

Bookmarc



Discover & find products **easily** in images.



Coorabell Residence by Zaher Architects AU

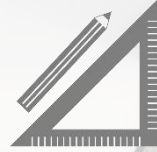


Helen Awali - CEO



Qualifications

MBA, Mktg Mgt Marketing Management
Dip App. Sci, Architecture
Cert, Structure for Engineers
Strong design & business methodologies.



20 years

Design & construction industry
Architectural designer.
Marketing & product manager in construction



2003

Architectural product marketing agency
Servicing global OEM's & SME's
Scaled to 25 staff nationally



2013

Observed gap for product sourcing from projects & technical content
\$300,000 founder & family funded
2018: Product sourcing tool launched

Target Market: Industry has no effective platform to market their projects & products

Design Firms

(Architects, Interior designers, Builders)

Need imagery to see products insitu for specification.
Waste time sourcing technical product information.



architectus™



WM
K



FKA

Product Suppliers

(Building product manufacturers)

Need project imagery to sell their products.
Limited opportunities to identify products in photos.



SELLEYS®
IF IT'S SELLEYS IT WORKS™



HYNE® TIMBER

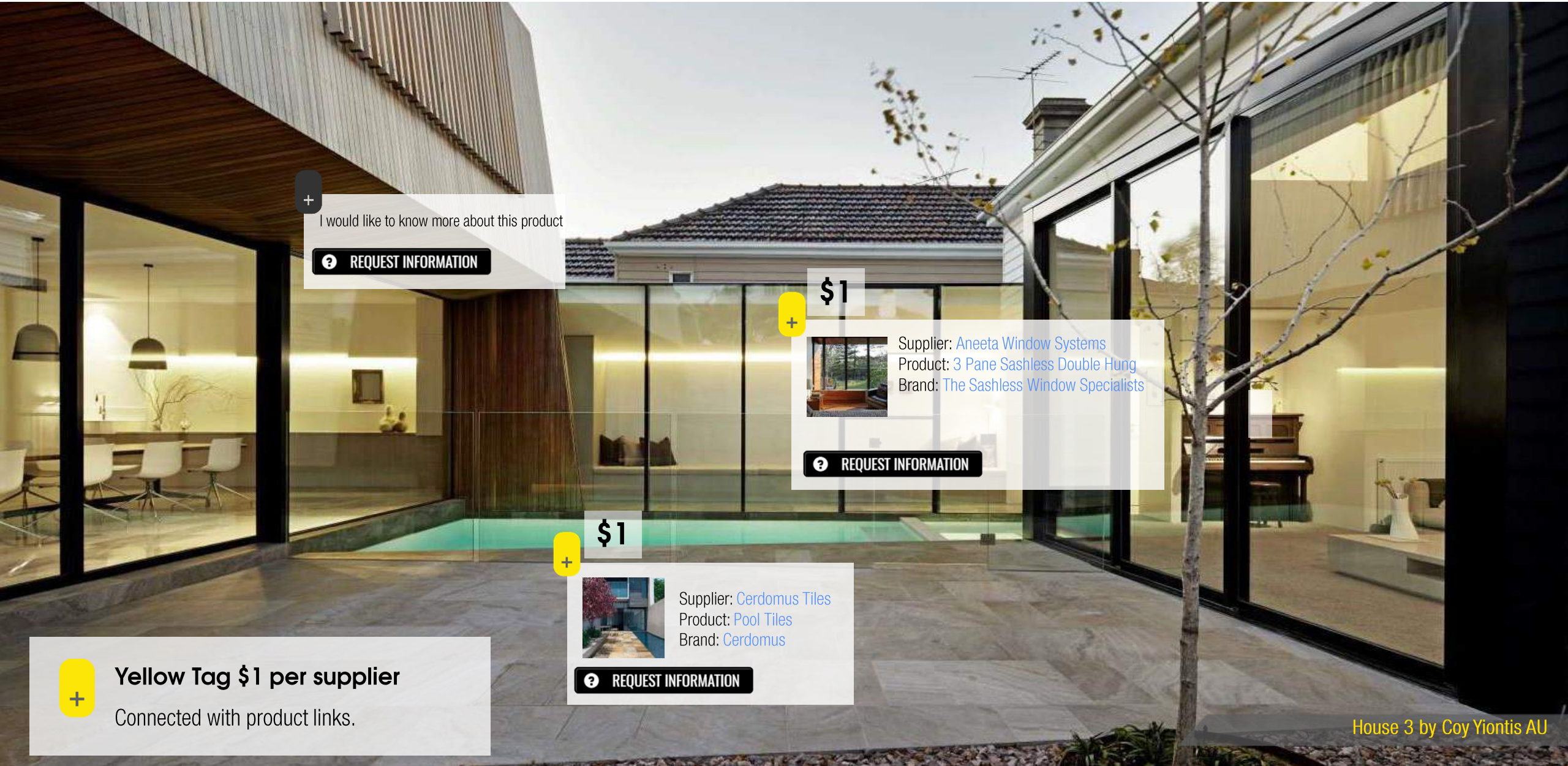



SYNC
by Hickory


Consumers

Need to find ideas, the products & the designers for their own projects.

Solution: Platform enabling architects to promote themselves & suppliers to buy product placement.




 I would like to know more about this product


 **REQUEST INFORMATION**


 **\$1**


 Supplier: [Aneeta Window Systems](#)
Product: [3 Pane Sashless Double Hung](#)
Brand: [The Sashless Window Specialists](#)

