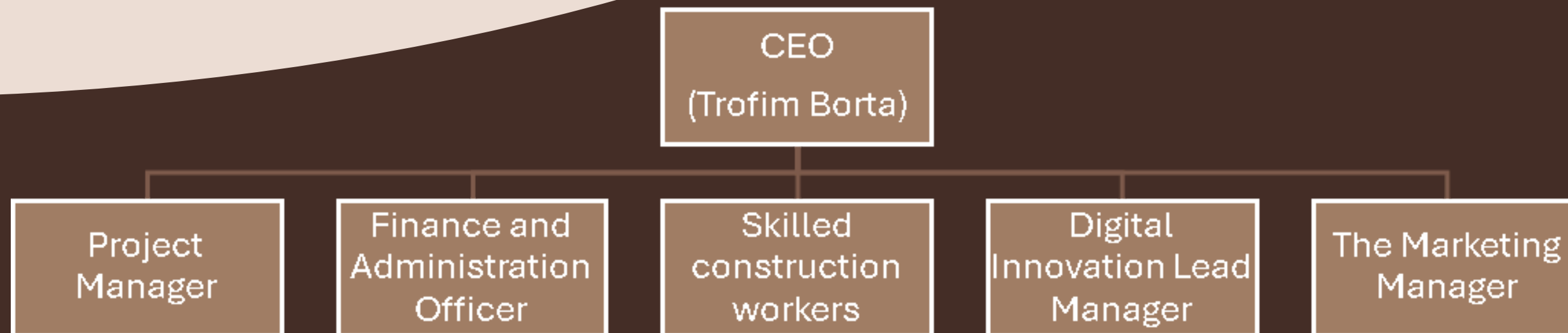
Marketing Mix



- Product: Sustainable services + AI previews(RIBA, 2020)
- Price: Value-based pricing
- Place: Hybrid delivery (online + onsite)
- Promotion: Social media, SEO, blogs (Khan & Silva, 2023)

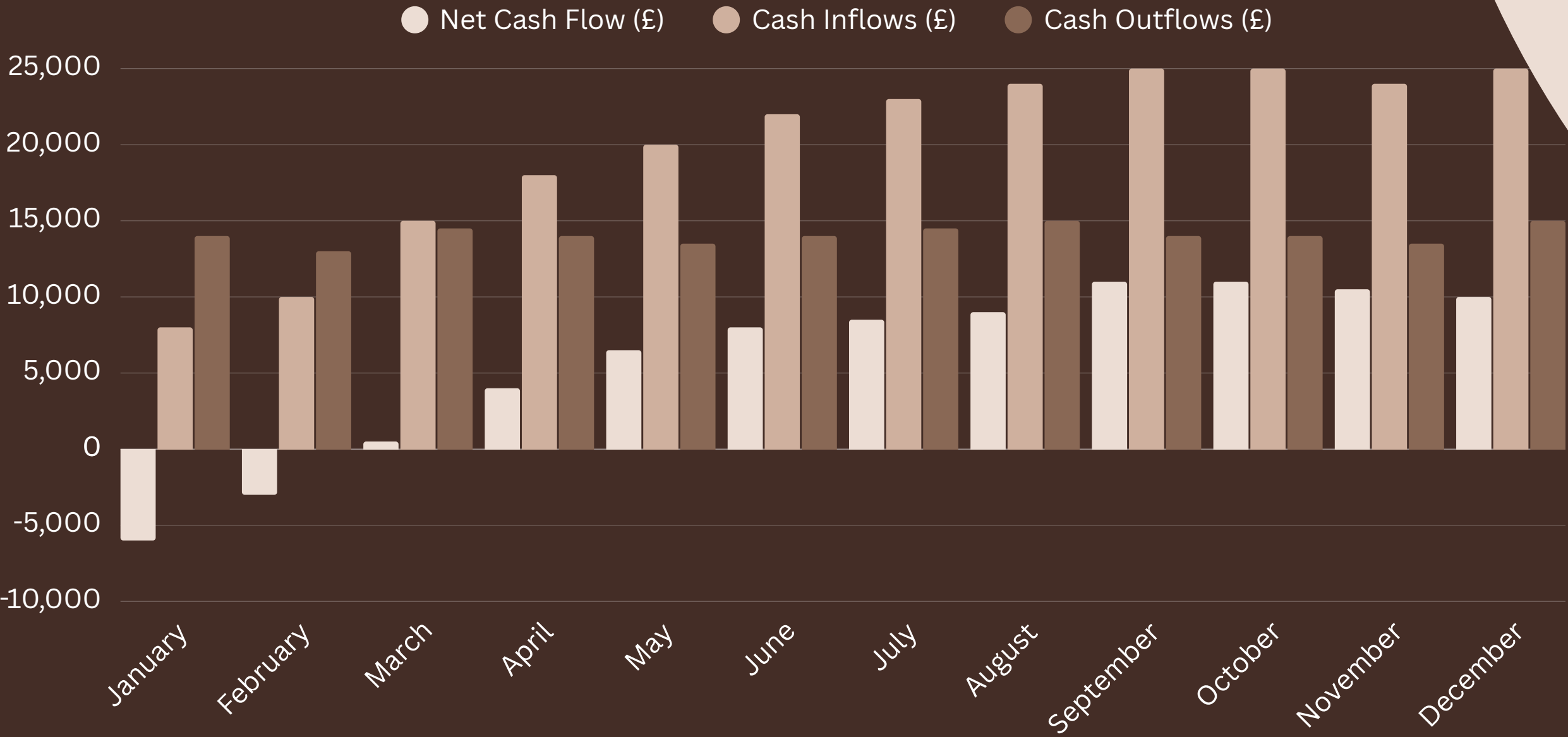
Legal And Management

Limited Company
UK building compliance



Financial Plan

- £155k start-up cost
- Mixed funding
- £18k–£25k monthly
- Break-even in 9 months



CONCLUSION

- **Low-carbon**
- **AI meet key market demands**
- **Strong value proposition despite start-up challenges**
- **Long-term viability supported by strategy and compliance**



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THANK YOU!