

Midterm Progress Report

[Authored by: enPro 358 group]

ENPRO 358 MIDTERM PRESENTATION

PROBLEM

Your home wastes more energy
than your car.

Where should you be saving?

GOALS

Low energy, high happiness.

How?

Create marketable, low
energy, aesthetically pleasing
community

OUR TEAM

Team Coordinator

Joshua Hasbrouck

Design Team

Coordinator: Antonio
Gutierrez

Members:

Samantha Leach
Iryna Yanyshyn
Alec Weege

Technical Team

Coordinator: John
Allen

Members:

Sukmin Lee
Se Yen Lai
Joshua Hasbrouck

Marketing Team

Coordinator: Anthony
Scatchell

Members:

Ying Xiao
Sarah Czaplá

MARKETING BRUSH-STROKES

- ✘ 3 beds are popular
- ✘ Average price **3Br: \$400,895**
 - + **Monthly payment: \$2,000+**

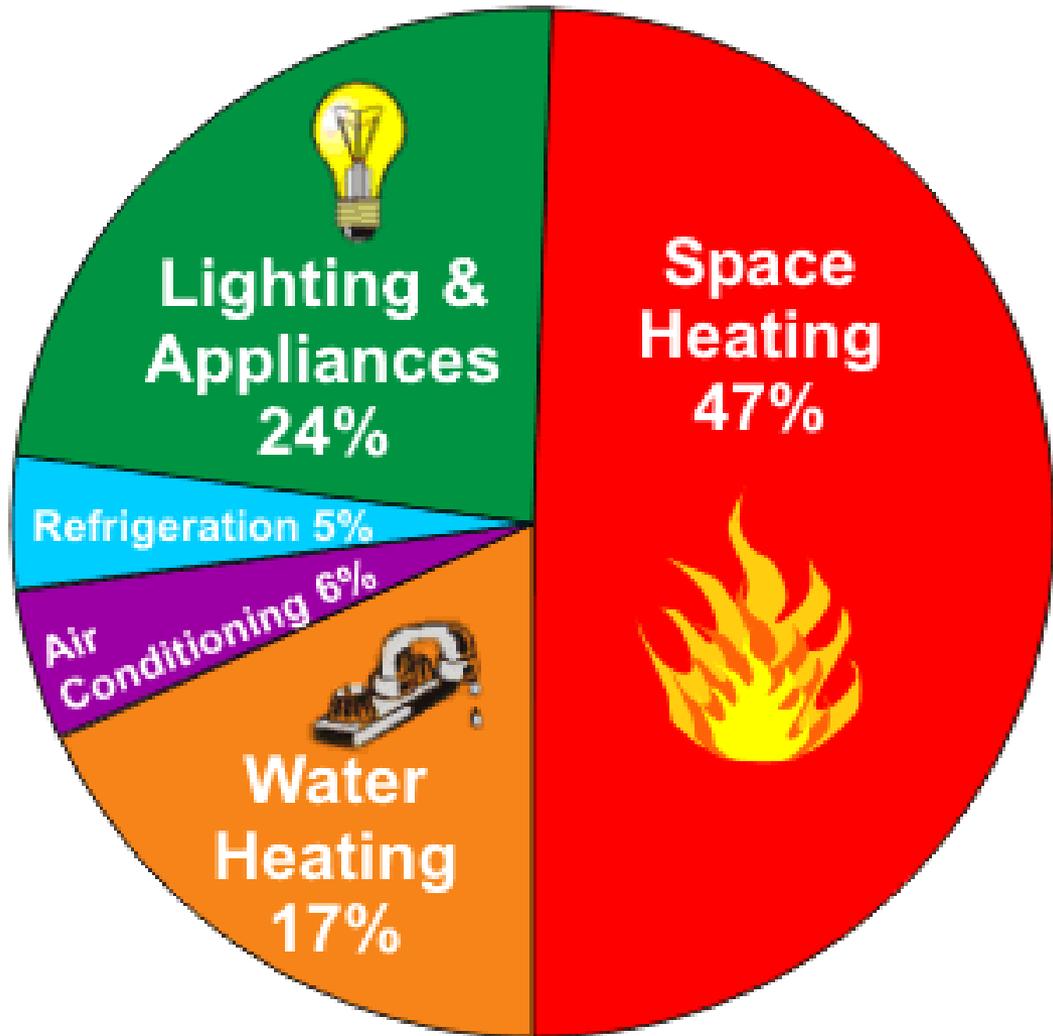
OUR TARGET

- ✘ High education, high income, high concern
- ✘ Relatively young (< 35 years)

