Product Optimization

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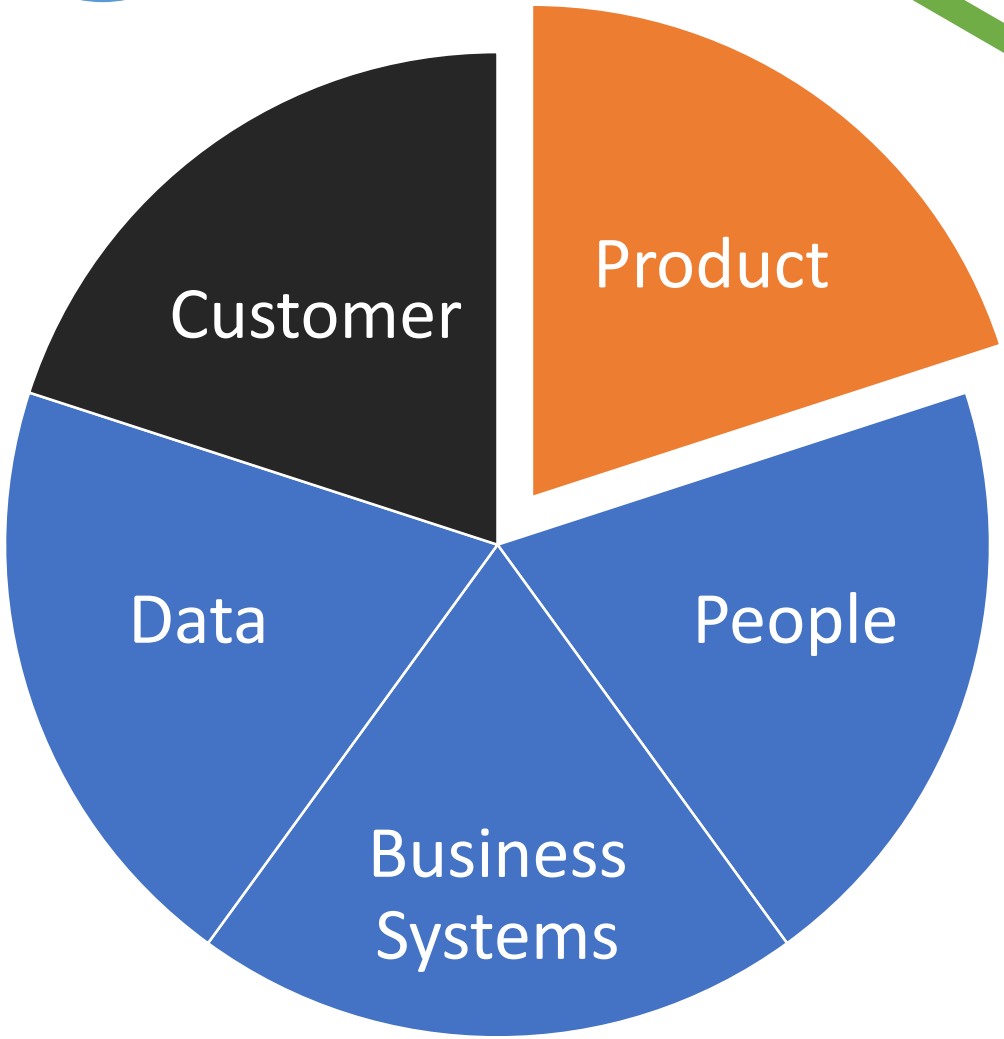
DODGE DATA & ANALYTICS | THE BLUE BOOK NETWORK



I. **Goals, Mission & Vision**
How can we be the most effective partner to the commercial construction industry?

II. **Product Strategy Framework**
How do we effectively integrate and improve our products to drive better outcomes for our customers?

III. **Principals, Layers & Tactics**
What makes great products?

IV. **Organization**
How do we organize our resources to best reach successful product outcomes?

V. **Concepts & Opportunities**
What are some opportunities and concepts we can look at now?

Goals, Mission & Vision

How can we be the most effective partner to the commercial construction industry?

Our Goals

Help to solve customers problems in an intuitive and powerful manner

GOALS

- **Make it easy and clear to our customers how to work with our company.**
  - Allow customers to access the solutions they want with little confusion and little friction.

- **Manage and present our data in a manner that helps our customers be more successful.**
  - Intelligently surface the data to enable connections between buyers & sellers, across the commercial construction industry.

Mission & Vision

Great product strategy pulls from the enthusiasm of the mission and grounds it in reality with a measurable approach.

MISSION

NewCo is an intelligent data platform that provides critical construction information on projects, products, companies, and people, enabling connections between buyers and sellers across the commercial construction industry.

VISION

Create a best-in-class data supply chain that provides information & insights that drives customer outcomes.

Deliver data in powerful solutions to help solve customer problems.

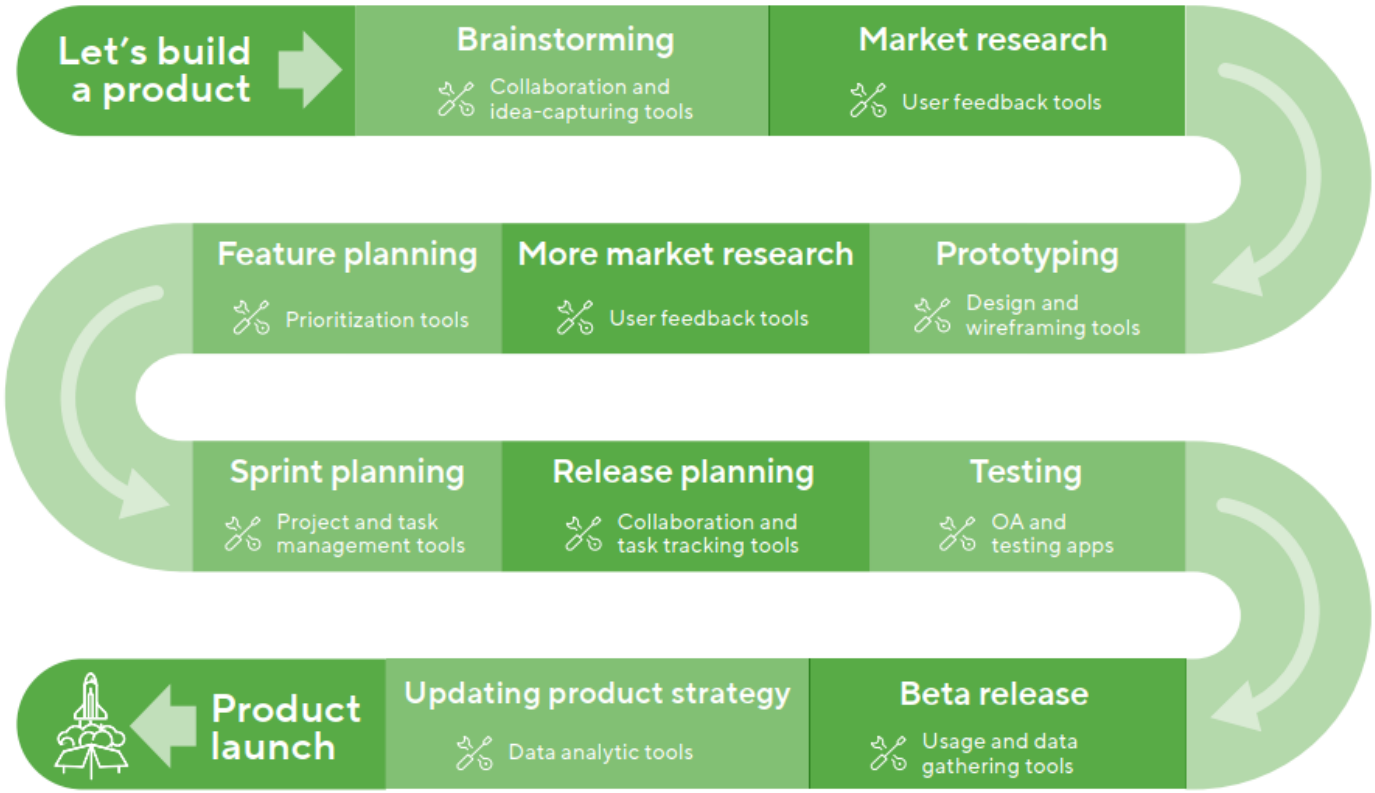
SECTION II

Product Strategy Framework

How do we effectively integrate and improve our products to drive better outcomes for our customers?

