Design as a Service (DaaS)

Capturing your product logic in KOPE

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KOPE.AI

Introduction

About the speaker

Ollie Green

- Former architect
- Former software developer
- Product Manager at KOPE

Liaise between worlds of construction, manufacturing and software development.

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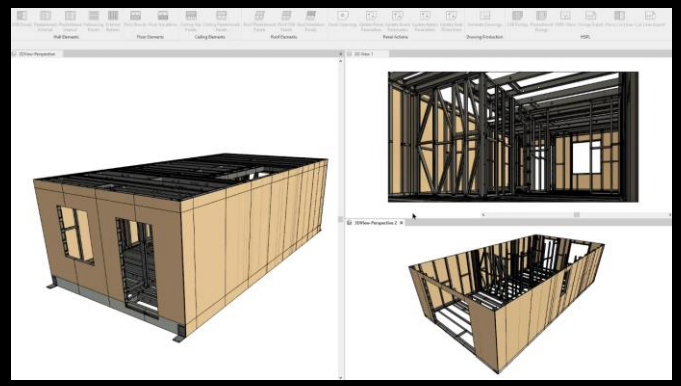
KOPE AI PRODUCTS INTO PROJECTS

Our journey

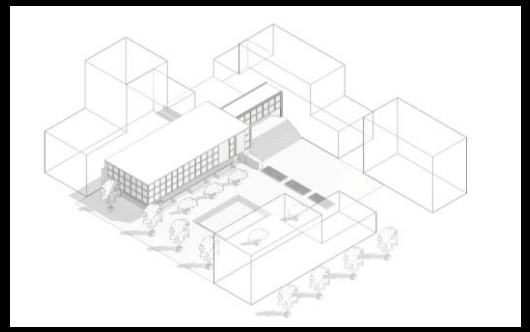
Autodesk Dynamo

Large volumetric module



matterlab

Unitize



Transition from AEC tech consultancy to SaaS startup.

No plugins. 100% from scratch.

KOPE

Talk Overview

Part 1

For Marketing & Business Development Managers

Part 2

For Bid Preparation Teams

Part 1: Visibility

The visibility problem

Offsite construction is still growing

Gradual change is not always obvious

How do you get seen by the right people?

How do you stand out against the competition?

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Where does one look?

Construction has historically had very poor visibility into the supply chain.

Offsite is no exception to this.

- Search Engines
- Internal Spreadsheets
- LinkedIn
- Large Language Models (LLMs)
- Industry Magazines
- Previous Collaborators

How do we choose?

If you don’t know the space already, how do you pick which suppliers will make the right partners?

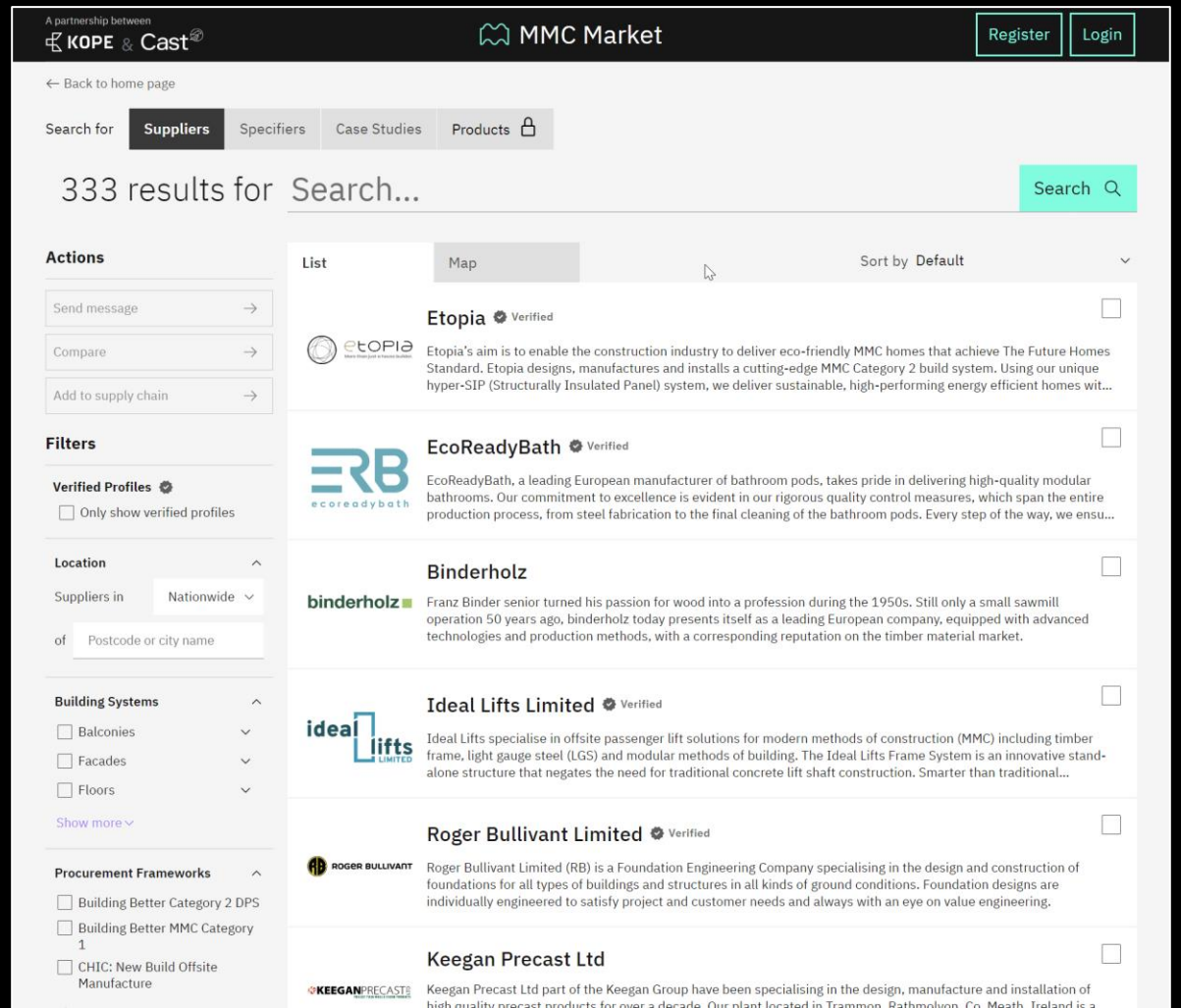
- Previous successful projects / awards
- Industry Accreditations (NHBC, BOPAS)
- Companies House Records
- Asking Around

Why isn’t this data available online in an open and transparent way?

KOPE Market

KOPE Market

Search + filter hundreds of suppliers



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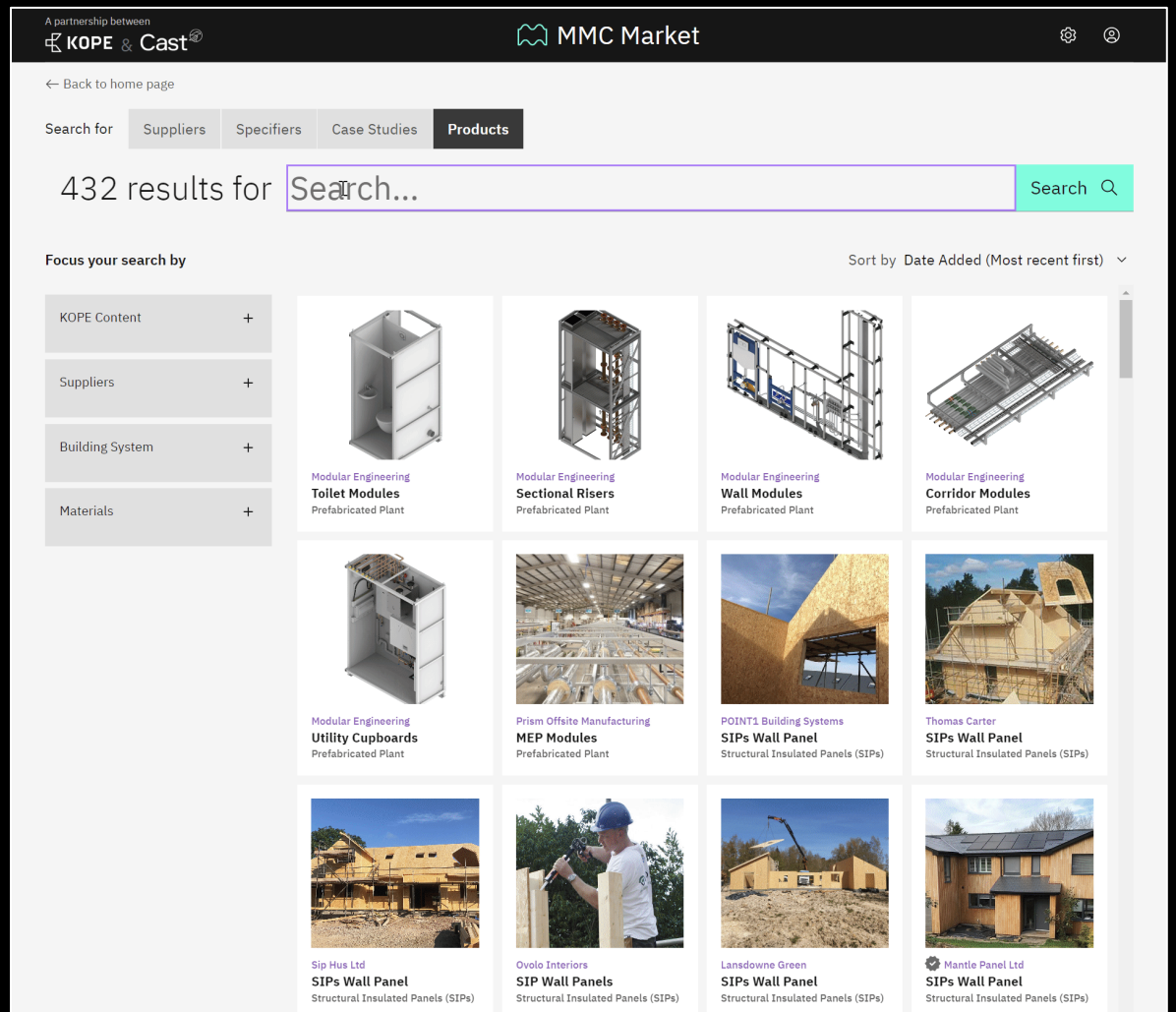
KOPE Market

