

# Bookmarc



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



Coorabell Residence by Zaher Architects AU



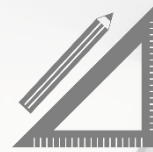


**Helen Awali - CEO**



## 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

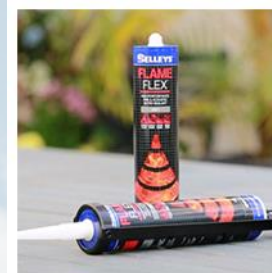


FKA

## Product Suppliers

(Building product manufacturers)

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



SELLEY'S®  
IF IT'S SELLEYS IT WORKS™



HYNE TIMBER



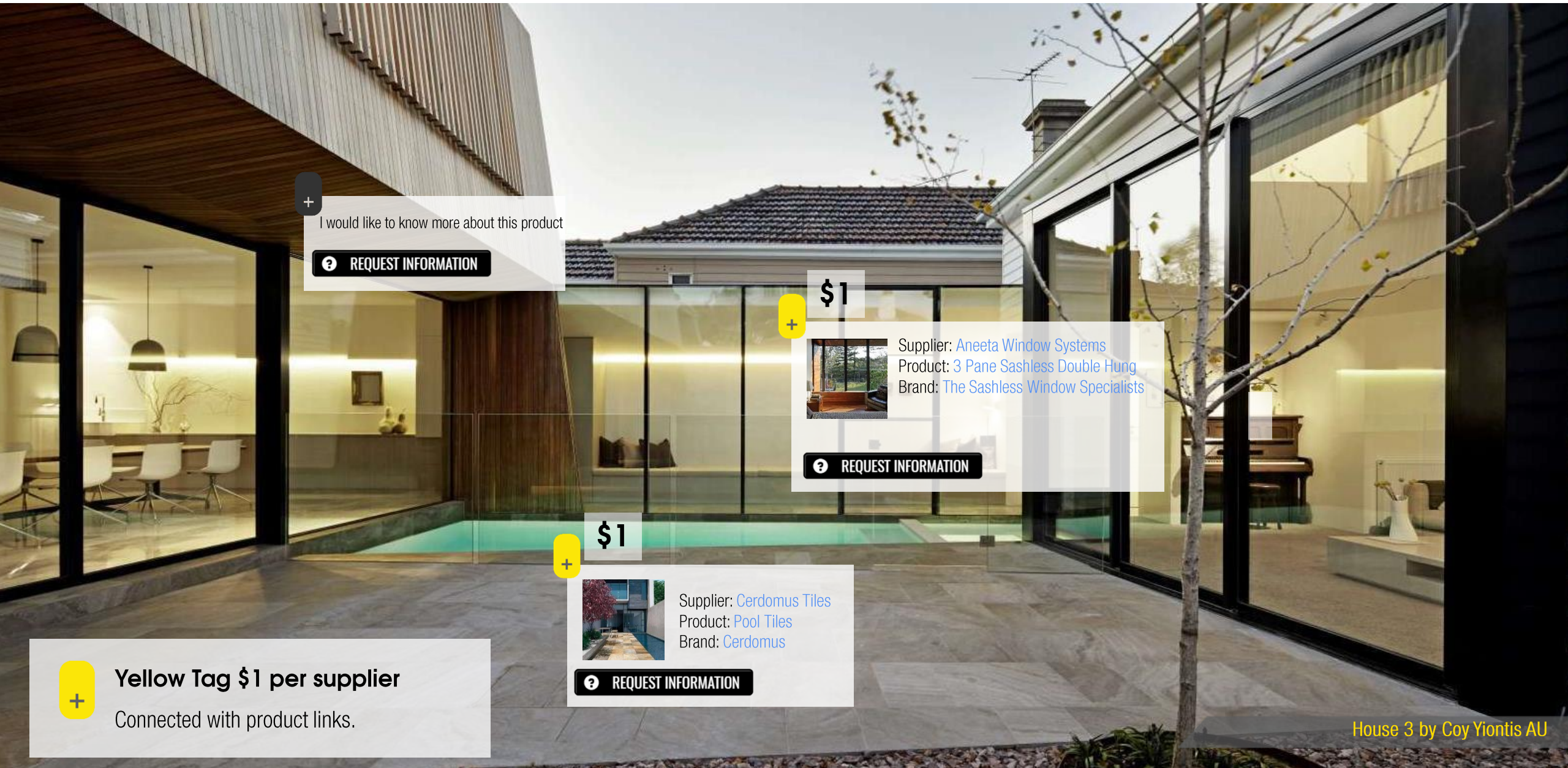
SYNC  
by Hickory


## 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**






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


 **REQUEST INFORMATION**





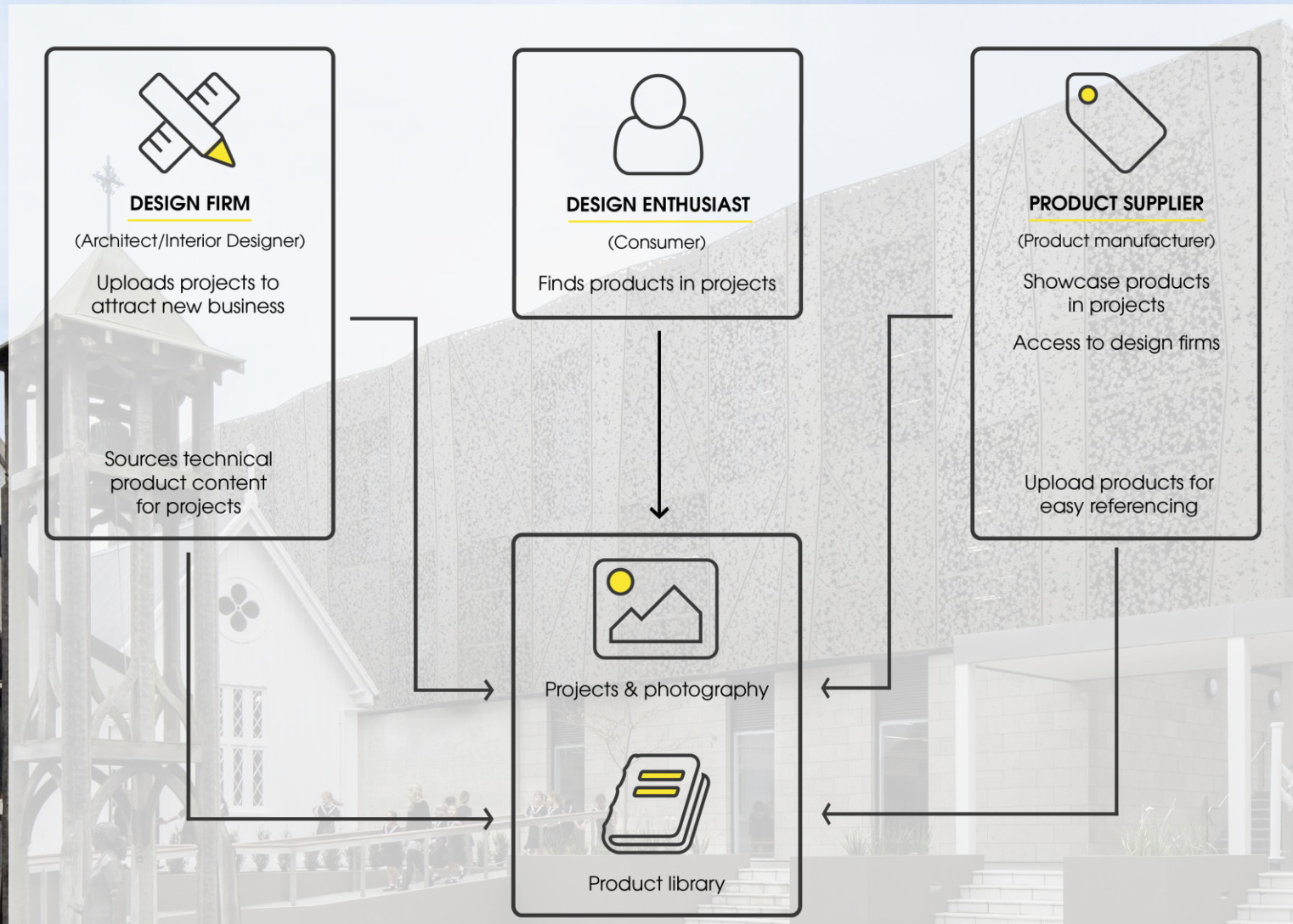
Supplier: [Cerdomus Tiles](#)  
Product: [Pool Tiles](#)  
Brand: [Cerdomus](#)