Modern Product Journey

Developing a winning product strategy requires deep understanding of each stage.



FROM Modern Product Journey → TO **Product Strategy Process**

Product Strategy Process

Empower our company to successfully execute from each step of the mission

1.DEFINE

- Users & Products

- WHAT
- WHO
- HOW/WHY

- *What products do we offer, who uses them, how are they used?*

DISCOVER

- Opportunities

- IDENTIFY
- CLASSIFY
- PRIORITIZE

- *Where are the opportunities to grow customer value?*

IMPLEMENT

- Improvements

- PLAN
- DESIGN
- BUILD

- *How do we maximize the value of this improvement?*

PROMOTE

- The Experience

- MARKET
- INTEREST
- SALES

- *How do we best communicate the product's value?*

ANALYZE

- Activity & Feedback

- COLLECT
- DIGEST
- LEARN

- *What can we learn to inform future product decisions?*

OPTIMIZE

The Experience

- APPLY
- INFORM
- RESULTS

- *How do we translate the analysis into actionable results?*

1A) For Integrations

1B) Define Product Goals

Product Improvement Plan

LAYERS

Presentation
Product
Technical

Continuous

1A : Define Users & Products

1.DEFINE

- Users & Products

- WHAT
- WHO
- HOW/WHY

- *What products do we offer, who uses them, how are they used?*

Product Types

What type of products do we offer?

- **EXPOSURE** Company, Project & Product Promotion
- **PROJECTS** Project Information, Bid Projects, ITBs
- **PRODUCTS** Spec Information, Product Discovery, Quotes
- **INTEL** Construction Reports, Research & Analytics
- **OTHER** Construction Management Tools

User Types

Who uses our products?

- **GC's** — General Contractors
- **DESIGNERS** — Architects/Engineers & Designers
- **SUBS** — Subcontractors & Specialty Trades
- **SERVICES** — Construction Services
- **SUPPLIERS** — Manufacturers/Suppliers & Distributors
- **FMs PMs** — Owners/Facility & Property Managers

How and why do customers use our products?

1A : **Define** Users & Products (cont.)

User | Product Matrix

1.DEFINE

- Users & Products

⑩WHAT
⑩WHO
⑩HOW/WHY

- *What products do we offer, who uses them, how are they used?*

			GC's	Subs	Suppliers	Designers	Services	FMs PMs
EXPOSURE	TBB	PG1 / ProView	x	x	x	x	x	x
		Who's Who	x	x	x	x	x	
		BB-Supply			x			
PROJECTS	TBB	BidScope	x	x	x	x	x	
		BidScope+			x			
		OneTeam	x					
		OT Pro Services	x					x
	DODGE	Const. Central / Global Net.	x	x	x		x	
		Pipeline	x				x	
		Pipeline-SF	x		x			
		PlanRoom	x	x		x	x	
PRODUCTS	TBB	Spec/Supply Scope			x			
		Quick Quotes	x	x				x
	DOGE	Sweets		x	x	x		
		SpecShare			x			
INTEL	DODGE	Research & Analytics	x		x	x	x	
		MarketShare	x	x	x	x	x	
		BuildShare	x	x	x	x	x	
		IMS				x		
OTHER	TBB	ProjectPipeline		x	x			
			GC's	Subs	Suppliers	Designers	Services	FMs PMs

1B : **Define** Product Goals

From the product vision, we derive product goals that will in turn influence the opportunity discovery stage and initiatives we choose to implement.

Example Product Goals:

- Competitive differentiation
- Improve customer satisfaction
- Increase lifetime value
- Reduce churn
- Expand geographically
- Improve mobile adoption
- Increase monthly active users
- Grow existing accounts
- Improve NPS

Start with the **End in Mind**

- Start with what we want to achieve
- This is the step that grounds our strategy and guides us towards an executable plan
- Goals should be measured and tied back to Key Performance Indicators (KPIs)
- Actionable and measurable goals will better resonate with our stakeholders

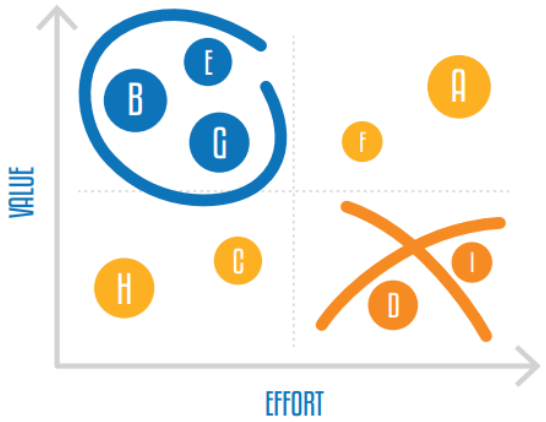
2 Discover Opportunities

DISCOVER

- Opportunities

- IDENTIFY
- CLASSIFY
- PRIORITIZE

- *Where are the opportunities to grow customer value?*



Opportunity Discovery

Where are the opportunities to grow customer value?

- **Identify** opportunity by product and user Types (customer segment)
- **Classify** opportunity difficulty: resources required, sales/revenue projections, business implications, implementation challenges, etc.
- **Validate** opportunities with customer discovery - Does the opportunity solve a big enough problem that someone would be willing to pay us for it?
- **Prioritize** opportunities with critical stakeholders for each product improvement concept

**Initially find quick wins and easy fixes to help boost revenue*

3 Implement Improvements

IMPLEMENT

- Improvements

- PLAN
- DESIGN
- BUILD

- *How do we maximize the value of this improvement?*

Product Development

How do we maximize the value of this improvement?

- **Develop** product improvement plan based on opportunity priority
- **Roadmap** out the technical details
- **Design** wireframes, visually documenting concept workflow
- **Programming** of product concept
- **QA Testing** and refinement of product concept
- **Beta Test** w/ real users when required, collect feedback
- **Feedback** applied into product
- **Launch** Date Determined

BETTER SERVE **USER** WITH A BETTER **PRODUCT**

4 Promote The Experience

PROMOTE

- The Experience

- MARKET
- INTEREST
- SALES

- *How do we best communicate the product's value?*

Product Promotion

How do we best communicate the product's value?

- **Marketing** involvement on promotion strategy and presentation layer communication of product
- **Sales Training** on how to use product and best practices to convey improved product value
- **Interest** drives leads using Product collateral or directly converts users into sales if self-service signup is available
- **Constant** campaign conversion analysis and optimization

EXPAND **USER** TYPE PROSPECT POOL

5 Analyze Activity & Feedback

ANALYZE

- Activity & Feedback

- COLLECT
- DIGEST
- LEARN

- *What can we learn to inform future product decisions?*

Impact Analysis

What can we learn to inform future product decisions?

- **Measure** the right things by focusing on a limited number of metrics that really matter
- **Collect** data that ties back to our top-line goals and results and answers questions such as:
  - How are users interacting with the product?
  - What did we miss? What strengths can we build on?
- **Review** customer feedback and perform customer interviews that seeks answers to questions:
  - What are we hearing from our customers?
  - What do they like best, what don't they like?
- **Digest** and document what we've learned to inform future decisions

Data and Feedback are reviewed, processed, and valuable insights documented.

6 Optimize The Experience

OPTIMIZE

The Experience

- APPLY
- INFORM
- RESULTS

- *How do we translate learnings into actionable results?*

Optimization

How do we translate learnings into actionable results?