Search + filter hundreds of products



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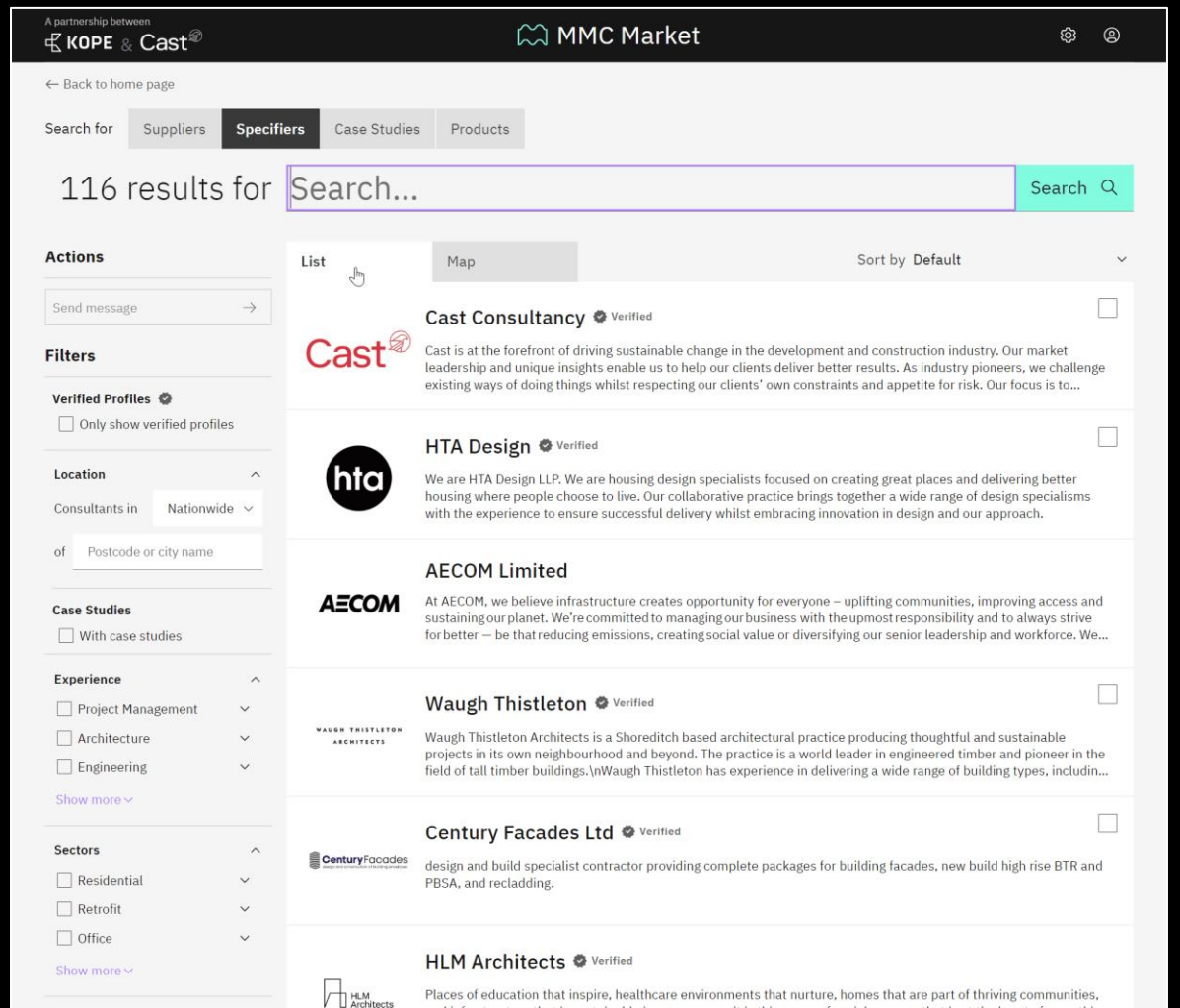
KOPE Market

Search + filter hundreds of specifiers



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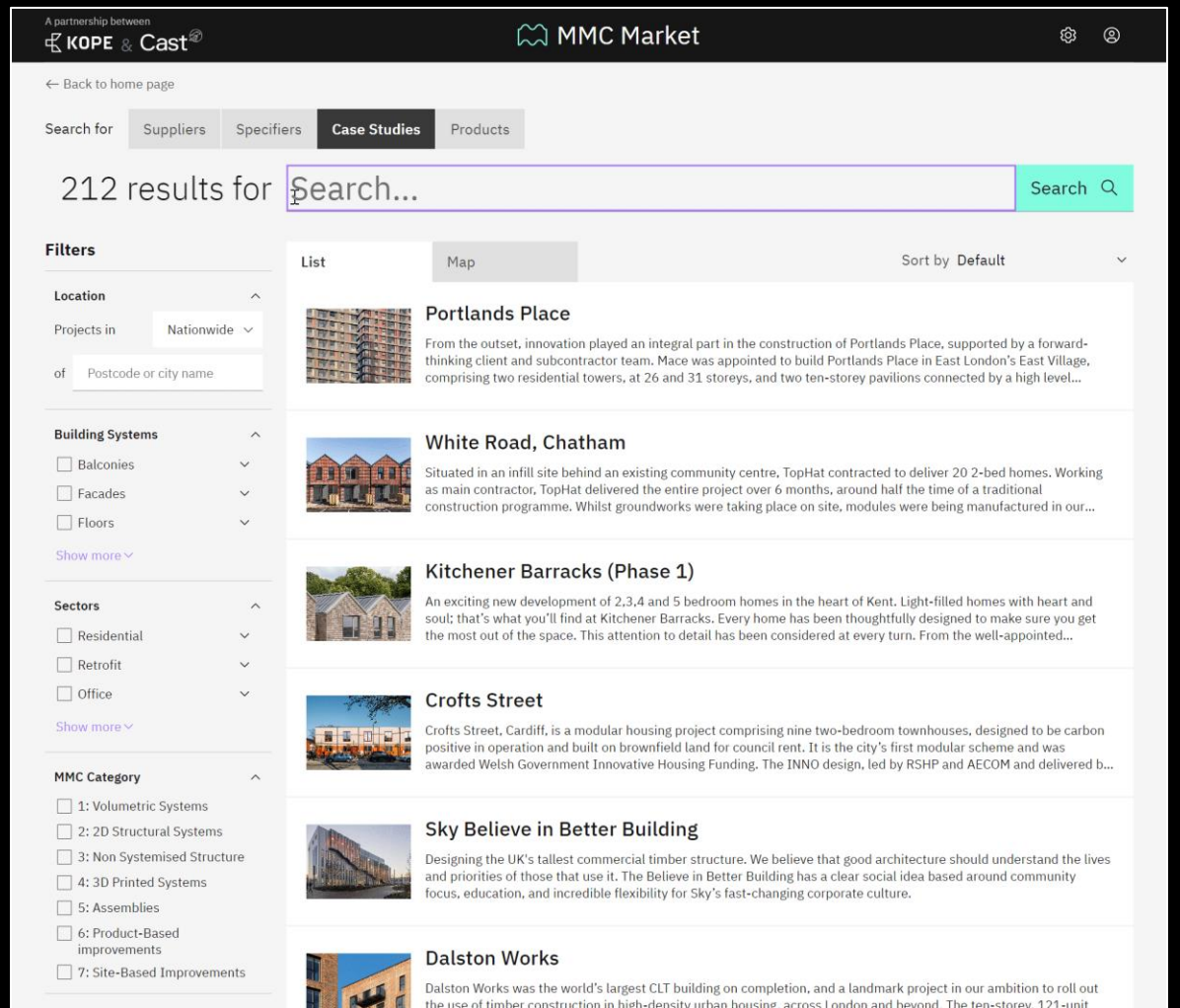
KOPE Market

Search + filter hundreds of case study projects



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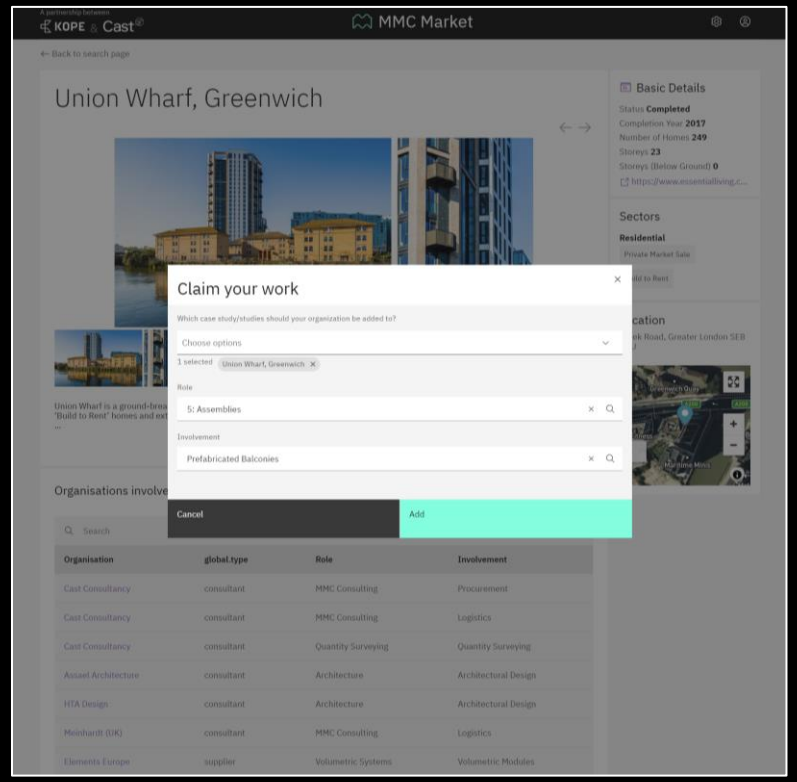
Claim your work



All registered organisations can claim credit for their work.

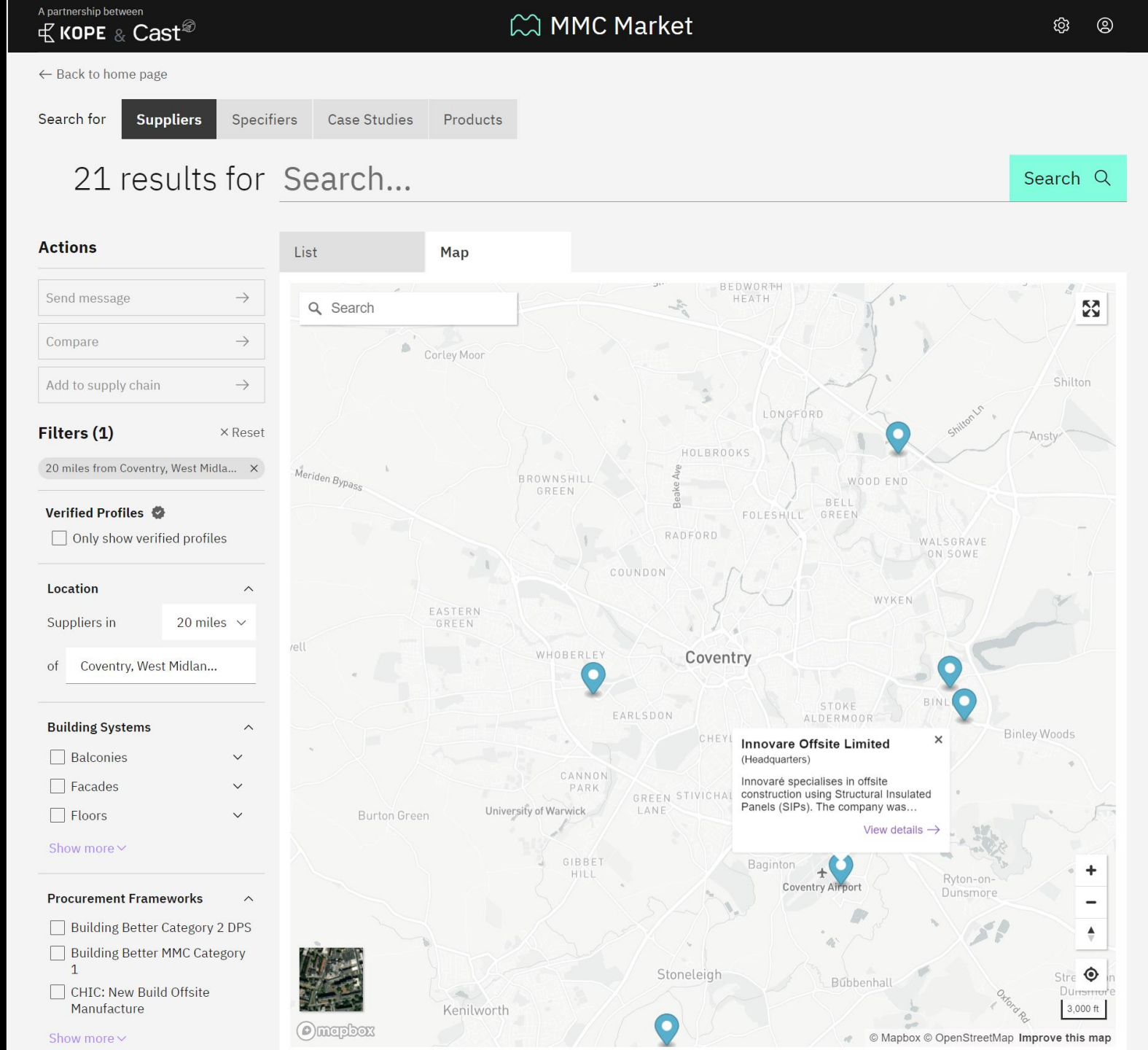
All companies can log in to maintain their information as needed.