 **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

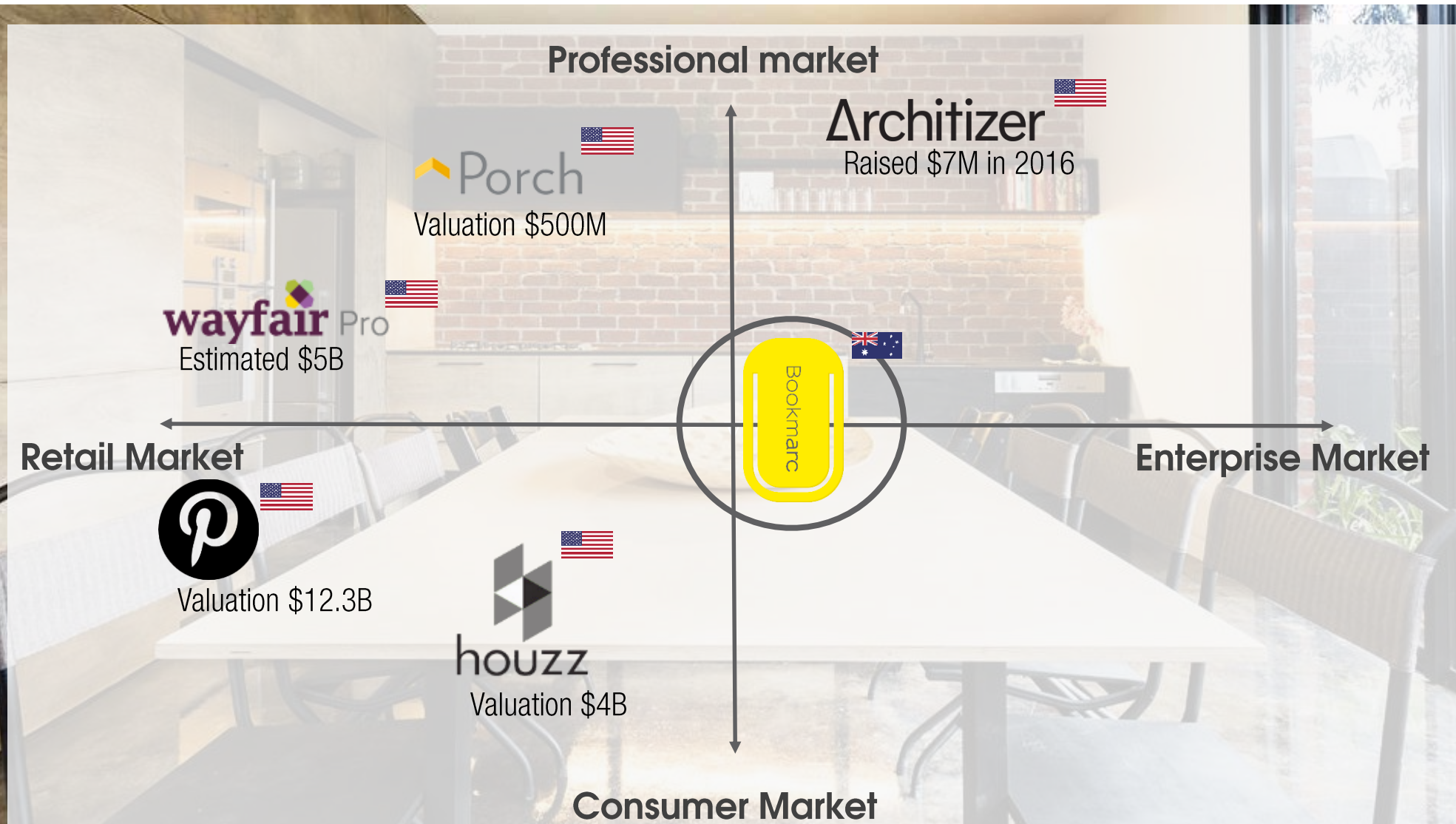
**2.9%**

Annual Global Growth  
Rate for construction



Wildbeast Pavillion by Hodgetts Fung USA