- **Apply** what we've learned into concrete steps we can take to optimize the experience
- **Inform** customers and prospects about the optimized experience's value proposition
- **Results** should yield an increase in customer value if we listened to the data and our customers

Learned insights from analysis are translated into actionable items used to optimize the experience and further customer value.

SECTION III

Principles, Layers & Tactics

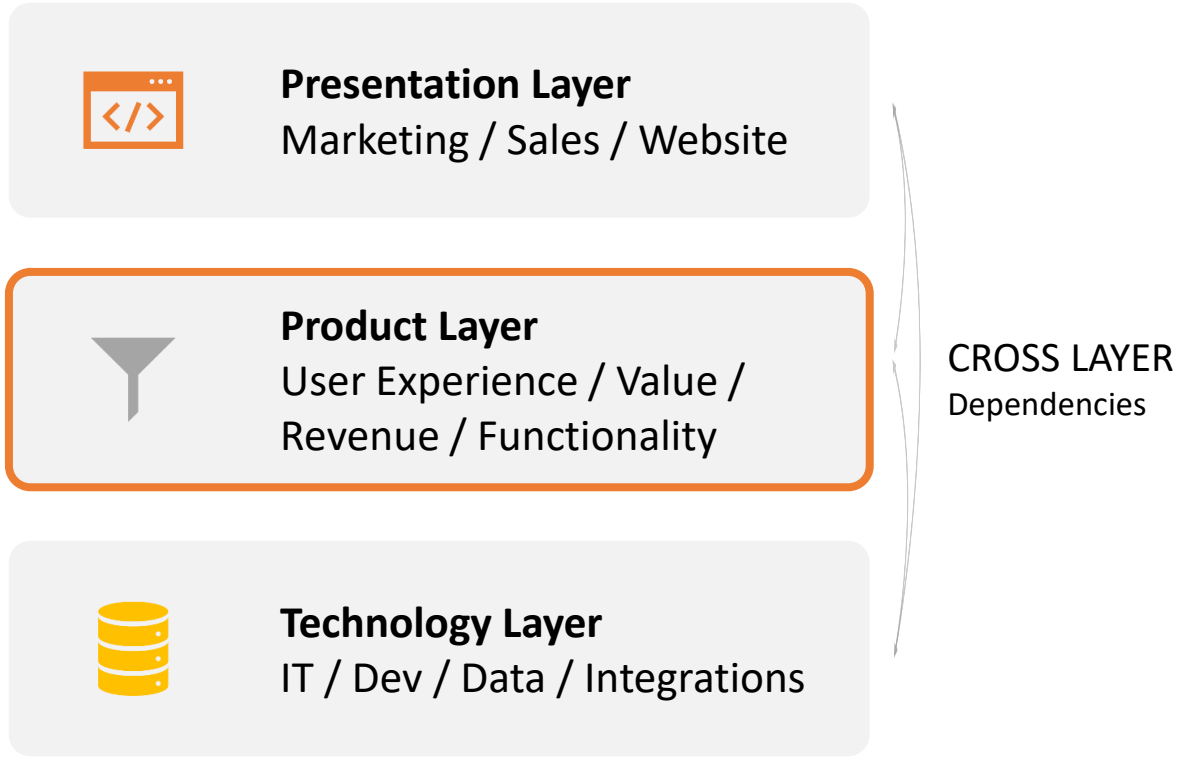
What makes great products?

RW's Core Principals of Great SaaS Products

- ✓ Provides, "I can't live without this" value
- ✓ Intuitive, easy to use / empowers user to self-discover options
- ✓ Engagement Stickiness, keeps users coming back for more
- ✓ User preferences/Customizability – allows tailoring the experience
- ✓ Simple but powerful interface, features do not overcomplicate or confuse users
- ✓ Easy & quick sharing of data with team members and other stakeholders
- ✓ Fast, responsive, multi-device user experience
- ✓ Intelligently provides the data you want, when and where you want it
- ✓ Unobtrusive Tutorials that are there when you need them and get out of the way when you don't

Understanding Product Layers

Product Layers categorizes groups of related functions critical to product success



Presentation

Layer

Marketing – Manages Advertising, Supports Sales, develops Product Collateral (w/Product Team) & Support Resources (w/Product & Customer Teams)

Advertising – Generates product awareness and leads via targeted ads/messages on marketing channels

Sales – Nurture customer relationship, provides second layer of product awareness and outreach via sales channels, Lead Follow-Up

Product Collateral – Frontend website, LPs, messaging, brochures, sell sheets, ads, videos, newsletters, whitepapers, eBooks, etc.

Support Resources – Virtual Tours, In-App 'Get Started' tutorials, Video HowTo's, Support Articles

Customer Self-Service – 1st layer of account management and customer assistance – All done online

Customer Service & Support – 2nd layer of account management and support via Customer Success team

Product

Layer

Product Team – Default lead on all Product Initiatives, deep understanding of product usage and vision for what can be improved, by customer segment, to drive increased customer value

User Experience – Owns the User Interface design and User Experience across all products, customer segments (user types), product delivery mechanisms, and presents what's important to you

Customer Value – Ensures, 'I can't live without this' value is present in all products, and always looking to improve

Functionality – Manages existing feature sets, usefulness, feature changes/upgrades, new features, feature deprecation

1.New Product Proposals – Identifies new product opportunities and customer segments (is an opportunity identification source)

1.Feedback / Engagement & Analysis – Leverage (internal|external) user feedback and engagement data to power product management decision making

1.Competitive Landscape – Monitor and document competitors' activity, manage accounts on competitors' platforms, apply actionable intel where applicable

Technology

Layer

IT/MIS Team – Primary lead on all technical aspects of our products

Programming & Dev – Manages the development process and programming of new or existing products/features, works closely with Product Leaders, utilizes modular code whenever possible

Data – The core of our business and a primary driver of customer value

Integrations – Cross product connections, 3rd party/external services linking, APIs, middleware, internal tools, etc.

Security – Ensures the safety and security of all data in our systems, protects against attacks, data leaks, protects user data with privacy controls, permissions, etc.

DevOps – Testing and Staging environments providing: Rapid Prototyping, Organized / documented / versioned code, modern frontend framework

Technology Stack – Should utilize modern frontend & backend frameworks, on-demand scalable application hosting and DB

← Go HOME

Product Autonomy

Management Minimization Tactics

- **Self Transaction/Signup** – users MUST have ability to purchase and manage their subscription online
- **Online Account Management** – ability to upgrade, downgrade, or cancel subscription completely online
- **Automated Onboarding Process** – easy to get started and perceive value
- **Freemium Business Model** – *Where applicable* offer basic usage for free, paid upgrades for expanded capability
- **Enticement & Engagement** - Small bites for free / pay for the whole meal
- **Native Nurturing Automation** – Built into platform experience + email integration
- **Cancel Retention Automation** – When user wishes to downgrade/cancel we take them through a series of screens they must get through in order to complete the account change, during this user journey we re-present our value proposition, offer discounts, and gather feedback before processing the change
- **Continuous Feedback Loop** - Was this helpful? Report a Bug / Live chat / Session Recording / Heatmaps

Product Market Fit

Find the Repeatable Economics

We're on the right track heading towards product-market fit if we see repeatable metrics such as:

- Customers find us organically
- Trial pipelines grow month over month
- Regular sales come in without interaction
- Monthly Recurring Revenue (MRR) growth
- Easy to target and market to the segment
- Regular Customer-Side Interaction

Conclusion: **Find Fit?** Pour Gas on the Fire

Organization

How do we organize our resources to best reach successful product outcomes?

← Go HOME

Team Organization

Creating effective Product Teams

SVP Product

- **Research & Data Manager**
  - Competitive Intel
  - Usage Analyst
  - Customer Feedback
- **Product Delivery Manager**
- **Innovation Manager**
- **Sr. Product Leader**
  - **Internal Tools** *Product Leader*
    - pod
    - pod
  - **Buy Side** *Product Leader*
  - **Sell Side** *Product Leader*
    - pod
    - pod
    - pod
  - **Suppliers** *Product Leader*

The way we organize our product teams can have a big impact on their outcomes. We must carefully structure and organize teams within the product organization to maximize our chance of success.