Map search

All our data is geolocated.

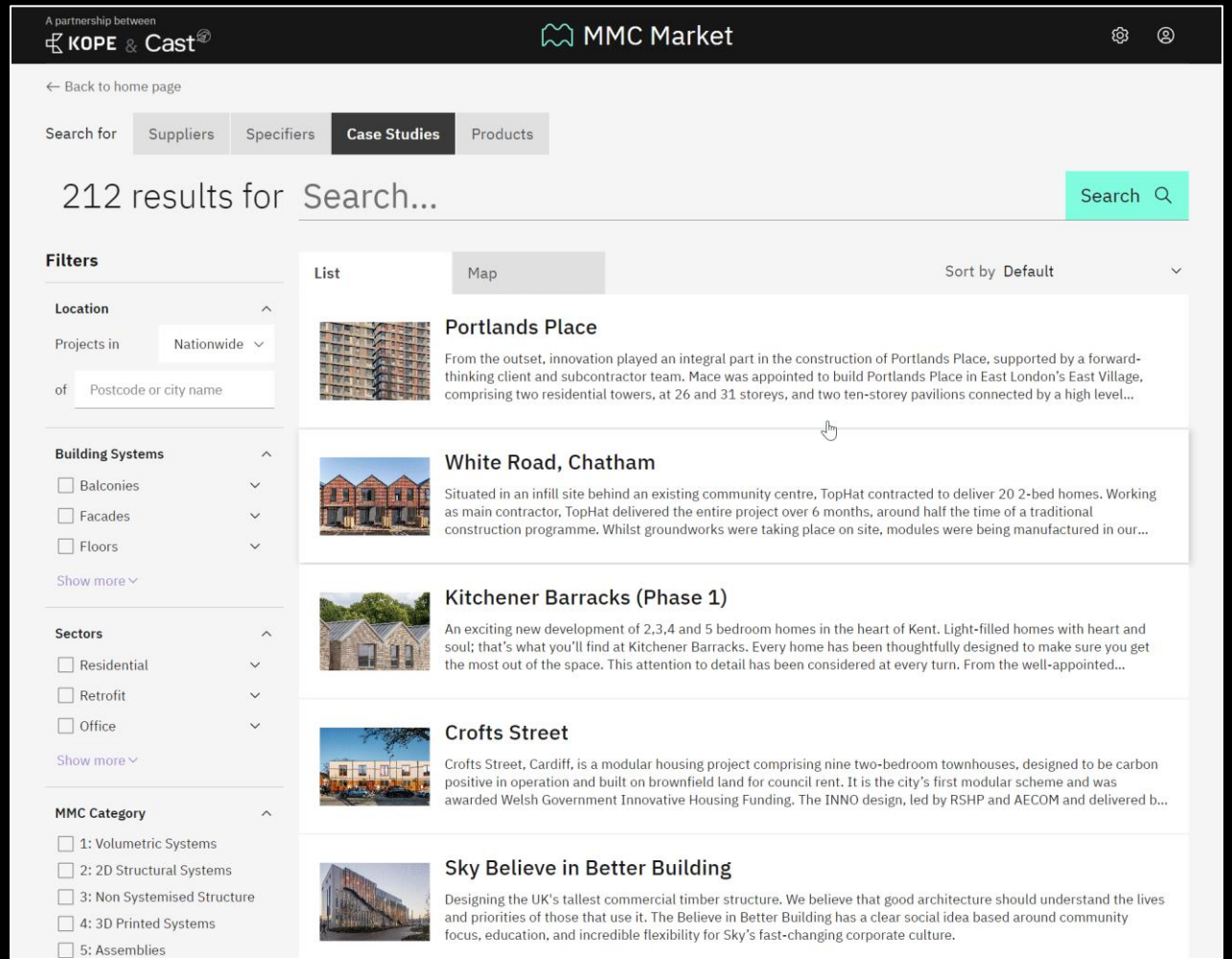
You can search for orgs and case studies within a radius of your building site.

e.g. Show me suppliers within 20 miles of Coventry



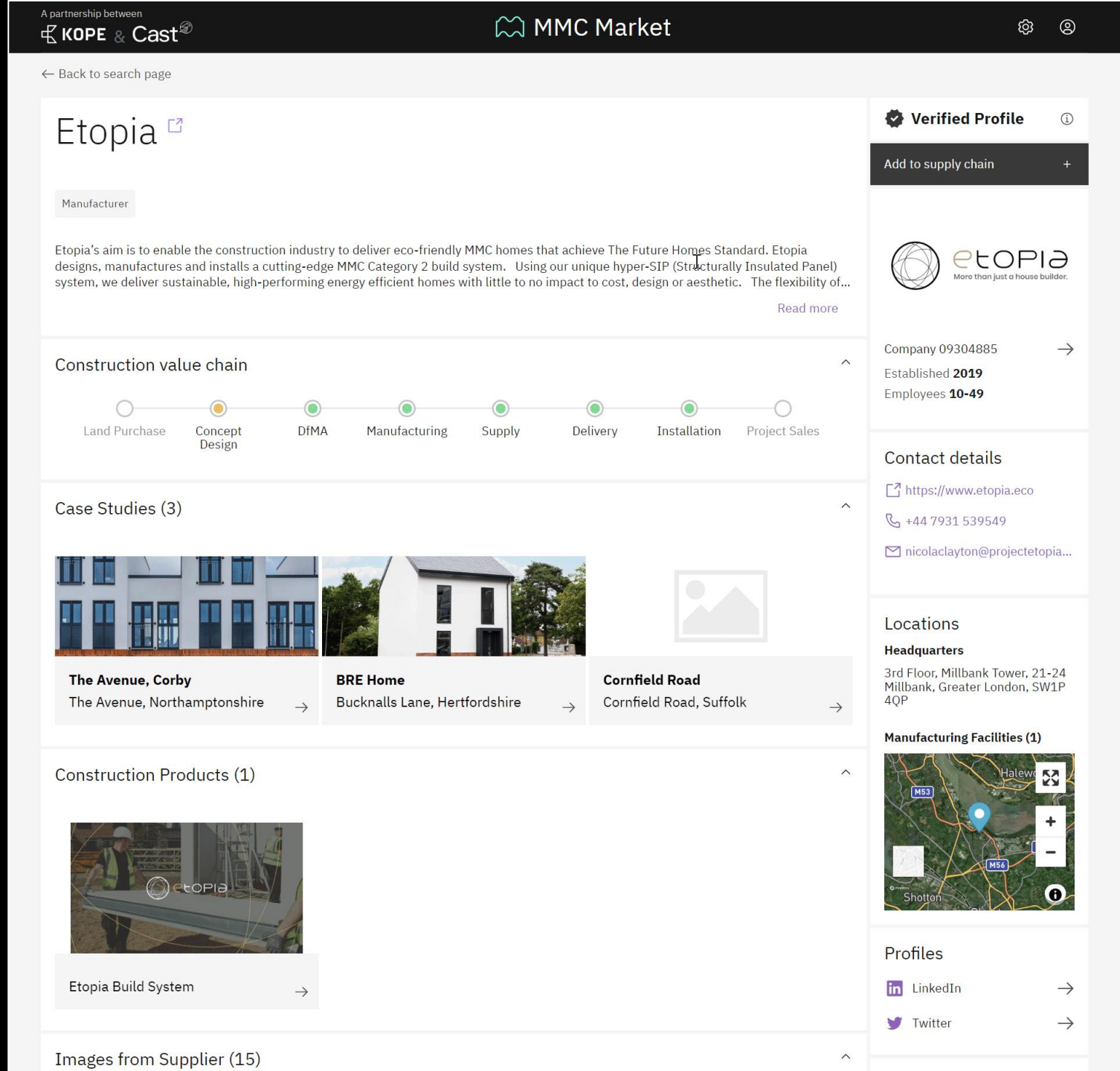
Non-linear navigation

We built the market to help offsite researchers find what they need

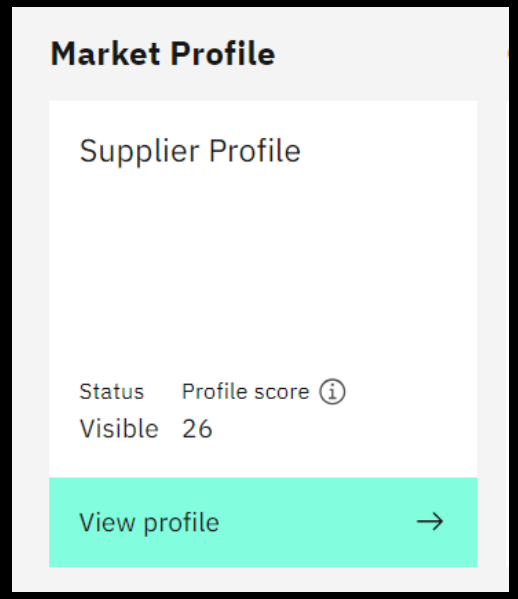


Rich information

- Company Size
- Sectors you work in
- Case Studies
- Products
- Factory locations
- Industry Accreditations
- Construction Value Chain
- Get to Know Us / FAQs