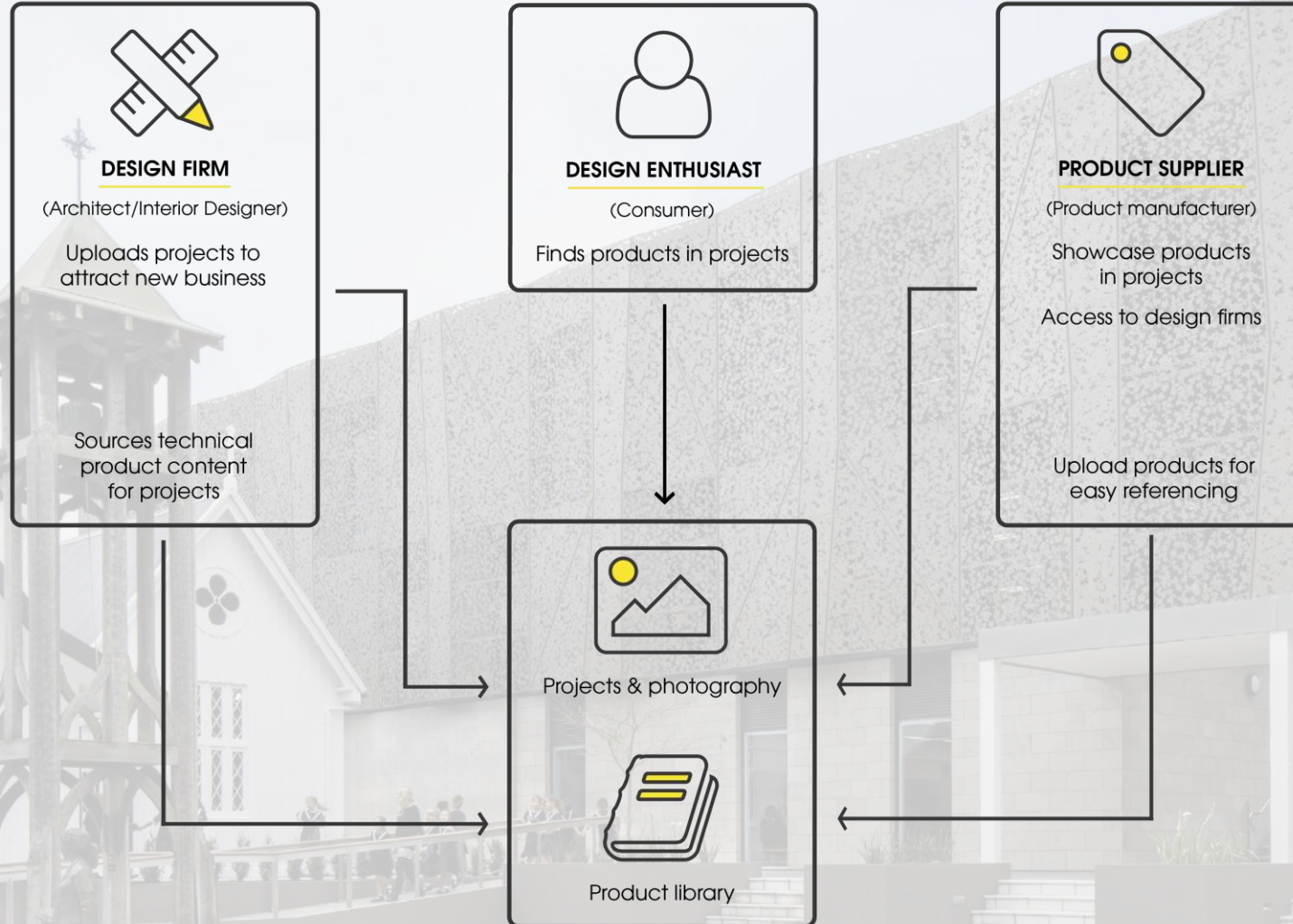
 **REQUEST INFORMATION**

 **\$1**

 Supplier: [Cerdomus Tiles](#)
Product: [Pool Tiles](#)
Brand: [Cerdomus](#)