TECHNOLOGY SOLUTIONS

How
energy is
used in
homes

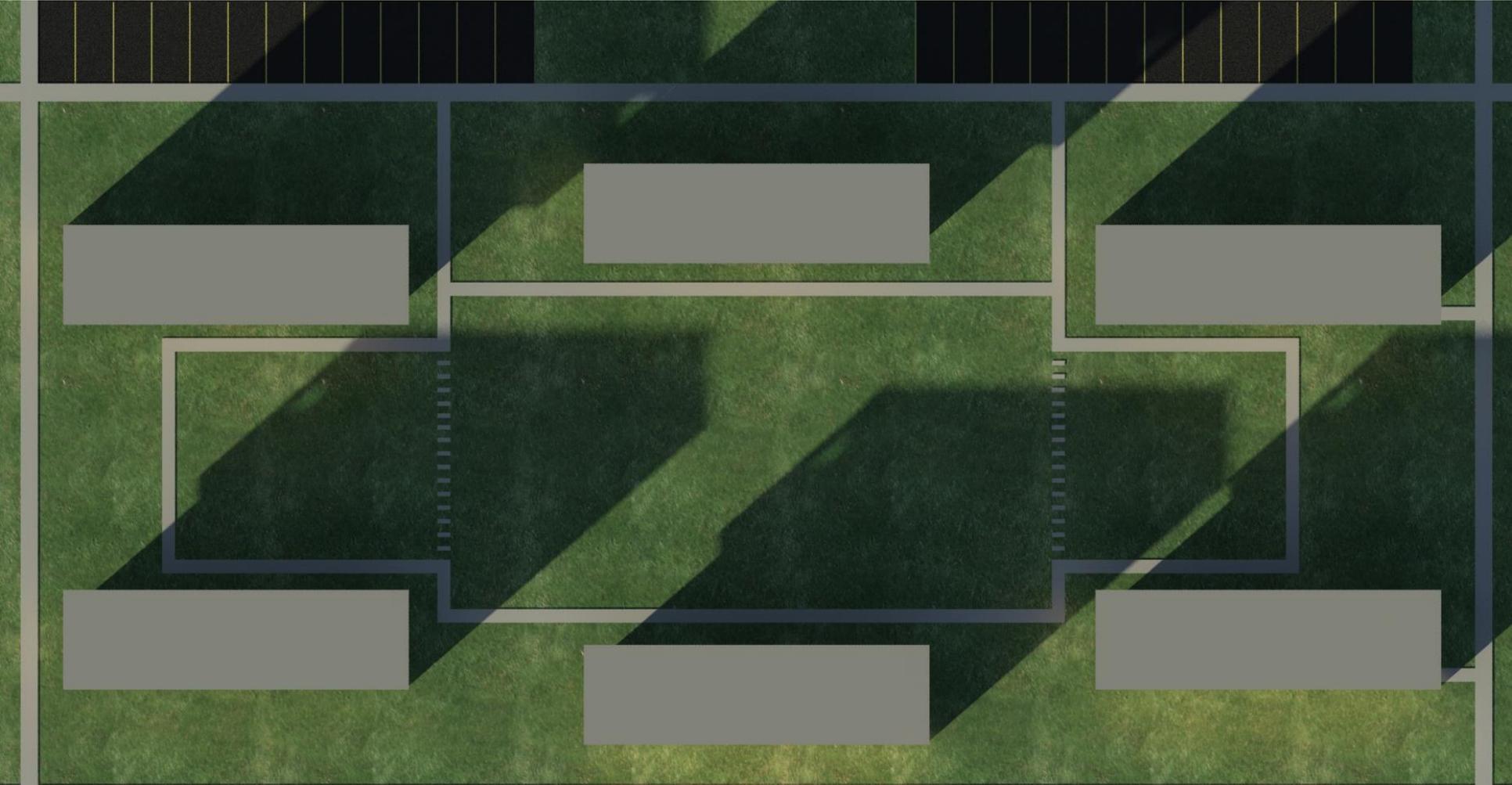
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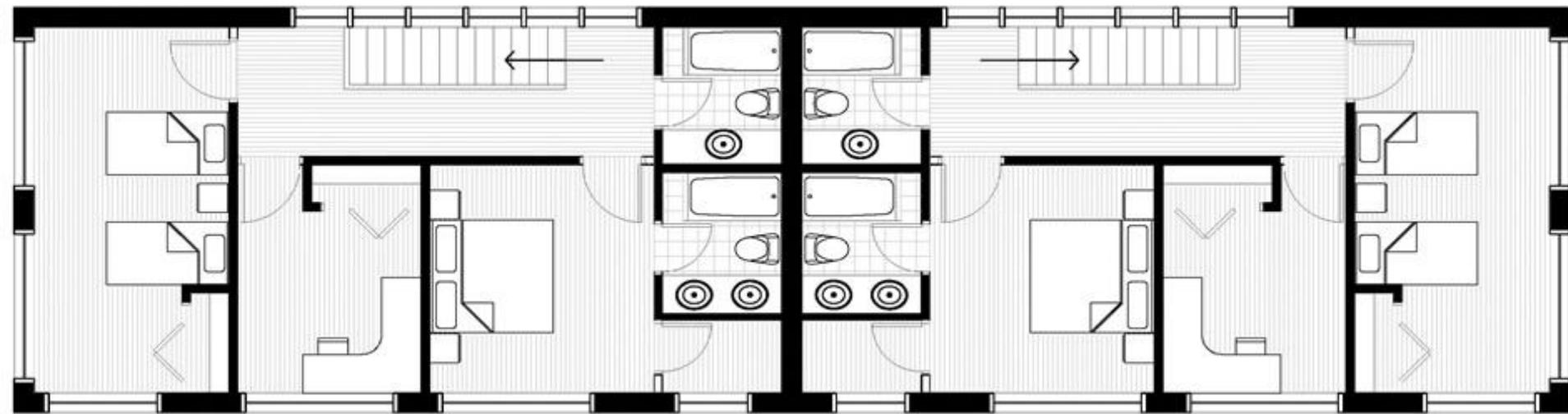