Helping everyone get seen



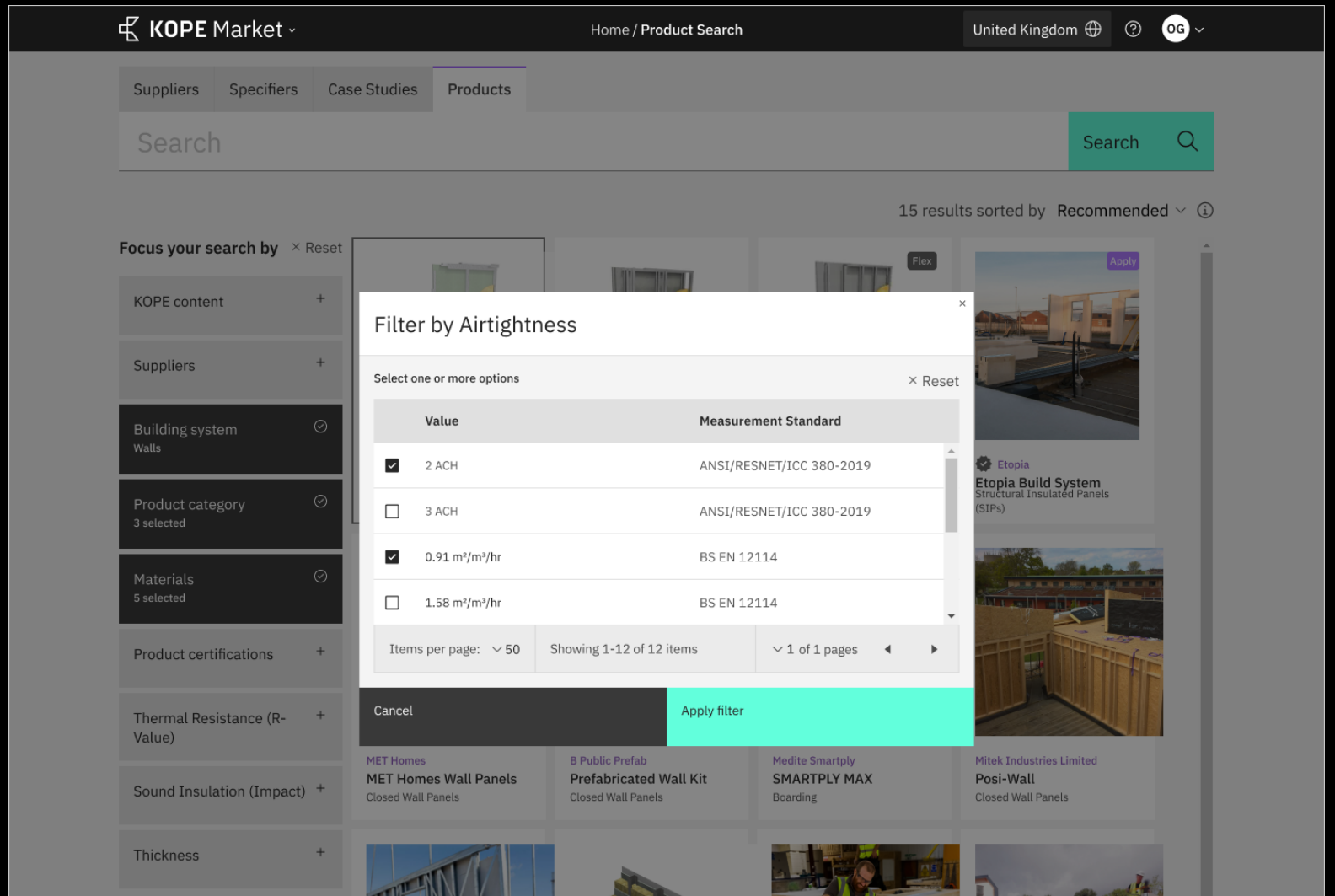
We rank profiles by their completion score.

The more information you fill out, the higher you'll rank in our default search sorting.

Our plans for the market

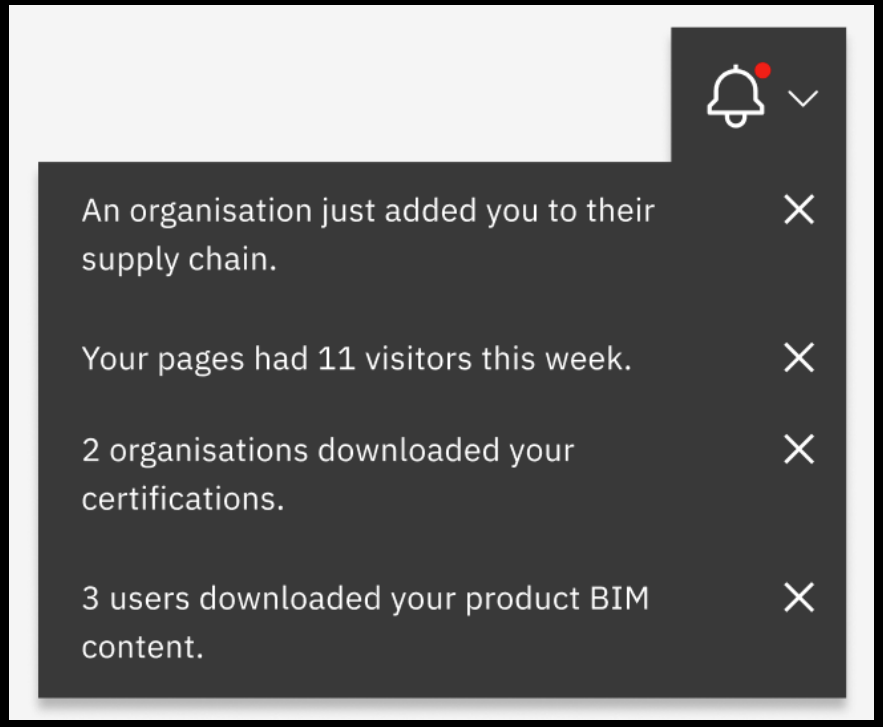
Find products by spec

We built the market to help offsite researchers find what they need



Helping you secure new leads

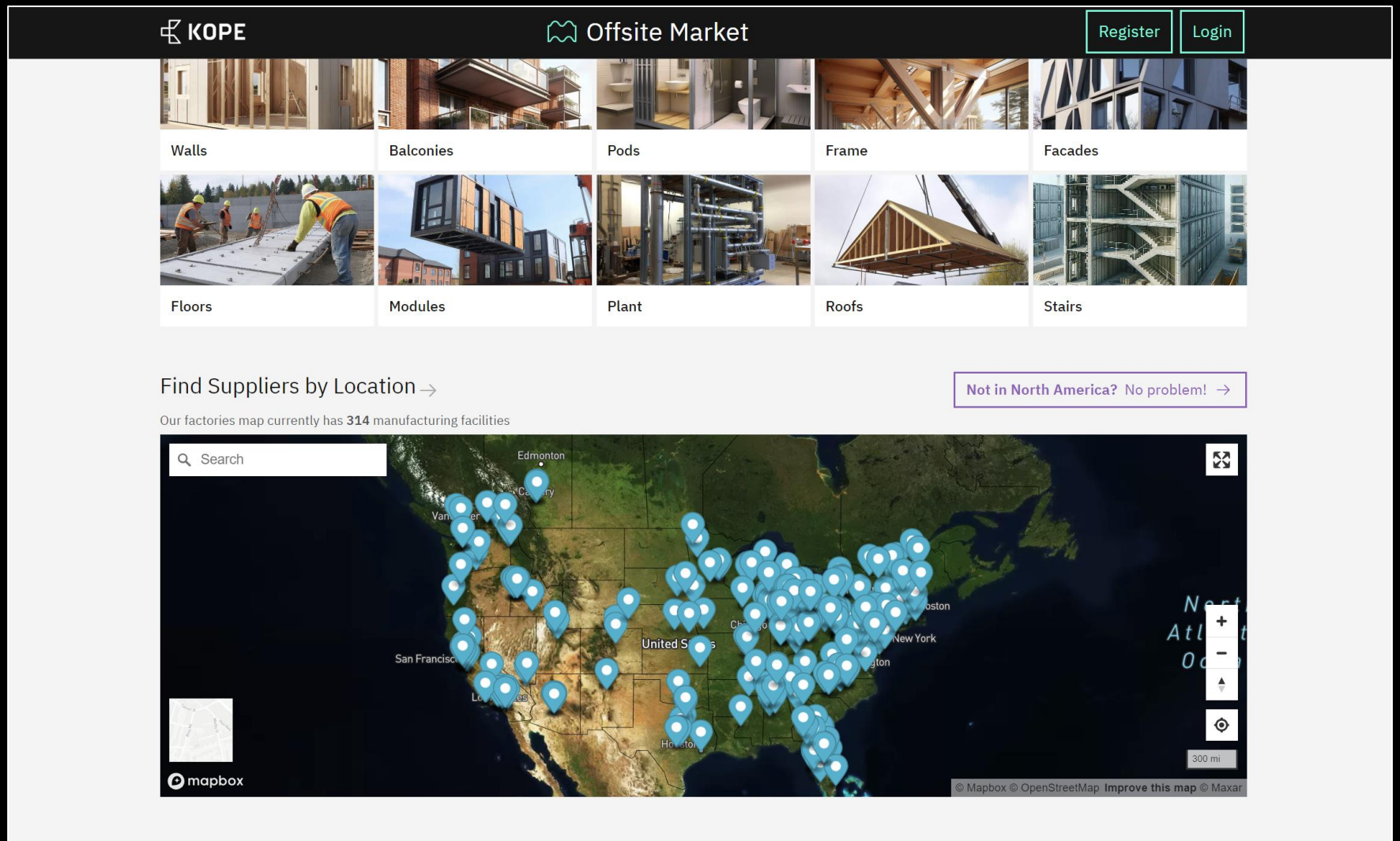
Page visitor traffic data for suppliers



- The KOPE Market is the best place to be seen by those who are looking for you.
- See who is interacting with your page, downloading your content.
- The best way to find potential leads for new projects.

Expanding into new markets

Did you know KOPE Market is international already?



Part 2: The Bids Bottleneck

The bids pipeline

An (ideally) steady flow if incoming work is what keeps businesses afloat.

This often happens at risk.

- It takes experience to prepare bids.
- Each bid can take weeks to get right.
- You may not win the work.
- Bids cost you time, so you need to be strategic.