Research & Data

Provides Insights & Analysis

Research & Data Manager

Competitive Intel

- Maintains Accounts on Competitors services
- Deep knowledge of competitor platforms
- Reports on competitor developments/new products

Usage Analyst

- Monitors user behavior across all products
- Analyze usage and report key findings
- Surfaces usage-based opportunities for improvement

Customer Feedback

- Manages Customer Test Group / Performs Customer Interviews
- Maintains relationships w/ customers across all segments
- Customer Feedback reporting & processing into actionable item suggestions

The Research & Data Team supports the product organization with key insights and analysis regarding product trends, usage, customer feedback, and keeps tabs on our competition.

← Go HOME

Delivery & Innovation

SVP Product

Product Delivery Manager

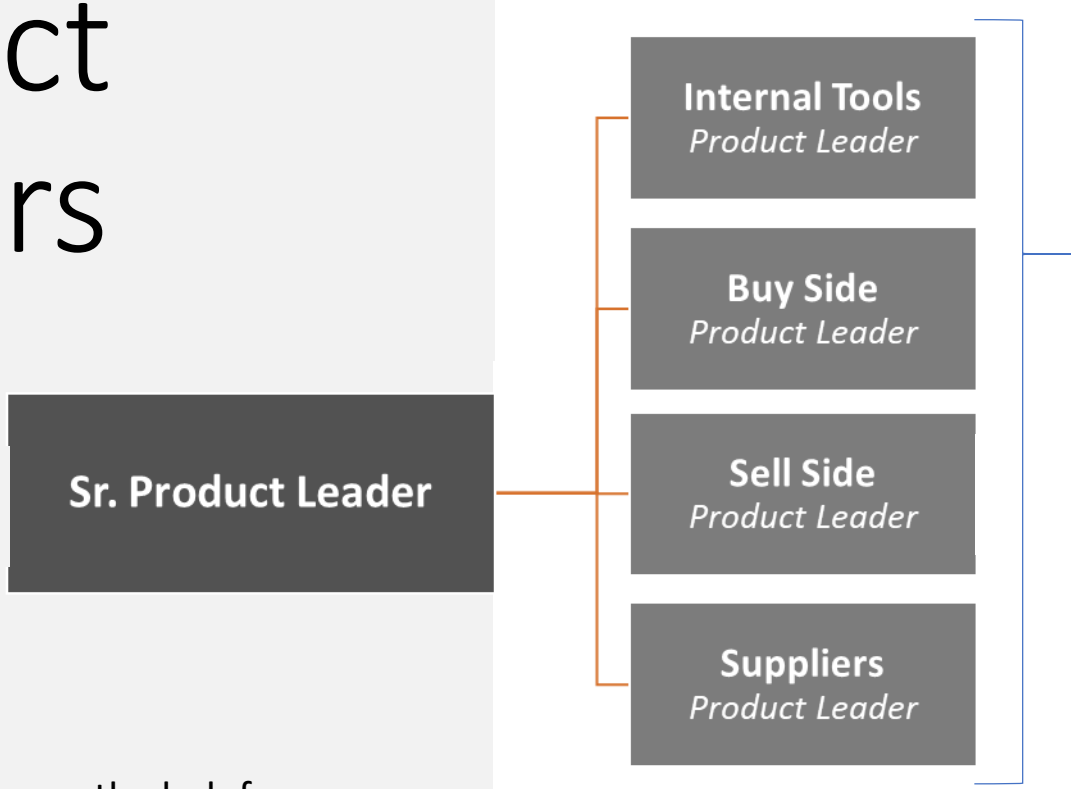
- Facilitates product teams & stakeholders
- Promotes communication between product teams/pods
- Maintains cadence of delivery and manages the relationships between different people within and across teams.
- Assists and oversees the plans, planning assumptions and progress to all stakeholders

Innovation Manager

- Entrepreneurial and Creative Strategist
- Leads the research into strategic future business opportunities
- Builds out innovation capabilities and transfers them into the corporate culture to impact the broader org.
- Manages risk by measuring how ideas can be executed, there subsequent risks, and possible alternatives with a contingency plan to minimize risk.

The Delivery Manager and Innovation Manager roles both play a critical role in moving the product strategy forward.

Product Leaders

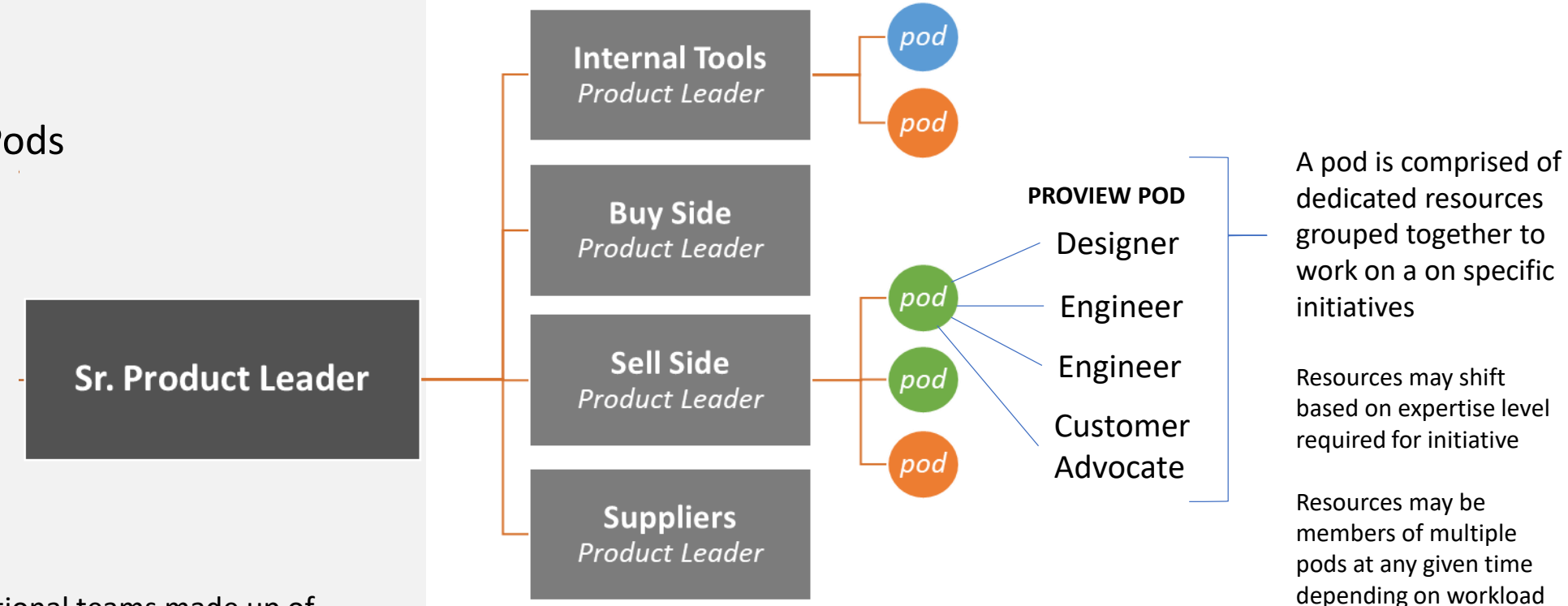


- Positioned at the intersection of business objectives, customer problems, and the strategy serving both
- Develop and build an evidence-based product strategy
- Communicates the product strategy across the org.
- Drives enthusiasm and the big picture vision for the product
- Works to builds bridges and burn silos
- Manages the cross-functional teams (Pods) responsible for executing the product strategy
- Works closely with Product Organization team members and leverages expertise to guide product strategy
- Seeks answers to product questions such as:
  - How is adoption?
  - What are the bugs?
  - What are customers saying?
  - What's in progress and what will ship soon?
  - What is the team learning and researching?
  - Any new customer insight?