 **REQUEST INFORMATION**

 **Yellow Tag \$1 per supplier**
Connected with product links.



This is a huge opportunity

\$10.3T

Construction market
Global

25k

Addressable market
AUS Design Firms

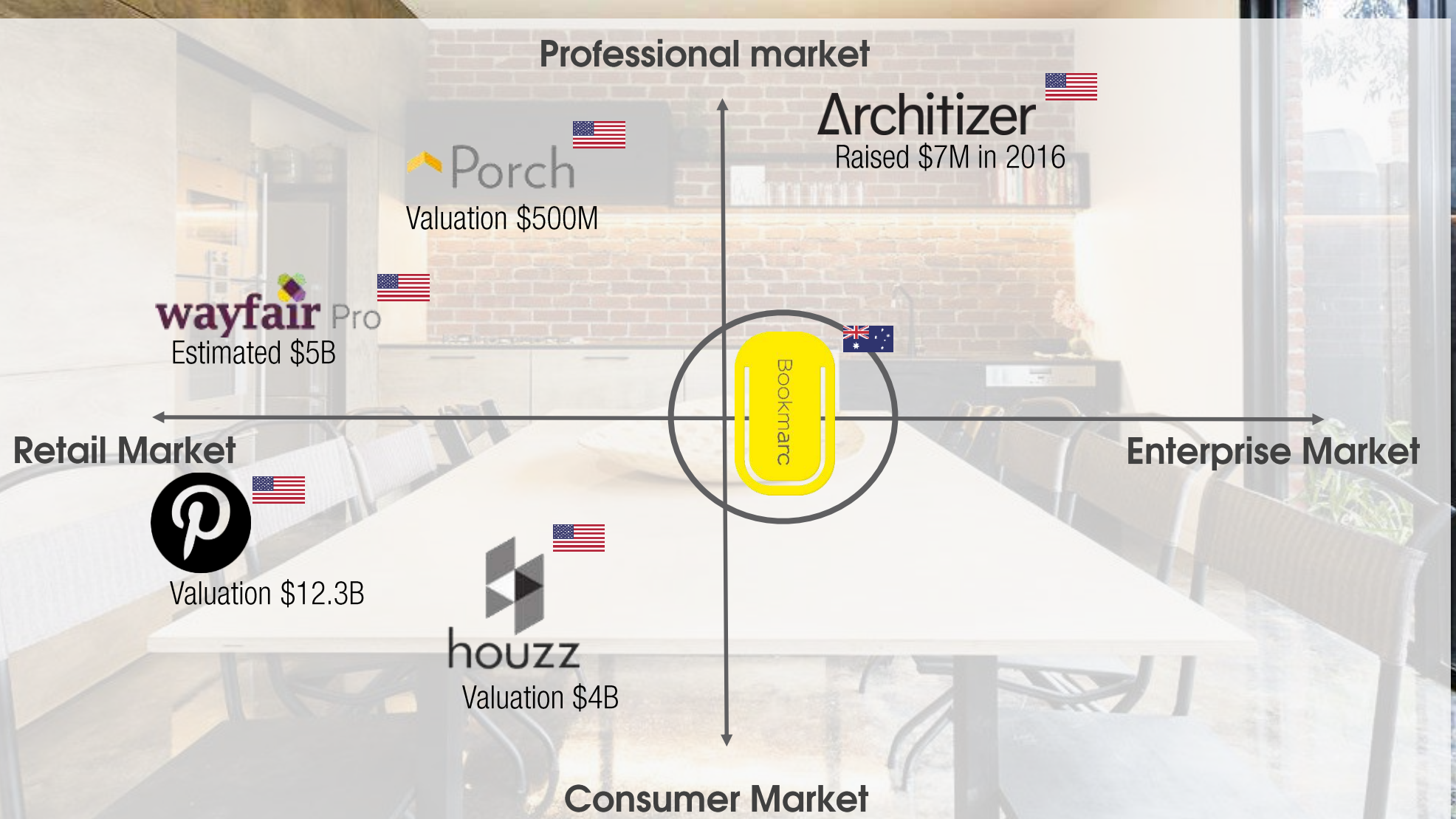
600k

Addressable market
USA Design Firms

2.9%