**30%**

YOY Growth

**78%**

National audience traffic

**16mins**

Highly engaged, ag. time spent

**25k**

Users

**2k**

Design Firms

**6k**

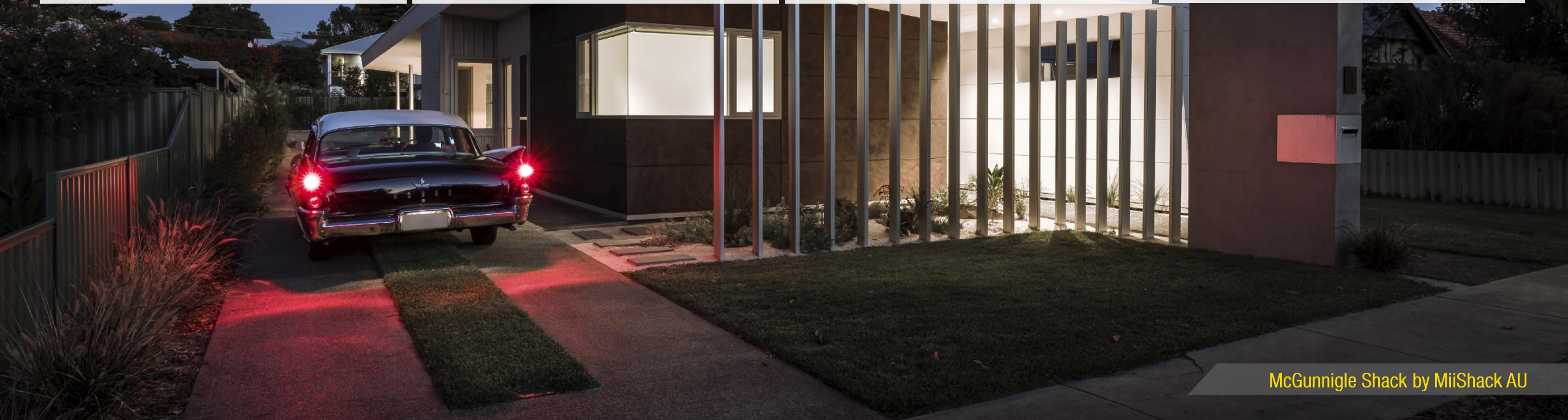