The Product Leaders are the hub for cross-organizational communication around a customer segment or product. They understand the business, the customer, the constraints/capabilities of engineering, and guides everyone towards organizational alignment.

Leveraging Pods

The Power of Pods



A pod is comprised of dedicated resources grouped together to work on a on specific initiatives

Resources may shift based on expertise level required for initiative

Resources may be members of multiple pods at any given time depending on workload

Pods are cross-functional teams made up of people strategically brought together to achieve a specific set of goals. They allow us to remain lightweight with few constraints and are easy to evolve as we grow.

Product Org Responsibilities

- Lead Driver of New Product Initiatives
- Owns the user experience across all products
- Strict focus on increasing customer value through product improvements
- Communicates the Product Strategy across the organization
- Validates the Minimum Sellable Product
- Find repeatable economics to maximize gain
- Works closely with cross-functional departments and layers (presentation/technical)
- Test theories and learn quickly (fail fast) / design & test new business models
- Use scientific metrics to support decisions (whenever possible)
- Identify potential partners and forge strategic relationships
- Monitor competitors and their product offerings
- Develop an innovation culture within the organization
- Deep understanding of our Customers Segments and how they use our Products
- Convert Product Analysis & Feedback into actionable optimizations

SVP Product Traits

- Always looking to **Reduce Pain** or **Create a Gain** for customers
- Avoids **Analysis Paralysis**
- Thinks strategically and acts incrementally
- A Focus on impact and outcomes over output
- Implements systems and establishes repeatable processes to help Product Teams work cohesively
- Provides context required to make smart decisions and build better products together
- Helps teams, products, organizations, and customers be successful today and tomorrow
- Mobilizes individuals across the org to rally behind product strategy and unlock the combined power of “us”

SECTION V

Concepts & Opportunities

What are some opportunities and concepts we can look at now?

Idea Board

INTEGRATIONS
Ideas to integrate TBB + Dodge Products

- Merge Best of Products Together (overlay)
- **Unified Product Dashboard**

IMPROVEMENTS
Ways to Improve Existing Products

- **Self Serve Transactions** – Online Signup & Checkout
- **Custom Interfaces** - Customer Segment/Persona Based Dashboards
- **Unified Search Box** - Perform an intelligent search across all data types
- **Modern Onboarding** – Simple to start to use use and learn product process
- **Slot Based Ranking** – Creates artificial scarcity for PG1 listing in underdeveloped markets
- **Intelligent Search Ranking Algorithm**
- **Regional Start Pages**

OPPORTUNITIES
New Product Opportunities

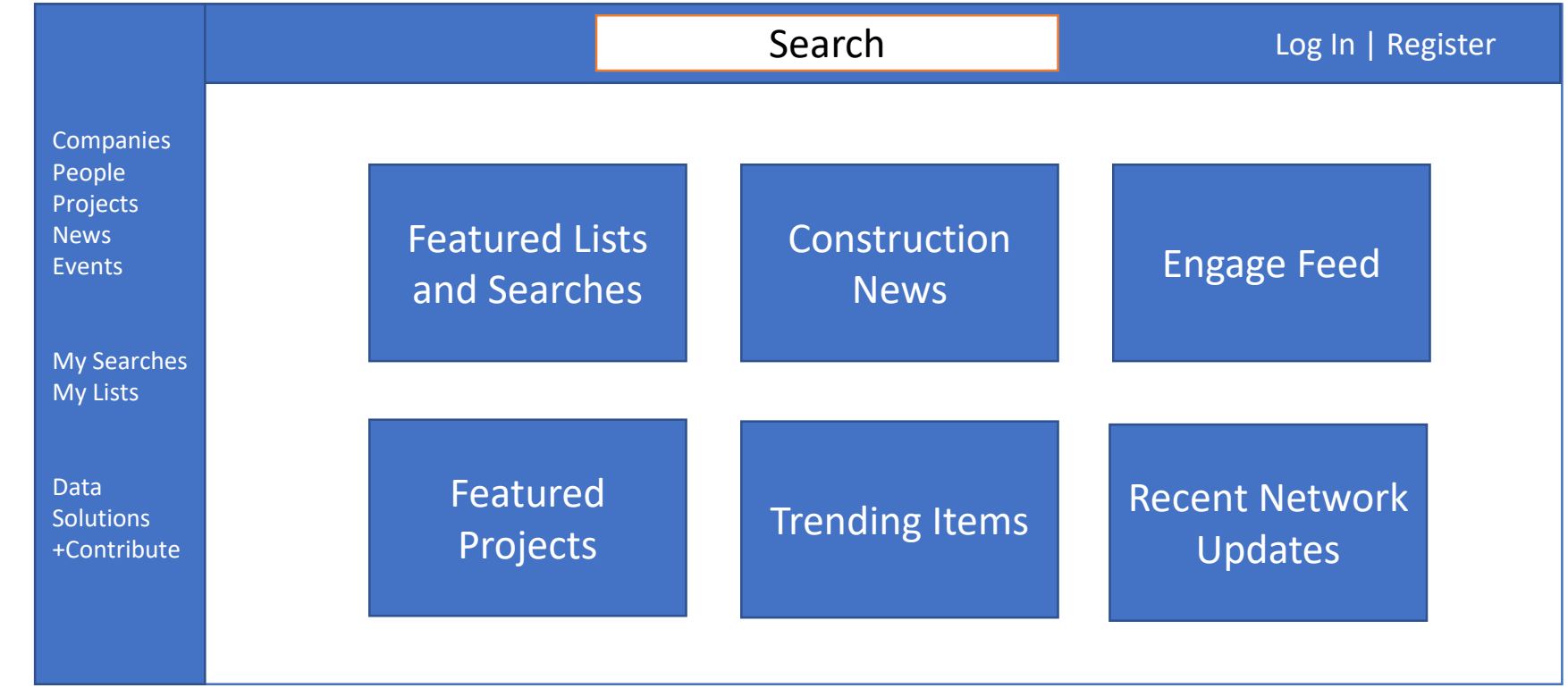
- **Web Based Takeoff & Markup** – Vu360 as a fully web based online app
- People Discovery
- Improved Company ListView
- Job Board
- Discussion Forum
- Public Project Data Automation
- AR/VR Apps
- Amazon For BPM
- Houzz for Commercial Construction
- Sweets Live Chat (Alibaba)

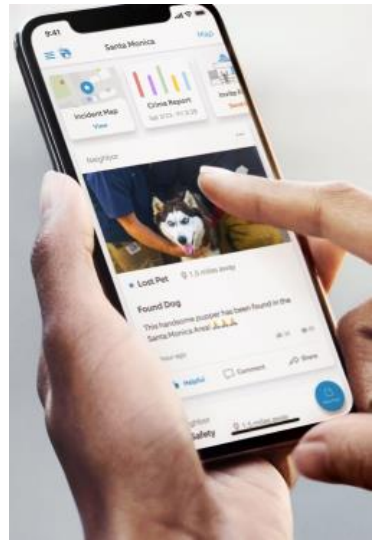
OTHER
Other Concepts

- **Dynamic Regionalized Projects Landing Page** – shows summary of available project opportunities in a specific area, major details redacted, LeadGen or buy for more details
- **Intelligent Content Display** – system learns what your interested it and surfaces relevant data
- **Tie sales commissions to customer engagement**

Jump to IDEA BOARD

Unified Product Dashboard





- Starting point for a logged in user
- Presented w/ boxes of content our algorithm deems relevant to them
- Perform an intelligent search across all data types

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Jump to IDEA BOARD

Modern Onboarding

productboard

One last thing...

Before we dive in, help us tailor Productboard for you.

I am in product management at a company with 1 - 2 product managers and I am looking for a system for my team to manage a digital product

What are you hoping Productboard will help you do?