Design meets reality

The designer didn't consider your system and its limitations

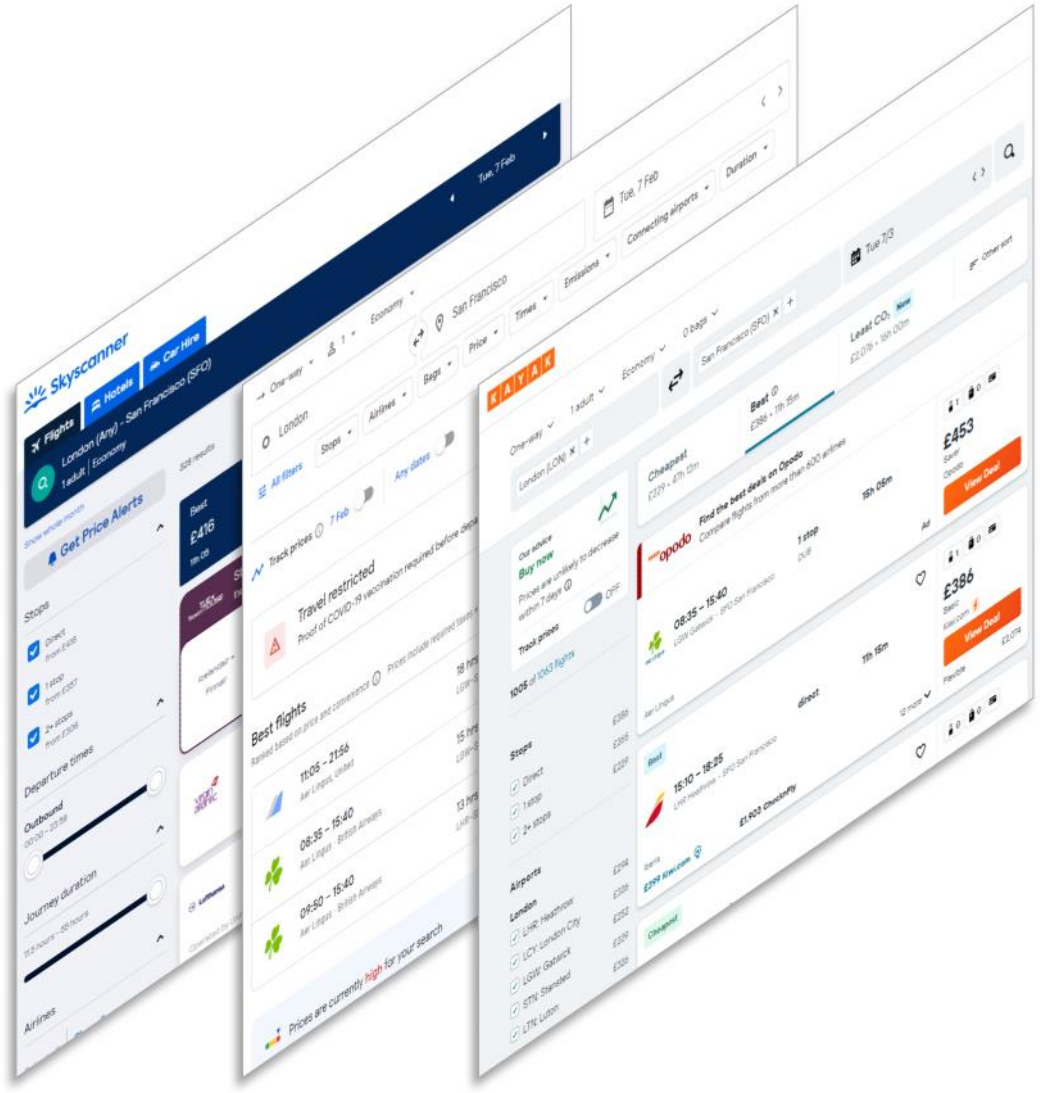
They don’t know the ins and outs of it like you do. And why should they?

They're not the experts - you are.

A better approach

Let’s look at a much better user experience.

- **Booking a flight is complex.**
- **Infinite variables to consider.**
- **User is a non-expert, entering their needs.**
- **Websites return only the best options via an intuitive UI.**
- **All returned options are current, available and valid.**



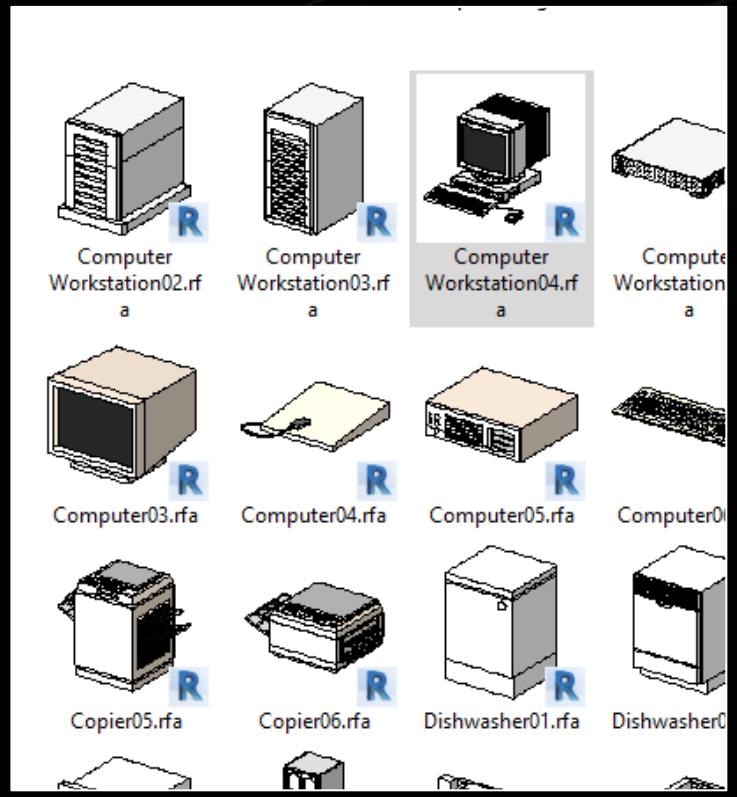
Vintage software

Most of our CAD software comes from the 80s. Revit is from the late 90s.

There are no modern (AKA web) applications for offsite.

We’re missing out.

They’re file-based



Files are static information

They can’t be updated by their creators, have no connection to their source.

We want evergreen information, always accurate, directly from the originator.

Files move around

They take on a life of their own, being passed between servers, users, even companies. Who knows if the products they represent even still exist?

Files can be broken

Accidentally or intentionally, designers can go against your production logic and limitations, designing schemes that aren’t possible to manufacture.

File types can be incompatible

Between softwares and even versions

Files contain too much detail, or not enough

It’s never right - because different types of users need different things.

They go at human speed

Specialist MMC software exists already. Manual approaches work at the speed (and with the limitations) of humans.

“Can you prepare thousands of design options by tomorrow?”

Computers were developed for this kind of task.

In summary

- You get unbuildable designs, designed by non-experts...
- Handled in legacy software from the 80s and 90s...
- With incompatible file formats between apps and versions...
- Files make it impossible to maintain your information centrally...
- And those files can be edited or broken by users...
- Specialist software takes a long time to learn and use (slowly)...

Introducing KOPE

Where we come from

Beginnings
In 2016, our founders crossed paths at various stages at Grimshaw Architects. Collectively and at different stages, all 3 run Design Technology departments at this large global architectural firm.

Designtech
In 2016, Mark and David joined forces to establish designtech.io, a construction technology consultancy aimed at supporting designers and buildings. Their vision was to provide innovative solutions to the industry.

Acquisition Milestone
In 2018, designtech.io achieved a significant milestone when it was acquired by a prominent player in the US. This marked a turning point for our team and opened up new opportunities for growth.

Team Comes Together
In 2019, our core group reconvened after pursuing separate ventures to grow a new business; matterlab.co, a dynamic enterprise dedicated to developing custom solutions for the construction industry. We combined our expertise in consulting and software development to drive innovation forward.

Offsite Automation
By 2020, matterlab.co had gained considerable expertise in offsite and MMC (Modern Methods of Construction). We focused on creating tools that would transform the construction industry. During this period, we successfully developed our first cloud-based automation system.

Introducing KOPE
In 2021, matterlab combined their award-winning work and cloud platform experience to develop KOPE (Kit of Products Engine). Recognizing the need for technology enablement in the construction industry, we restructured our business to deliver innovative solutions through KOPE.

Remote Operations and Recognition
The year 2020 brought unexpected challenges, as lockdowns forced us to pivot and embrace remote work. Despite this transition, our team thrived, expanding across Europe. We also received national recognition for our groundbreaking modular automation software, winning a prestigious award.

Present and Future
In 2023 and beyond, KOPE secured substantial funding to expand its offerings across all aspects of offsite construction. With a world-leading team, we continue to drive innovation, revolutionizing the industry and shaping the future of construction.

MMC Market Expansion
2022 witnessed the launch of MMC.market, an online hub for offsite construction professionals to collaborate and advance the capabilities of the sector. This platform further cemented our commitment to driving progress in the industry

KOPE Construct Launch
In early 2023, we proudly introduced KOPE Construct. This revolutionary product automates the application of offsite industry components to construction projects, transforming the traditional approach. matterlab.co consolidated its consulting capabilities under KOPE, facilitating significant technical advancements in large global projects.

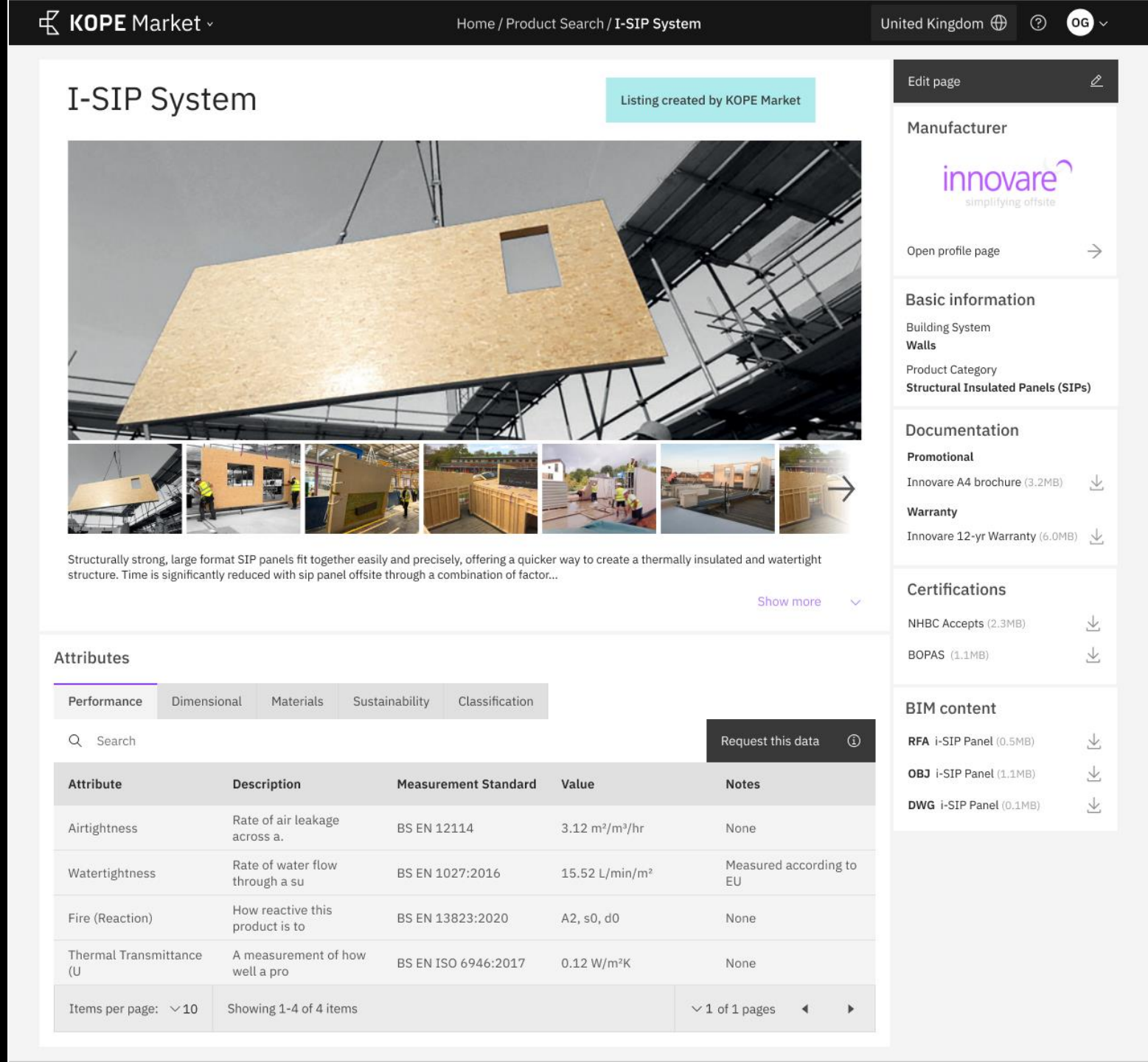
1. Evergreen

Product data needs to be evergreen.