Annual Global Growth
Rate for construction





30%

YOY Growth

78%

National audience traffic

16mins

Highly engaged, ag. time spent

25k

Users

2k

Design Firms

6k

Projects uploaded

3k

Product Suppliers

150k

Images

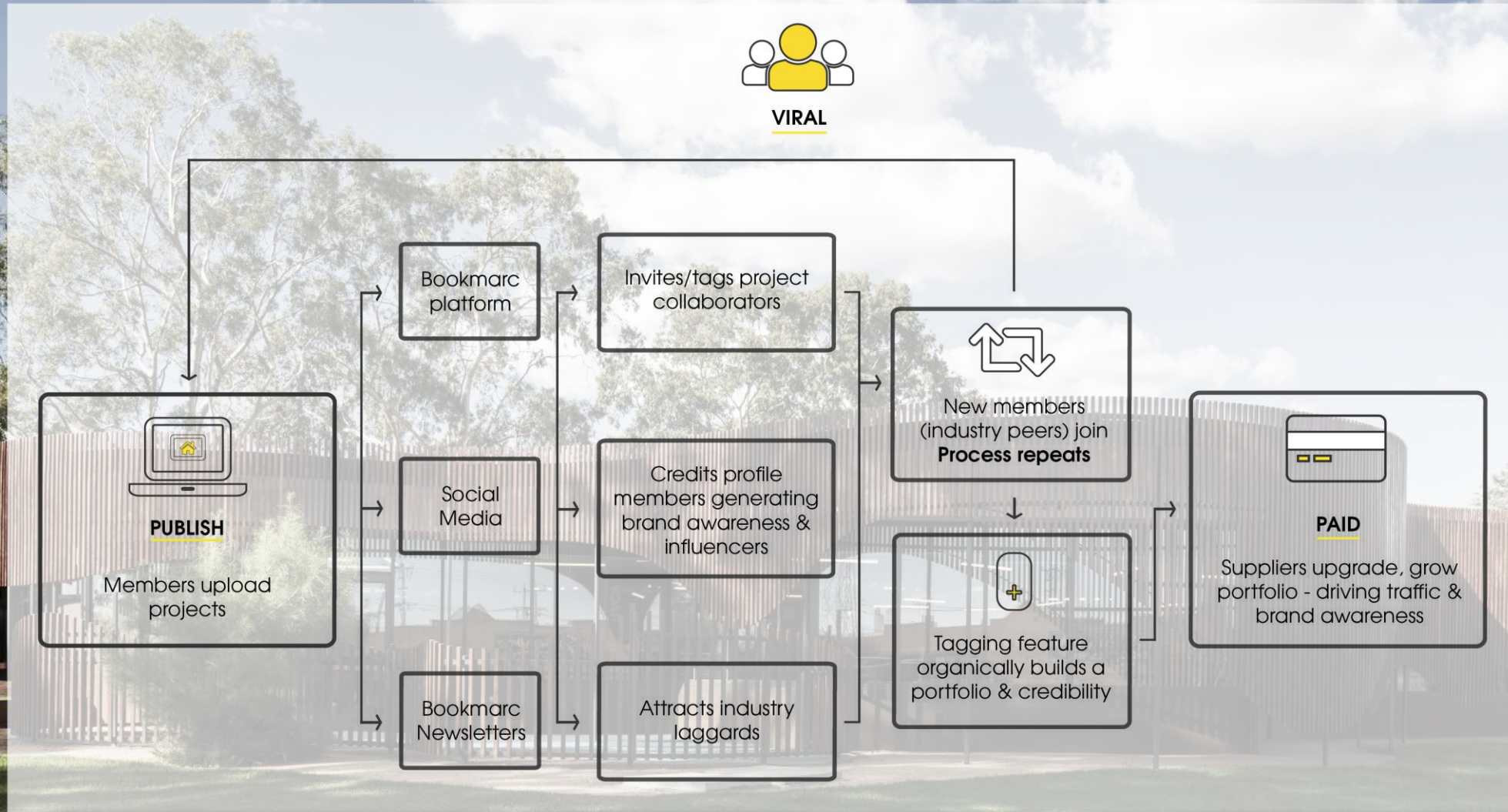


Design Firms