Consolidating ideas, requests, and feedback

Not interested	Interested	Very interested

Prioritizing what to build next

Not interested	Interested	Very interested

Communicating the product roadmap

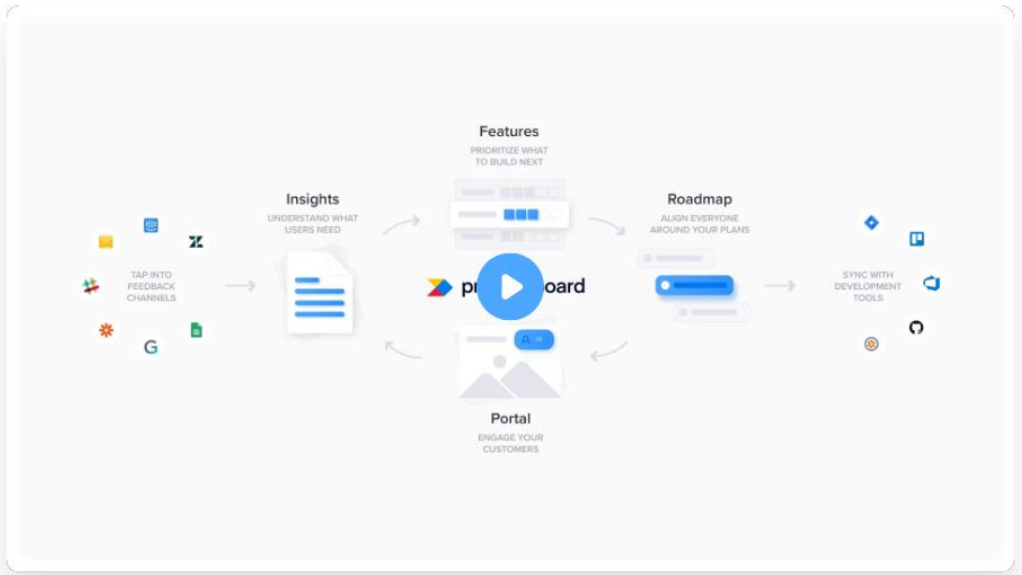
Not interested	Interested	Very interested

Show me how it works

I am in product management at a company with 1 - 2 product managers and I am looking for a system for my team to manage a digital product

productboard

Hey Russell Winslow 👋
Wondering how it all fits together?
Watch this quick 2 min demo so you can hit the ground running!



- Welcome to your better workflow
- Collect customer feedback
- Prioritize features
- Create and share roadmaps

Start creating your roadmap on the Essentials plan

Then incorporate customer feedback and strategic objectives on the Pro & Scale plans.

Start free 15-day trial

Jump to IDEA BOARD

Slot Based Ranking

Users may purchase a premium listing in a specific category or region using a method of scarcity which incorporates a limited number of available slots:

1. Each Category/Class will start with 5 open slots, with all 5 slots starting at a set price ex) $100/month.
2. Once all slots for a given category/class are filled users looking to advertise in that slot may signup to receive an alert once a new slot becomes available.
3. Each time a new slot becomes available the cost of the spot is increased by a set percentage ex) 15% - benefiting the people who got in early and incentivizing them to continue to renew their spot, as failing to do so will result in them losing their position for an indeterminable amount of time - if the user eventually gets the opportunity to renew, they will pay whatever the current adjusted rate happens to be at the time they get back in.
4. This strategy not only creates scarcity, it creates a sense of urgency to buy a slot if available, and continue to renew that slot for fear of losing the spot completely and having the price go up.
5. As long as a customer continues to renew, their monthly cost will never increase.

Jump to IDEA BOARD

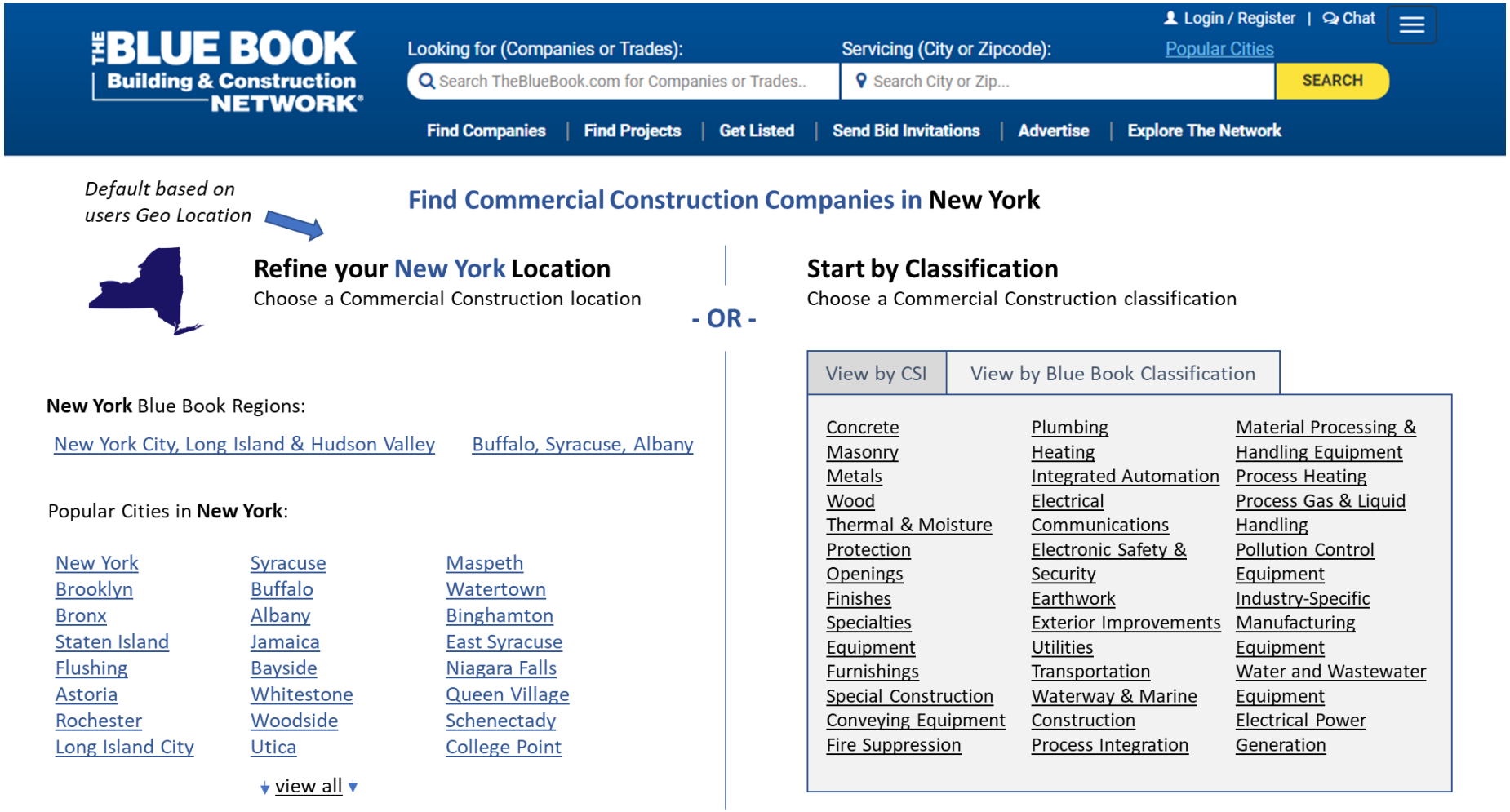
Intelligent Search Ranking Algorithm

Our Search Engine will rank our natural results based on a custom ranking algorithm we will define. This algorithm will evolve, returning better, highly relevant results over time. This is accomplished using machine learning/AI - this is powered by the more data inputs the platform receives. Each search query a user makes and the resulting user behavior is monitored and scored using specific pre-defined criteria (time spent looking at results, time before new search, was new search related to previous search, what actions were taken after search - amount of listings opened, length of page scrolled, alert setup?)

We will incorporate a feedback engine at the bottom of a search results page asking the question - Did you find what you were looking for?