KOPE gives you a single, central location to maintain your product information.

- Marketing Content
- Case Study write-ups.
- Performance information.
- 3D logic

No .kope files



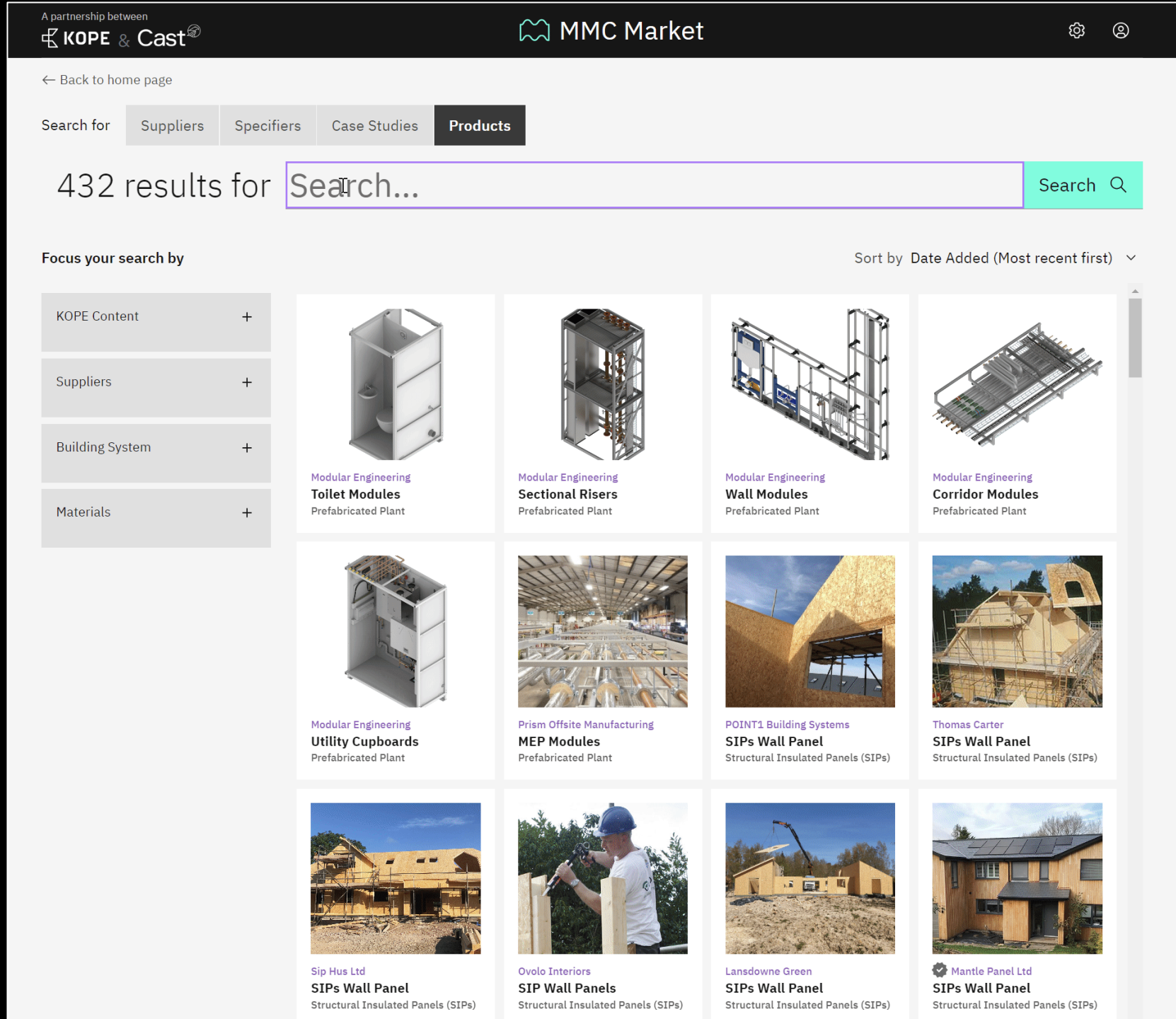
2. Visible

Your products need to be seen.

You can filter by all manner of different criteria:

- Technology
- Material
- Performance Specification
- Certifications

With enough traffic, page visitor data becomes meaningful and useful.



3. Accessible

KOPE uses the IFC standard

- **Import models from Revit, AutoCAD, Sketchup, ArchiCAD, etc**
- **KOPE exports IFC models to fit back into your existing workflow.**

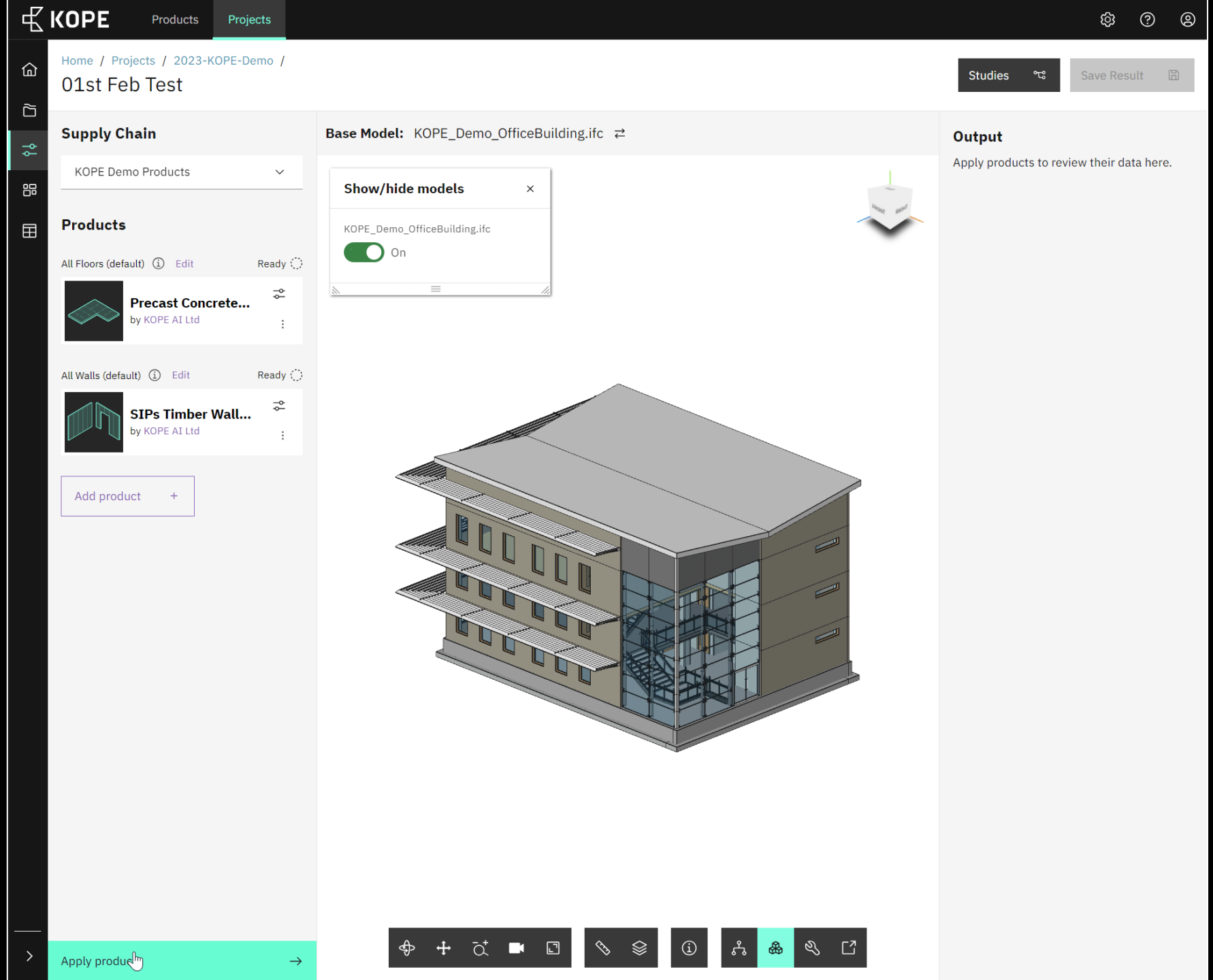
No walled gardens

4. Intuitive

KOPE offers a streamlined, intuitive user experience.

- Upload an IFC base model.
- Users “apply products to projects” in the browser.
- Results are calculated in seconds.

Generate accurate metrics around cost, weight, embodied carbon.