Projects uploaded

**3k**

Product Suppliers

**150k**

Images





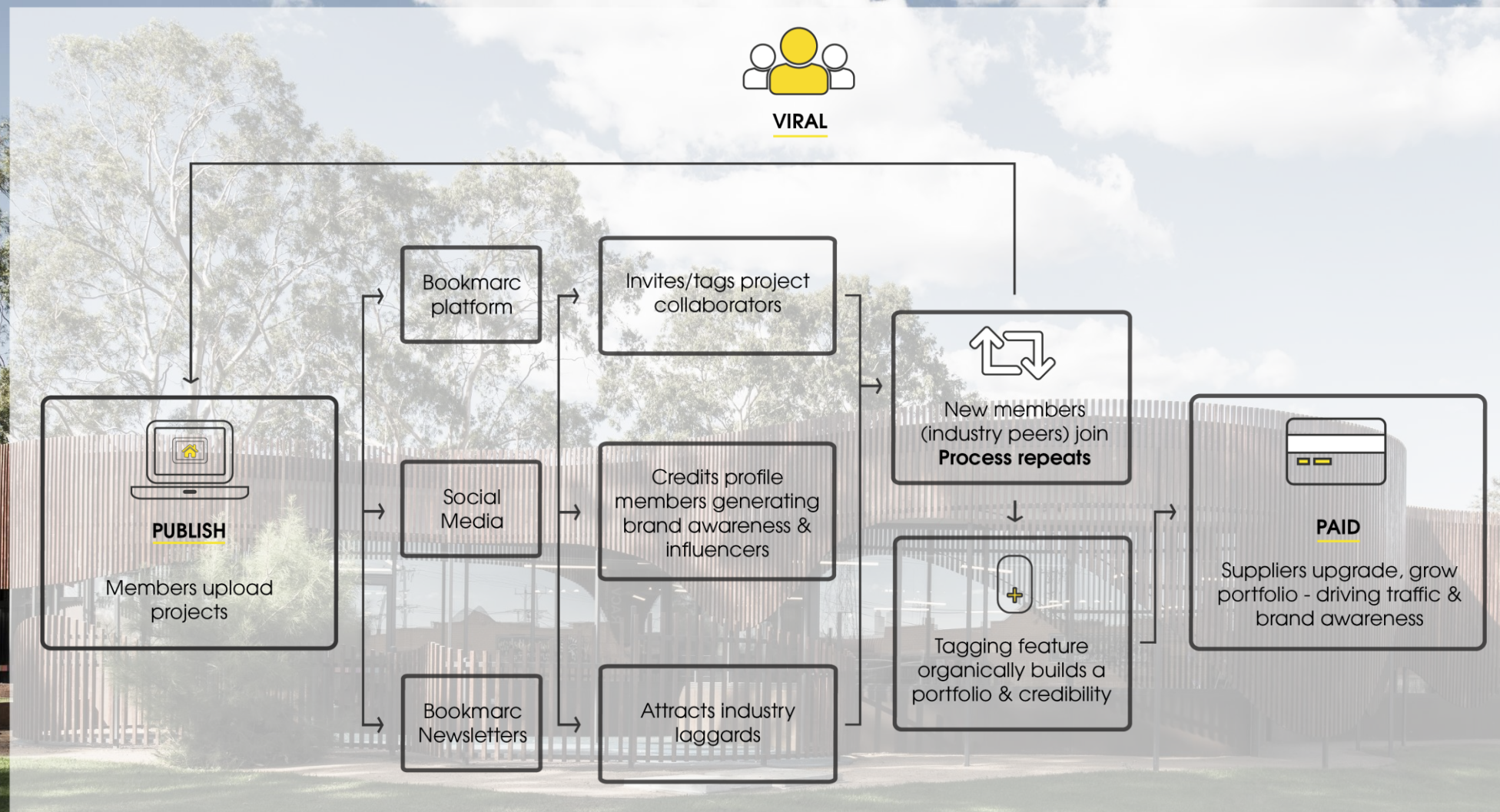
## Design Firms

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