Jump to IDEA BOARD

Regional Start Pages



SEC V

Idea Board

INTEGRATIONS
Ideas to integrate TBB + Dodge Products

- Merge Best of Products Together (overlay)
- **Unified Product Dashboard**

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Jump to IDEA BOARD

People Discovery

The people directory will play an important role in the platform. People can be linked to companies, projects, news, events, and discussions. People features include:

People List View

- Multiple filter criteria
- Custom display output: List or Card views
- Shows people I'm following / people following me
- Show people rank based on importance algorithm

Subscribe to People

- Ability to subscribe/follow any person
- Once connected ability to private message
- Receive updates when person's profile is updated, awarded new projects, mentioned in news, attending an event, etc.
- Ability to customize type of alerts received for people updates
- Followed people's updates displayed in Dashboard widget

People Profiles

- LinkedIn type profile
- Current & past employment information
- Display selected personal details
- Links to Social Media profiles
- Ability to pull in Twitter/Facebook Feed
- Awarded projects from associated companies
- News articles from associated companies
- Event Appearances
- Memberships & associations
- Image/Video gallery

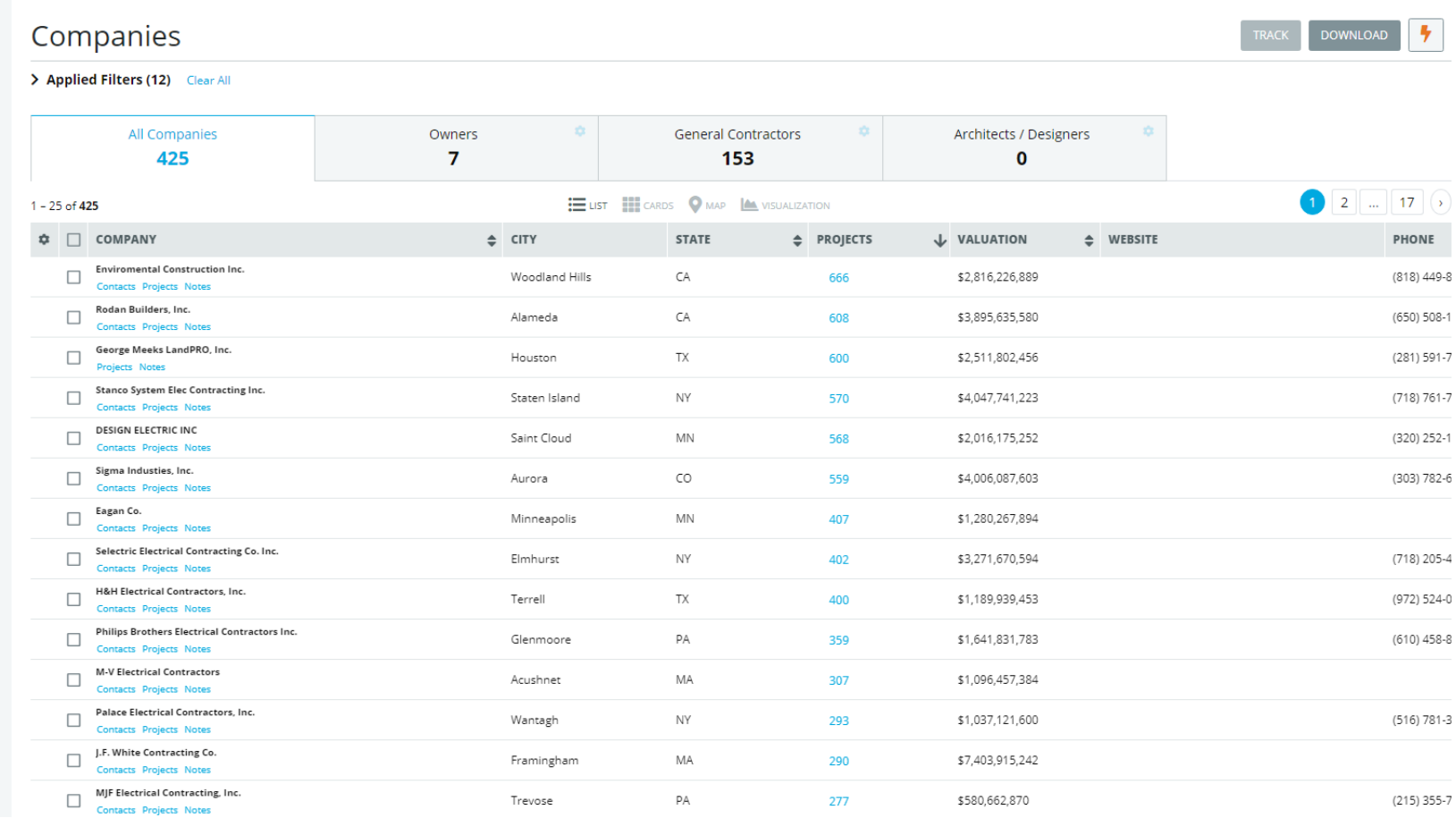
Intelligent Ranking

- Ranks people based on how much content (value) they contribute.

Jump to IDEA BOARD

Improved Company ListView

Show up down arrows for number of recently added/updated projects – rank in this order



Companies

TRACK DOWNLOAD

Applied Filters (12) Clear All

All Companies	Owners	General Contractors	Architects / Designers
425	7	153	0

1 - 25 of 425 LIST CARDS MAP VISUALIZATION 1 2 ... 17

COMPANY	CITY	STATE	PROJECTS	VALUATION	WEBSITE	PHONE
Enviromental Construction Inc. Contacts Projects Notes	Woodland Hills	CA	666	$2,816,226,889		(818) 449-8
Rodan Builders, Inc. Contacts Projects Notes	Alameda	CA	608	$3,895,635,580		(650) 508-1
George Meeks LandPRO, Inc. Projects Notes	Houston	TX	600	$2,511,802,456		(281) 591-7
Stanco System Elec Contracting Inc. Contacts Projects Notes	Staten Island	NY	570	$4,047,741,223		(718) 761-7
DESIGN ELECTRIC INC Contacts Projects Notes	Saint Cloud	MN	568	$2,016,175,252		(320) 252-1
Sigma Industies, Inc. Contacts Projects Notes	Aurora	CO	559	$4,006,087,603		(303) 782-6
Eagan Co. Contacts Projects Notes	Minneapolis	MN	407	$1,280,267,894		
Selectric Electrical Contracting Co. Inc. Contacts Projects Notes	Elmhurst	NY	402	$3,271,670,594		(718) 205-4
H&H Electrical Contractors, Inc. Contacts Projects Notes	Terrell	TX	400	$1,189,939,453		(972) 524-0
Philips Brothers Electrical Contractors Inc. Contacts Projects Notes	Glenmoore	PA	359	$1,641,831,783		(610) 458-8
M-V Electrical Contractors Contacts Projects Notes	Acushnet	MA	307	$1,096,457,384		
Palace Electrical Contractors, Inc. Contacts Projects Notes	Wantagh	NY	293	$1,037,121,600		(516) 781-3
J.F. White Contracting Co. Contacts Projects Notes	Framingham	MA	290	$7,403,915,242		
MJF Electrical Contracting, Inc. Contacts Projects Notes	Trevose	PA	277	$580,662,870		(215) 355-7

Jump to IDEA BOARD

Job Board

In addition to finding projects from GC's, users of the platform may also be interested in direct employment from a Sub or GC. This functionality opens up an additional revenue stream.