WINTER SOLSTICE - 3PM

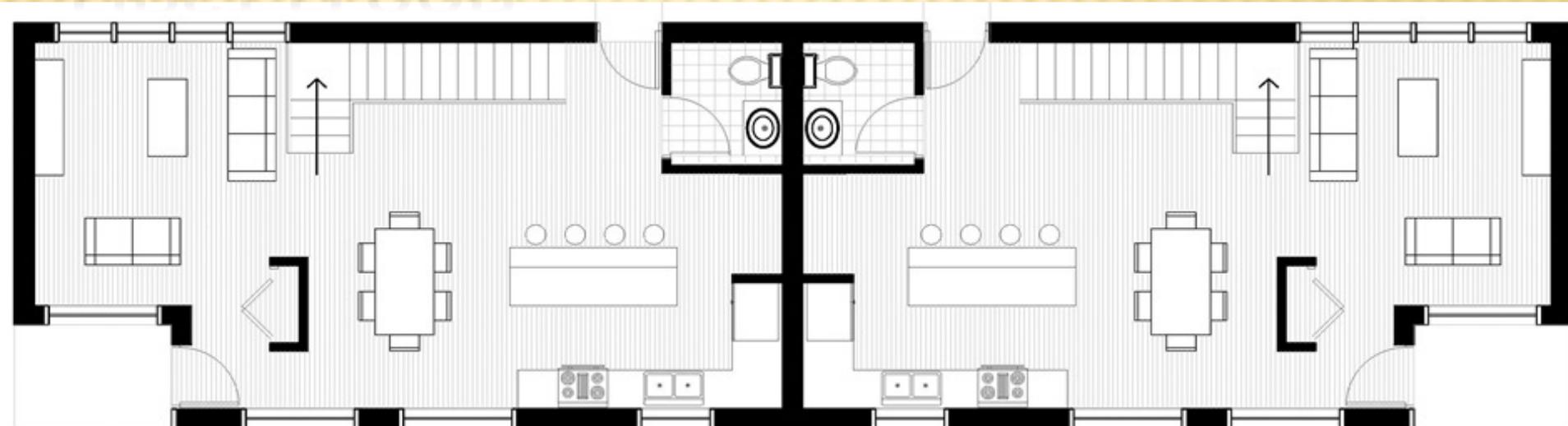
WINTER SOLSTICE - 3PM

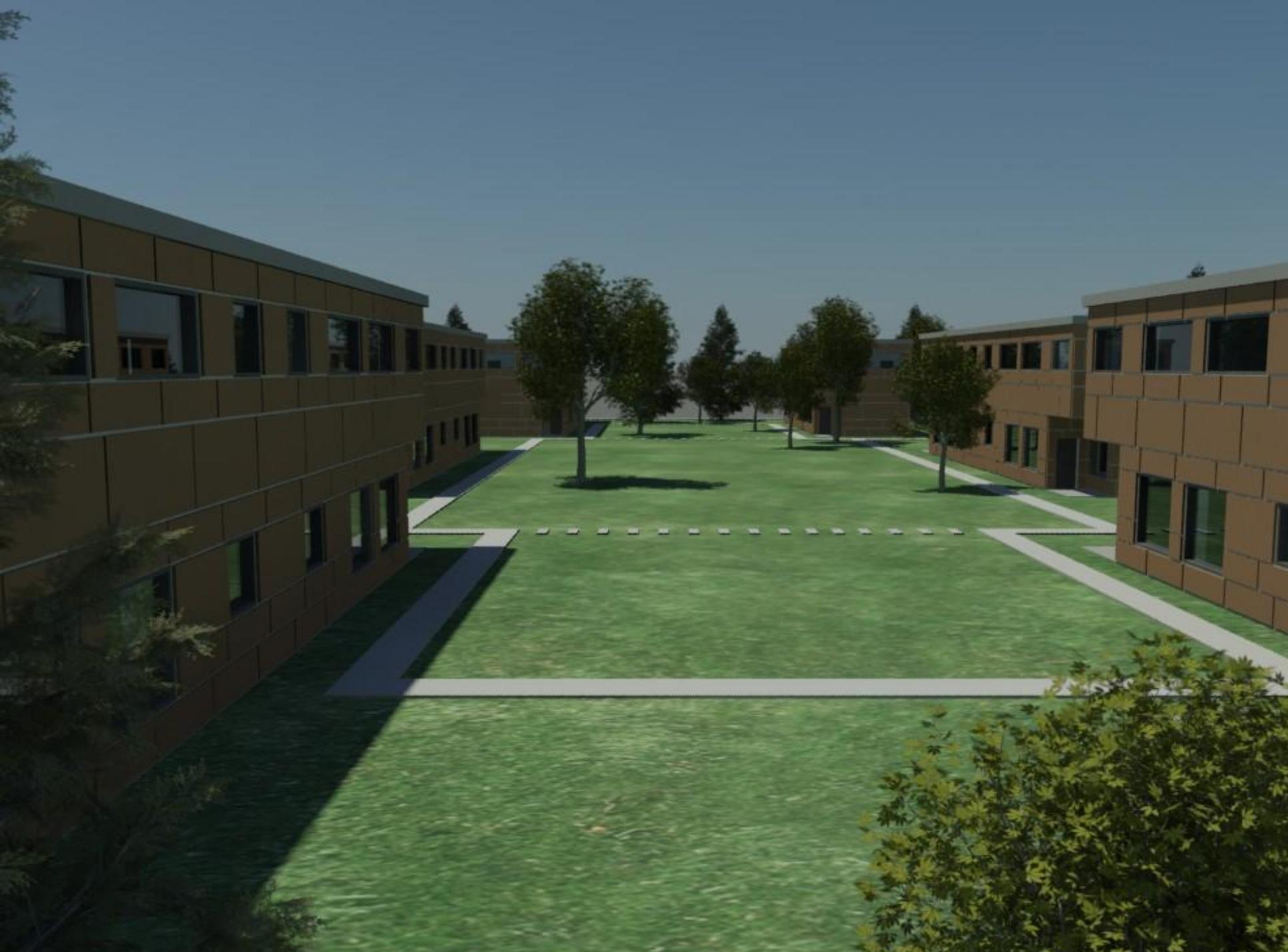


SECOND FLOOR



FIRST FLOOR





SHORT TERM OBSTACLES

- ✘ Non-specific market information
- ✘ Handling various unknowns

LONG TERM OBSTACLES

- ✘ High cost housing, uninviting real-estate market
- ✘ High quality at reasonable price
- ✘ Integrating into the surrounding environment

QUESTIONS?