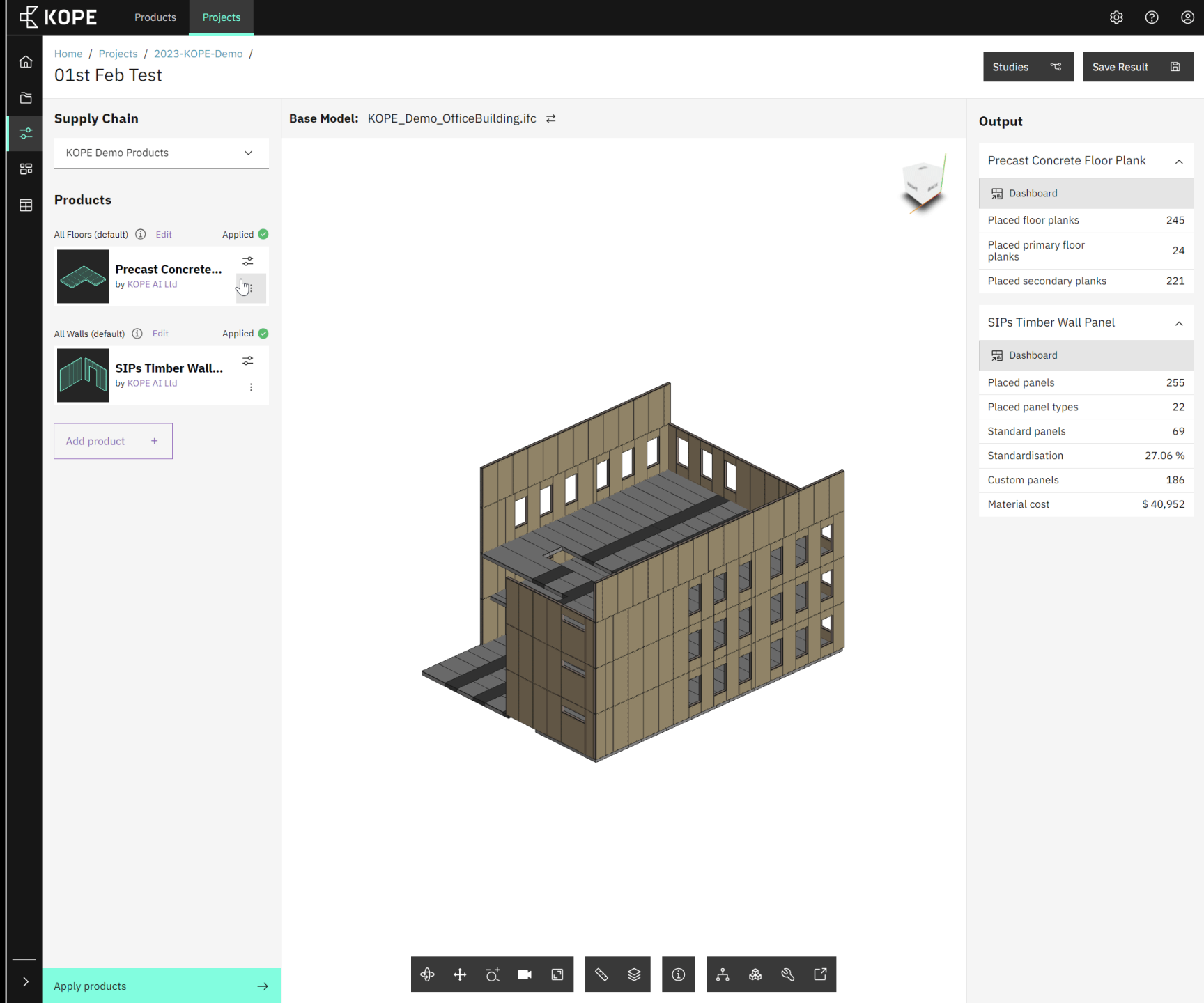


5. Flexible

All products embody some level of optionality.

- Our configurator lets you adjust products as they are applied.
- Different dimensions, materials, layout strategies are possible.
- KOPE reflects whatever flexibility your system has.

Helping users understand and explore each product.

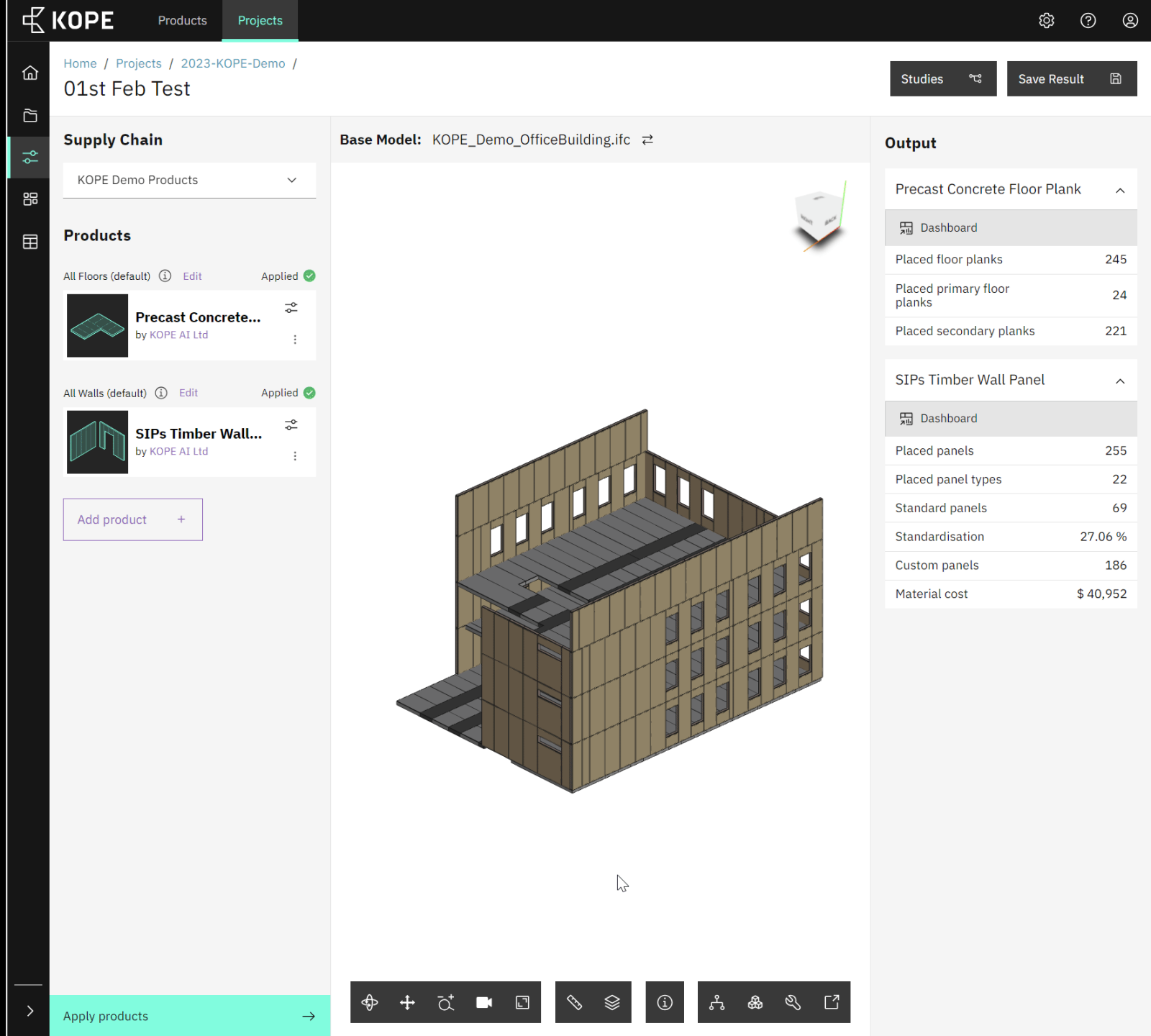


6. Live Data

We all need data to help us make decisions.

- KOPE computes your KPIs in real-time.
- Able to visualise tables, generate costs, metrics, weight, embodied carbon.

Helping you find the best option.

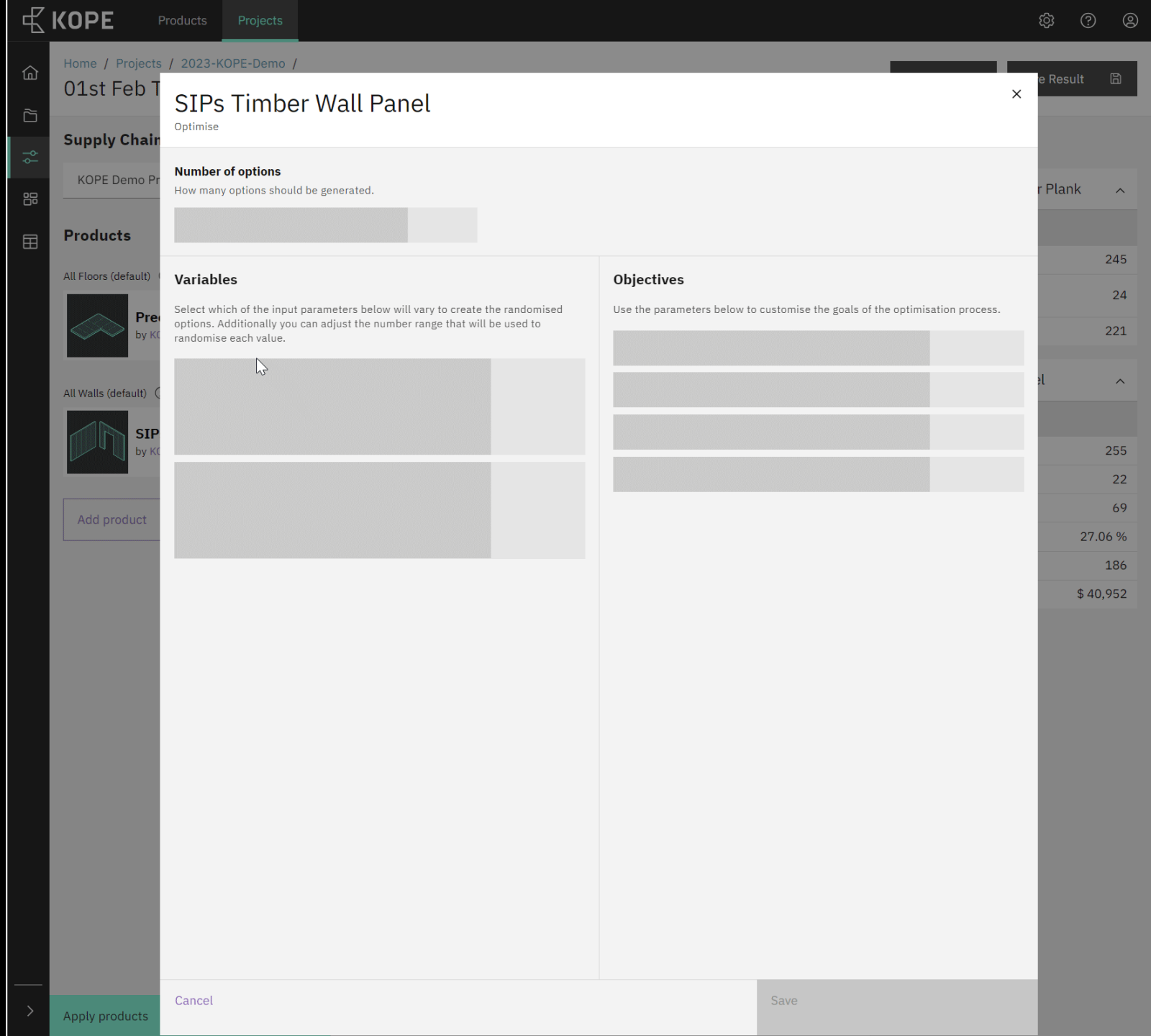


7. AI-enabled

Why manually test every option? Flip the equation on its head.