Job Profiles

- Basic job description/overview
- Link to main company website & direct link to application page if applicable
- List of other jobs available at the posting company
- Job category and other classifications

Jobs List View

- Multiple filter criteria
- Custom display output: List or Card views
- Shows jobs I'm following or have marked, "applied"

Subscribe to a Companies Job Posts

- Ability to subscribe/follow any single job OR all jobs posted by a specific company
- Receive updates when job information is changed
- Ability to customize type of alerts received for job updates
- Followed/applied status jobs displayed in Dashboard widget

Jump to IDEA BOARD

Discussion Forum

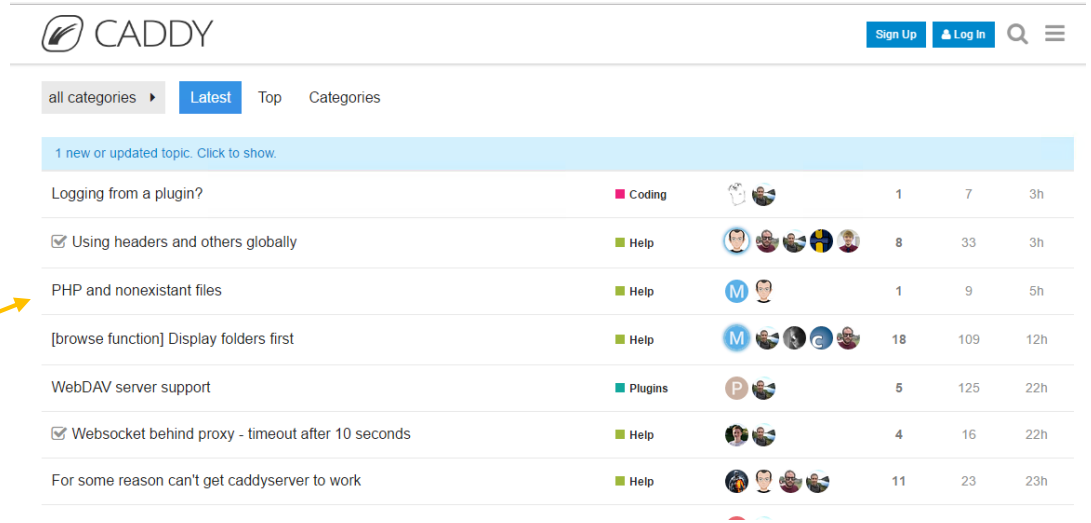
One of our platform's main goal should be to create and foster a commercial construction community for the industry. We should strive to be a hub of information and relationships that has its finger on the pulse of the industry.

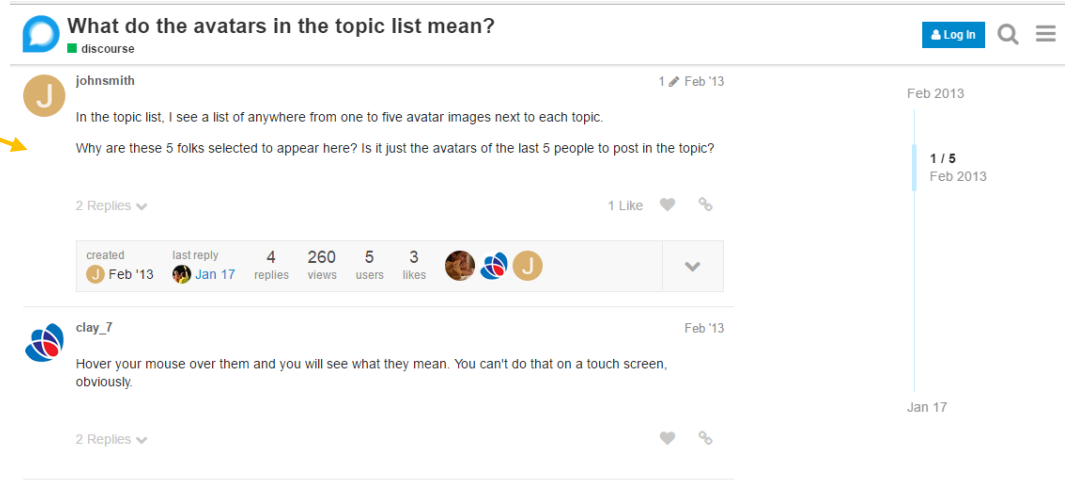
Modern Forum Interface

- Latest Discussions
- Discussion Thread

Ideas for Success

- To foster a successful community we must seed the forum with a variety of interesting topics for discussion. Topics must have multiple replies.
- Users are more likely to engage in an active forum vs a dead one.





SEC V

Jump to IDEA BOARD

Public Project Data Automation

Increasing the stream of project information

To gain a constant stream of new Public Project Data we must develop a process to easily get projects entered into our system. I see this being accomplished in 3 main ways:

1. Project Information Specialists will continue to leverage their relationships and enter projects through an admin interface.
2. To automate this process as much as possible we can develop a simple to use platform we can give away to local municipalities and their building/zoning boards/depts. - The system should make their lives easier and save them time and money. We will offer the platform at no cost, provided they agree that all projects will be visible within our main app database. If a local entity does not want their projects to be available in our system then we should give them the option to still use our platform but for a fee.
    a) This strategy could be a huge win for us and separate us from all our competitors
3. Continue to use our web scraping technology to gather project info

Jump to IDEA BOARD

AR/VR Apps

Augmented Reality is a technology that superimposes a computer-generated image on a user's view of the real world, thus providing a composite view

Facilitate Repairs

Visualize Architectural Plans

- Augmented Reality is trending towards becoming a massive industry
- Initial players in this space have the potential to reap huge rewards
- There are various uses for this technology in the commercial construction industry

https://www.theguardian.com/media-network/2016/oct/28/augmented-reality-leading-construction-creative-reinvention

Jump to IDEA BOARD

Amazon For BPM

Marketplace connecting building product manufacturers to buyers

Thousands of building product manufacturers maintain online catalogs of products. These databases are most likely maintained by custom built or off-the-shelf solutions. I believe there are revenue opportunities within this market.

1. Provide software solutions to streamline the maintenance of these product catalogs
   a) Products data to feed into TBB searchable directory/marketplace
   b) Also linked to company website
   c) Additional Feed to ProView?

Jump to IDEA BOARD

Houzz for Commercial Construction

Leveraging our existing content in new & Unique ways

- The Commercial Building & Construction Industry may find value in a similar service focused on all aspects of commercial construction
- Initial photo content could be seeded from customer & prospect ProViews
  - Hire interns or temporary workers to filter through all ProView photos and tag the most compelling content to be pulled into the new site
- On the residential side there is a lot of interest/usage in this type of service as Houzz just raised a 400M financing round at a $4 Billion valuation
  - link to source

Idea Board

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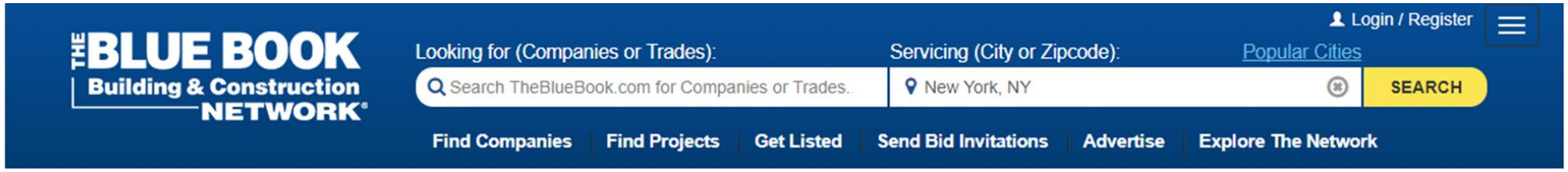
Dynamic Regionalized Projects LP



All Regions -> New York -> New York Metro Area -> Commercial Construction Status

Find **Commercial Construction Buyers** to work for and **Projects** Coming up for Bid in the **New York Metro Area**

646	691	1204	$735bil.	55
Construction Projects Coming up for Bid in New York	**General Contractors** To Get Promoted To	**Facility & Property Managers** Looking for subcontractors	**Total Project Value** In Last 12 months	**Awarded Projects** In Last 30 days

Top Commercial General Contractors in New York, NY

View all Commercial General Contractors in New York, NY

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← Go HOME

Russell Winslow

Digital marketing & product strategy leader with 20 years of experience leveraging technology to build brands. Extensive knowledge of digital experiences, marketing practices, technology, and trends.

Core Competencies

- Product Strategy
- User Interface
- Process Automation
- Performance Marketing
- Marketing Automation
- SEM / SEO / Social
- Emerging Technologies
- Business Optimization

Questions?

Russell Winslow
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rwinslow@mail.thebluebook.com