## Product Suppliers

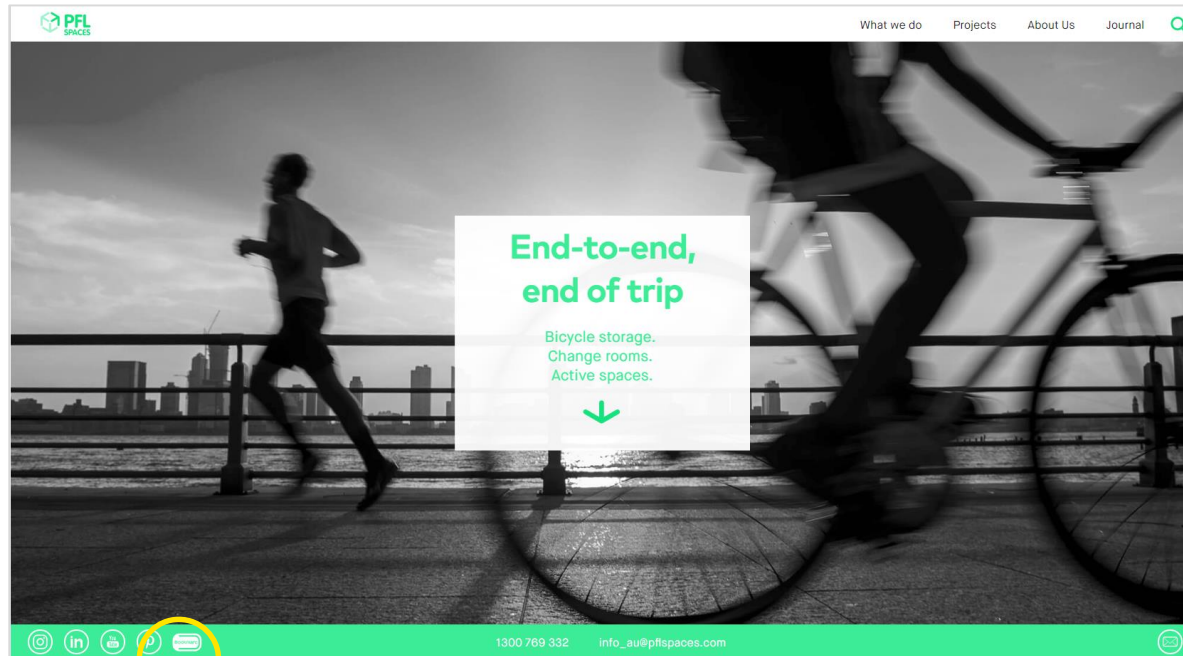
Monthly subscriptions:	\$19.95 / \$249
Product promotions (sponsorships & campaigns)	\$28,600 p/m ~
Tagging revenue:	\$1.00 per tag