Profile listing:	Free unlimited
Future revenue:	Charge for listings, promotions & campaigns

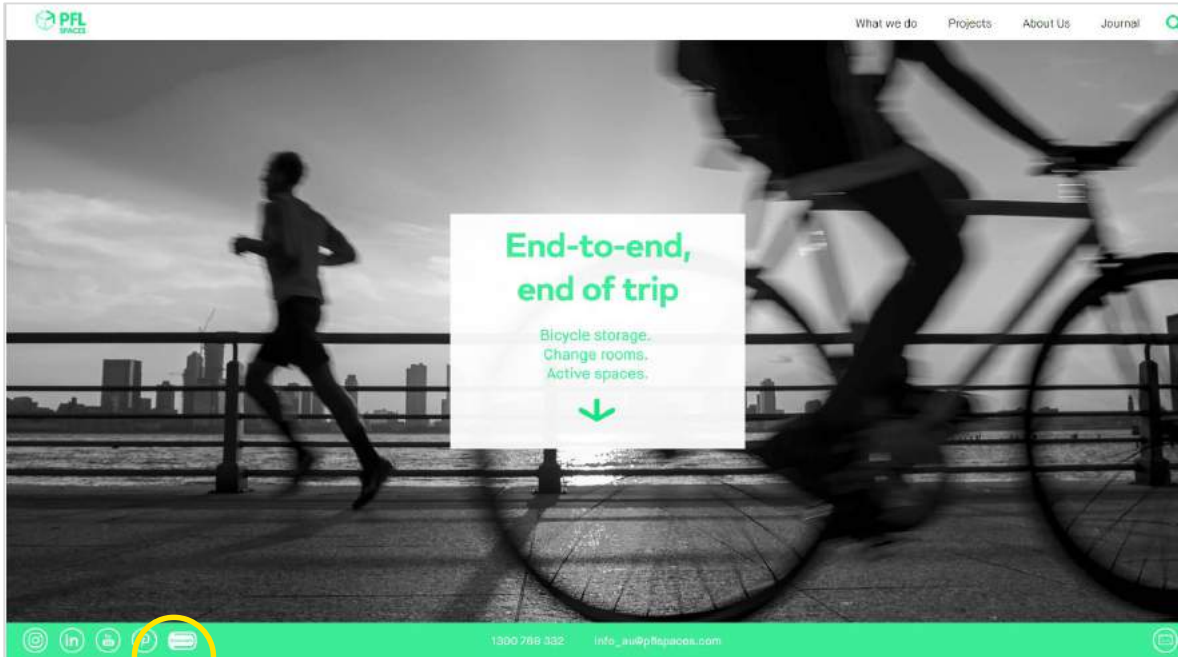
Product Suppliers

Monthly subscriptions:	\$19.95 / \$249
Product promotions (sponsorships & campaigns)	\$28,600 p/m ~
Tagging revenue:	\$1.00 per tag



