

# **THE 150K ECO-HOUSE INITIATIVE**

Join the architecture revolution!

## The idea:

The initiative is a crowd sourcing platform in the internet for Eco-friendly houses, powered with cutting edge building technologies. The initiative provides a great variety of innovative solutions by professional architects for low cost and zero-emission buildings on a global scale. This initiative is not only a revolution in the architectural practice it is also a great contribution to ecology and last but not least an excellent viral marketing campaign for our affiliate partners.

## How does it work?

Users can purchase the plans (planning phase 1 - 4) for a zero-emission house (120sqm) which costs a maximum of 150.000 Euros. The detailed plans will cost 8.000 Euros. This amount includes one day of consultancy by the architect. The plans are provided by professional architects from all over the world and are designed based on the skeem. The plans provide all necessary details that are needed to build the house in a professional way. On the platform users can find affiliate building companys and further support for the actual building process in their area.

## What are the benefits for participating architects?

- 1) Normally the planning phase 1 - 4 would be 3% out of 10% of the total cost of the house. That means a total of 4.500,- Euros. The platform allows architects to sell their plans to multiple customers and gain attractive revenues. Every time a user buys the plan the architect will receive 4.500,-. For every following purchase the architect will again receive 4.500,-, without even moving a finger.
- 2) In addition there is a great chance that the customers request further consultancy, which presumably will lead to further commissions.
- 3) Innovative projects will receive great attention through the interest of the crowd.
- 4) No strings attached! If an architect wants to leave the initiative he or she is free to do so at any time. The initiative holds no rights on the design or anything else, which was provided by the architect which is protected through Creative Commons. The submission is free of charge, but has to meet the basic design requirements set by the initiative.

## What are the benefits for the users?

- 1) Get a house by a star architect or by the next-generation-architecture-hero for only a small amount of money!
- 2) Find most inspiring and innovative ideas for a 120sqm zero-emission house, which can actually be built within a range of 150.000,- Euros.
- 3) Change the plan as you wish or ask for further consultancy by your favorite and / or local architect or submit your questions to the community or to others, who have already built an Eco-house.
- 4) Get a special “package“-deal or a special discount with selected building technology products by our partners such as Philips or Siemens, which is needed to fit into your 150K-Zero-Energy-House.
- 5) Find a network of building companys who will help you to build your 150K-Eco-House in your area. An affiliate program of professional construction and building companys will be established to get your house done in a professional way, without any hassle - in the area where you live.

## What are the benefits for our partners?

- 1) **INNOVATION:** The 150K-Zero-Energy-House Initiative is an innovative global marketing campaign, which follows the demand of sustainable and eco-friendly building design.
- 2) **REVOLUTION:** Every partner becomes part of a trend setting and new, revolutionary architecture practice by crowd sourcing.
- 3) **BOOSTING SALES:** With the 150K-Zero-Energy-House Initiative every technology partner will boost its sales in innovative, low energy building technology.
- 4) **WORLDWIDE ATTENTION:** This initiative will gain worldwide exposure in the media.
- 5) **SUSTAINABILITY:** Once the project is in operation, it is a never ending viral marketing campaign.

## What is the revenue plan for the platform?

- 1) The platform sells each plan for 8.000,- Euros. With every purchase of the plans this amount will be split between the platform and the architect. The architect receives 4.500,-, the platform receives 3.500,-.
- 2) Further incomes will be generated through location based advertising and an exclusive partnership with one major building technology provider.
- 3) The platform will also apply for public funding, since eco-architecture is of public interest for eg. the European Union.
- 4) The initiative will receive fees from an Affiliate Program of construction and building companies all over the world.

## How do we make the kick off of the initiative?

- 1) A public partner and/or the major technology partner funds the organization and the prizes of an international architecture competition for the 150K Eco-House.
- 2) The competition, which will be posted worldwide in universities, architecture schools and architecture forums.
- 3) Doesinger & Partners will organize the competition and will provide a great jury of international star-architects such as Richard Cook, (Cook + Fox Architects), Steven Holl and others and will work out strategies for cooperations with private and public cultural institutions for exhibitions, live discussions and events.
- 4) Every entry must be specified and detailed according to a certain set of requirements established by Doesinger & Partners.

## The initiators

The founders of the 150K Zero-Energy-House Initiative are Stephan Doesinger and Doesinger & Partners. Doesinger & Partners is an open network of creative directors, architects, designers and business consultants.

For this initiative Werner Schmid the former CFO of Yahoo! Germany and Tom Fechtner a partner at Foster Associates joined the inner circle of the team.

The last crowd sourcing project realized by Doesinger & Partners was the “1st Annual Architecture & Design Competition in Second Life” ([www.spacebetweenpeople.com](http://www.spacebetweenpeople.com)), which received a great attention worldwide.

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