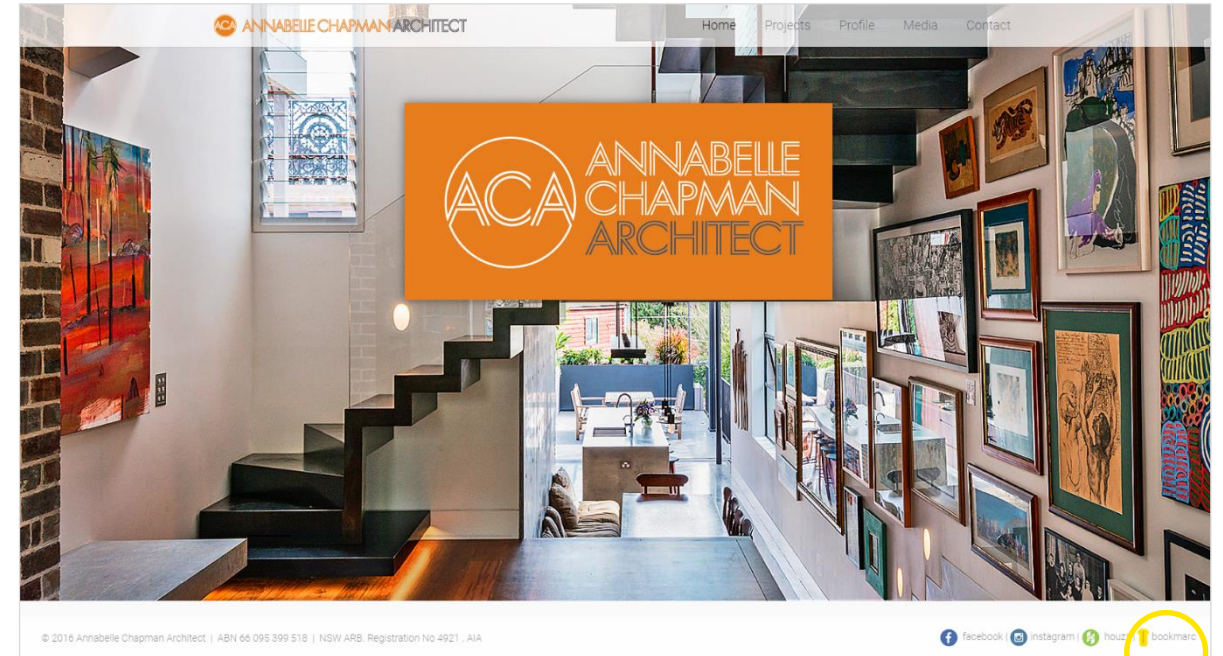




## Design Firms



## Product Suppliers





## For users

Discover brands

Easy to source products directly from photos

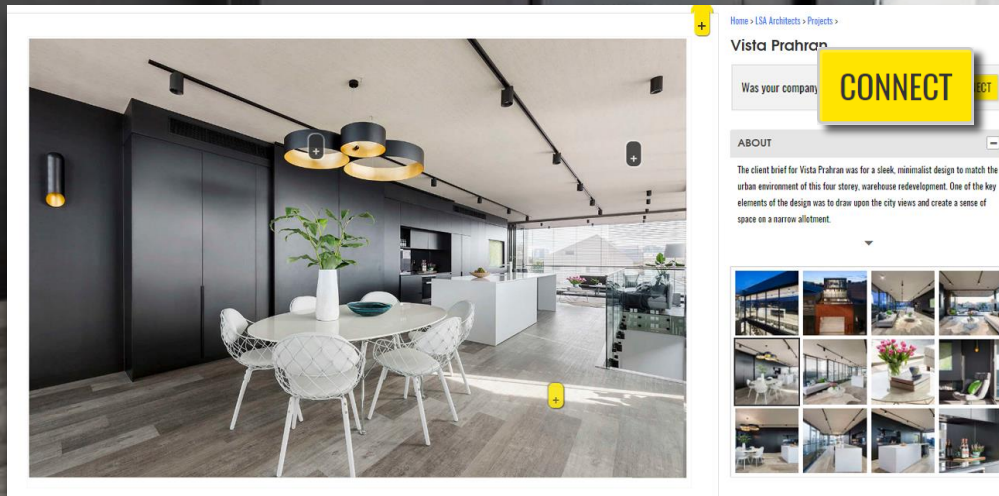
Save ideas, products + content to collections

## 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®

HYNE TIMBER

BigRiver

KOHLER®

plus  
architecture

M+C

Bradford™  
more than insulation

Beacon  
LIGHTING  
COMMERCIAL

covet®

CEMINTEL®

BR&NWORKS

GROUP USA

Sika®

CSP  
ARCHITECTURAL

GEBERIT

MITSUBISHI  
HEAVY INDUSTRIES, LTD.

6° sixdegrees

McIlldowie  
Partners

rogerseller

Ontera  
A MILLIKEN COMPANY

weathertex  
timber made perfect, naturally

schweigen

BATESSMART™

TAYLOR  
KNIGHTS  
ARCHITECTURE & INTERIOR DESIGN

mishack.  
mishack.

Finnis Architects

M-CR  
MCBRIDE CHARLES RYAN

EWERT  
LEAF

AB

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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