Design Firms

Product Suppliers

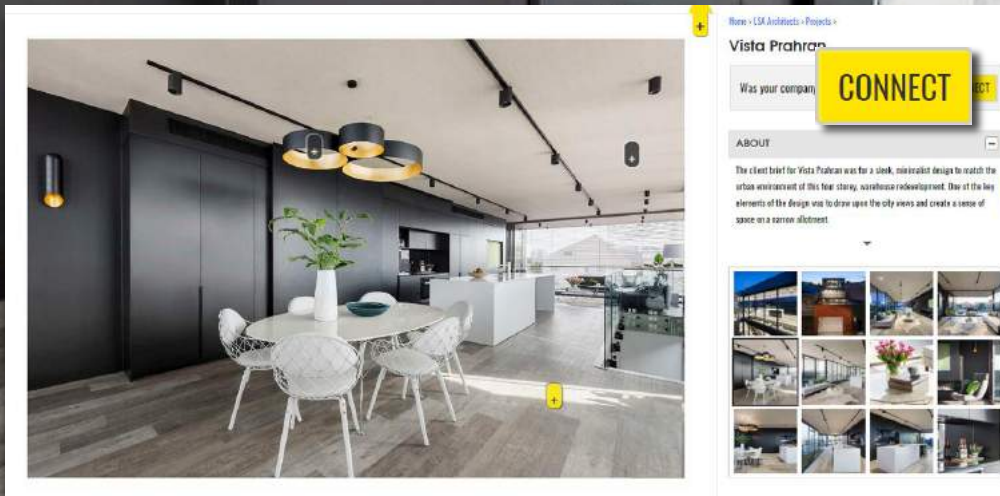


For users

- Discover brands
- Easy to source products directly from photos
- Save ideas, products + content to collections

For businesses

- Design firms invite suppliers to connect on projects & vice versa
- Cross market by adding projects to profile
- Drive traffic to website & profile



Some of the brands

Bookmarc

CohenLeigh
Architects

hayball

wattyl®


Kingspan®


BLUESCOPE

GRIMSHAW

R*

BONDOR

 HYNÉ TIMBER

BigRiver

KOHLER®

plus
architecture

M + C

 Bradford™
more than insulation

 Beacon
COMMERCIAL

covet®

CEMINTEL

BR&NWORKS

GROUP USA

 Sika®

CSP
ARCHITECTURAL

■ GEBERIT

 MITSUBISHI
HEAVY INDUSTRIES, LTD.

6° sixdegrees

McIl Dowie
Partners

rogerseller

Ontera
A MILLIKEN COMPANY

 weathertex
timber made perfect, naturally

schweigen

BATESSMART™

TAYLOR
KNIGHTS
ARCHITECTURE & INTERIOR DESIGN

mishack.
mishack.


Finnis Architects


MCARDLE CHARLES RYAN

EWERT
LEAF



Northern Rivers each House by Refresh Design AU



Keeps me up-to-date with what is new in terms of products & news and offers good exposure. I like what I see on the site so I want to be associated with that.

Annabelle Chapman
Annabelle Chapman Architect



Bookmarc brought us closer to important specification professionals which is helping our business grow.

Enver Kolac
ArcPlan Group



Bookmarc is really easy to use and a great way to showcase our firms project involvement. It allows us to research and source products for the projects we are working on.

Anton Kouzmin
Anton Kouzmin Architecture



I love the project tag feature and how products can be sourced from images this is a massive help when trying to find products to use.

Claudia Andrade
Madeleine Blanchfield Architecture



Covet has been using the Bookmarc platform for over a year now. We have managed to secure some projects that would not have been possible without our presence on Bookmarc.

Anthony Scott
Covet



As a leader in architectural & interior design services, we are always looking for ways to increase coverage of our projects. Bookmarc has a nice way to profile projects & stories.

Marianne Fessl
WMK Architecture

Interested? Lets talk some more

Bookmarc

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