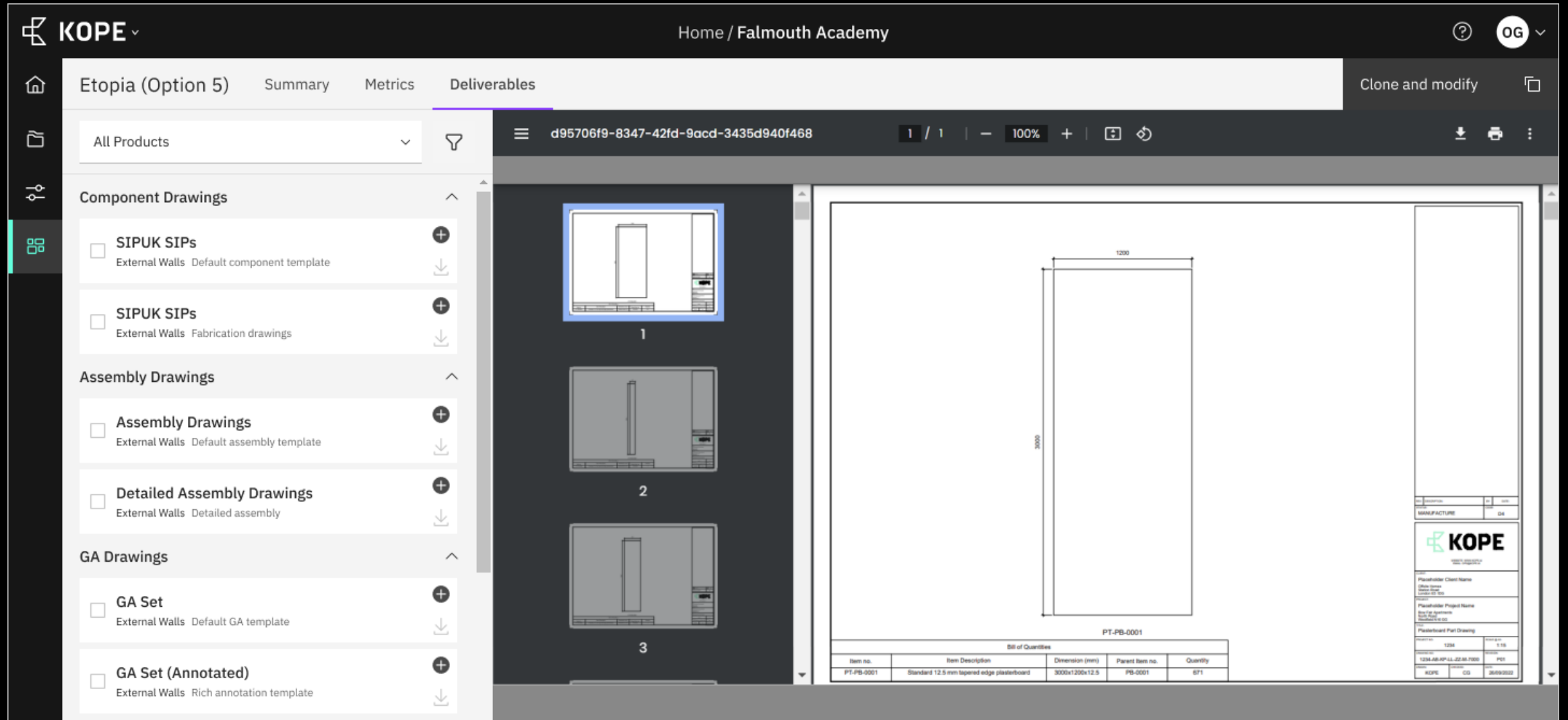
- Specify which properties can vary and define your end goals.
- KOPE tests 1000s of options and returns the best ones back to you in seconds.

Explore a vast option space and select only the best option for your needs.

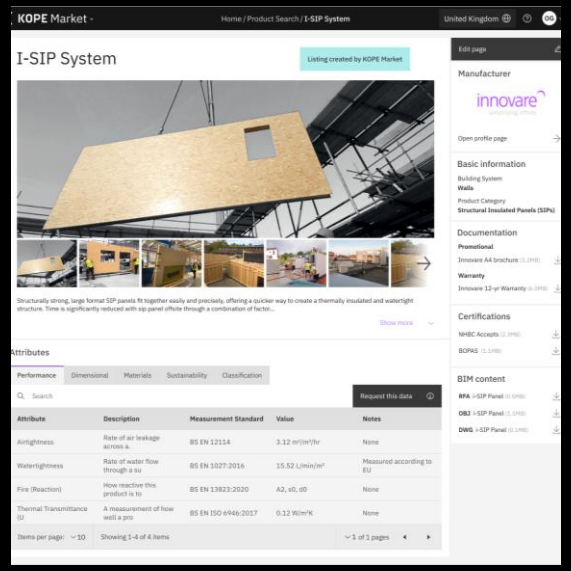


Deliverables delivered

Generate measured 2D drawing sets, 3D models, images and schedules in one location.

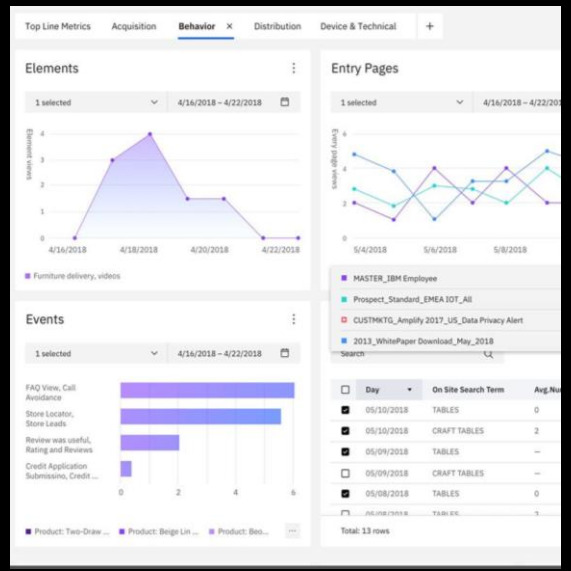


Our roadmap



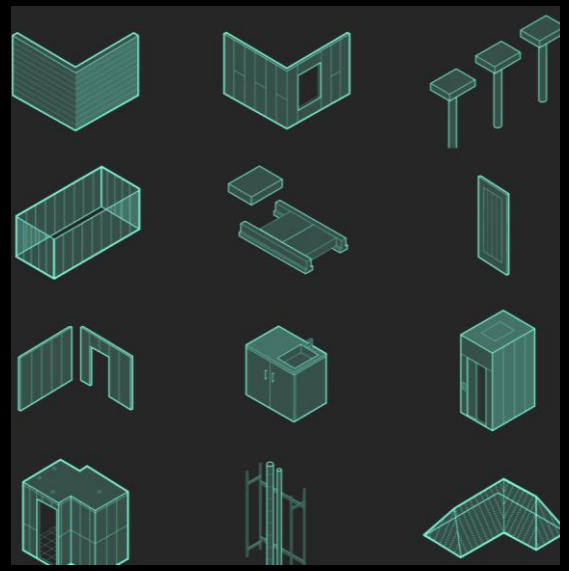
KOPE Market

More regions, more suppliers, more products



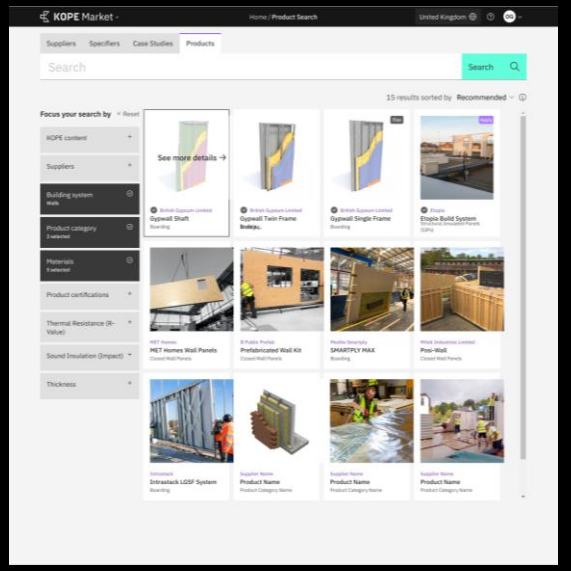
Page Visitor Data

Identify potential active leads



More Systems

Continuing to build our tech to encompass more types of offsite systems



Specifiers

KOPE offers an open marketplace of applicable products.

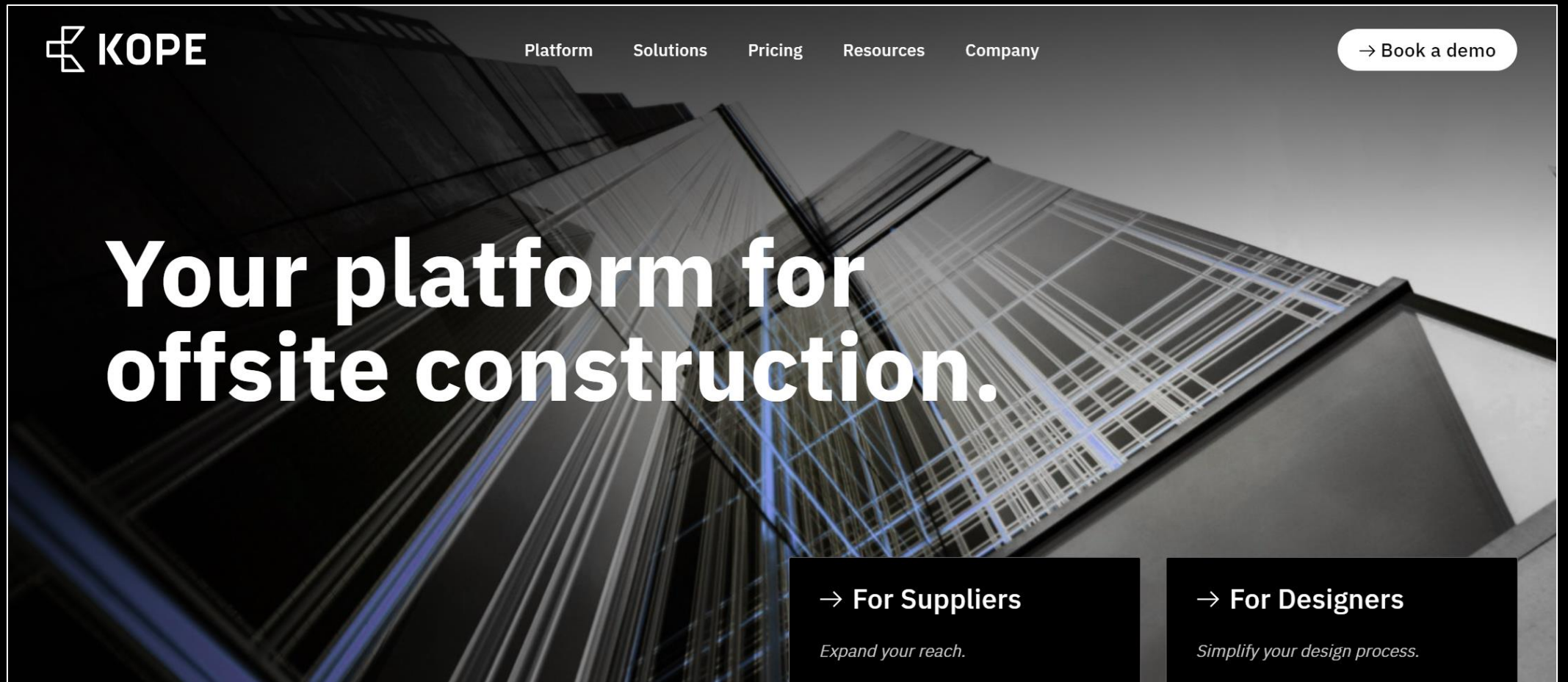
Get involved

Visit our website **kope.ai**

Register today on **mmc.market**

@kopeai

email us on info@kope.ai



KOPE

Thank You

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