

OFF-SITE CONSTRUCTION: MAKING THE NUMBERS WORK FOR YOUR BUSINESS

Sagamore Pendry Baltimore | November (14) – 15
1715 Thames Street | 443.552.1400 | [Discount Rooms](#)

WHAT WE’LL DO

Together, we’ll dig into the numbers in terms of how to:

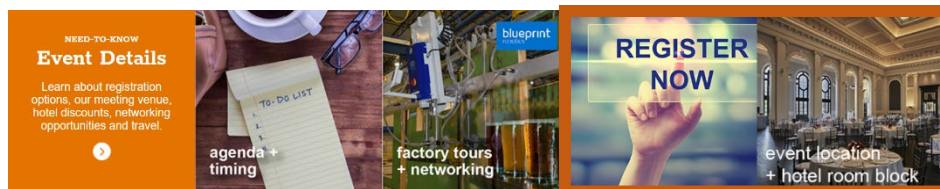
- Assess the value of off-site versus on-site construction
- Dollarize 1 day of cycle time
- Introduce a new off-site production process
- Select the optimum project or product to apply off-site construction
- Identify the right off-site model for your business
- Determine how deep to go (open to closed) in off-site production
- Identify cost issues + barriers to adoption

WHY ATTEND

- Connect with a lot of smart people—current and potential partners
- Gain valuable insights through interactive discussions
- Get a firsthand look at one of the most comprehensive off-site housing manufacturers in the country, Blueprint Robotics
- Influence the outputs and priorities for deliverables in our off-site roadmap
- Get a **2-month head start** with the resulting data and resources, including a 3.0 version of the Value Calculator, unabridged notes from the event, and an executive summary of findings on each question we explore

REGISTER + BOOK HOTEL NOW.

Visit our [event page](#), scroll down and click on the two images to the right for more details. The direct link for the room block is also above by the venue address.



Are you a housing provider but not yet a member? Consider joining the Alliance and registering in one transaction to take advantage of our members-only discount.

ROUND TABLE AGENDA

OFF-SITE CONSTRUCTION: MAKING THE NUMBERS WORK FOR YOUR BUSINESS

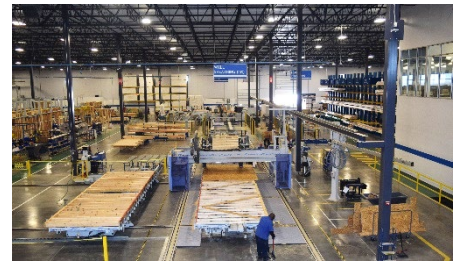
November (14) – 15 | Sagamore Pendry | Baltimore

WEDNESDAY, NOVEMBER 14TH (Optional)

2:00 – 5:00 PM

BLUEPRINT ROBOTICS PRE-EVENT TOURS

Join us for an exclusive, 45-minute tour of one of the most advanced panelization factories in the country. Spots are on a first-come, first-served basis. The shuttle will depart from the Sagamore Pendry Baltimore in two waves—1:30 PM and 3:30 PM, so plan your travel accordingly.



5:00 – 7:00

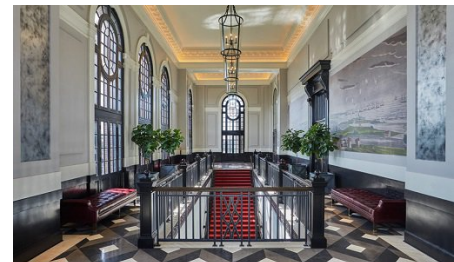
FREE TIME

Make one-on-one connections, work, reboot, or visit with us @ the hotel bar.

7:00 – 9:00

NETWORKING RECEPTION @ SAGAMORE PENDRY HOTEL

Join us by the Pendry's Grand Staircase for cocktails, heavy hors d'oeuvres and some great conversation the night before the round table event.

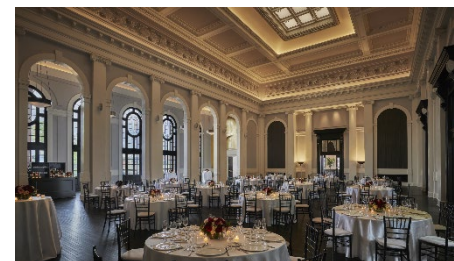


THURSDAY, NOVEMBER 15TH

8:00 – 10:00 AM

NETWORKING BREAKFAST

Join us in the Sagamore Ballroom at the Pendry Hotel for a continental breakfast. Schedule one-on-one meetings and connect with other participants before the round table begins. **Attending a morning tour?** Not to worry. Meet up at breakfast to catch the shuttle. Food will be out a little bit early and will remain until 10:30, so that you have time to grab a bite before or after the tour.



9:00 – 10:00 AM BLUEPRINT ROBOTICS MORNING TOURS

Can't make it Wednesday? We'll do our best to get you in Thursday morning. Spots are on a first-come, first-served basis. The shuttle will depart in two waves—8:15 AM and 8:45 AM.

10:00 ROUND TABLE SESSIONS BEGIN**10:00 – 10:25 WELCOME + ICE BREAKER**

Get a big picture view of the Alliance and get to know each other a little better by answering one of the following questions at your table.

- *If you could pick up a new skill instantly, what would it be?*
- *What would you tell someone looking to grow as a leader in housing?*
- *What's something cool you're currently doing that you wish was more mainstream in our industry?*

10:25 – 10:40 OFF-SITE BENCHMARK HIGHLIGHTS + THINK TANK INTRO

We'll share the Big Why behind our research into off-site construction, what we believe the drivers are, and some highlights of what we've learned so far. Then we'll outline the rules of the game for our table-based discussions and the intended outcomes from the event.

10:40 – 11:30 BUSINESS MODELS FOR PURSUING OFF-SITE CONSTRUCTION

Margaret Whelan of Whelan Advisory will provide a high-level roadmap of approaches to off-site construction—from open to closed and from simple components to turn-key solutions complete with ID&E and field installation—including trends and how money is flowing to drive adoption. Alan Laing, a former production homebuilding CEO and operations exec, will share insights and lessons learned from DiVosta, Pratt and Pulte Building Systems.

As a group, we'll discuss the short game and long game of incorporating off-site construction. Consider the following and bring your thoughts to the table.

- *What are the business issues we're trying to solve for in the next two years leveraging off-site construction?*
- *What are the longer-term drivers and business issues that off-site construction can help solve for?*
- *What investment / business models make sense?*
- *What are some of the barriers we need to overcome?*

11:30 – 12:30 PM REAL NUMBERS. REAL INSIGHTS.

As a group, we'll map the process impacts of different off-site approaches, highlight the areas to look for value / savings, and discuss (more specifically) how to calculate the value of a day of cycle time gained or lost in the field. Then, we'll take a deeper look at dollars and cents of off-site—exploring two different building scenarios. We'll provide a quick overview of the Off-site Value Calculator, demonstrate how to leverage the tool, and connect the dots regarding cost and process impacts.

We'll wrap up this session with an open discussion about the approach, the tool, and the interest in and validity of the data.

Consider:

- *What do you think of the approach/model?*
- *What's relevant to you? What financial metrics are you trying to move?*
- *What is missing from the calculator?*

12:30 – 1:15

NETWORKING LUNCH

1:15 – 2:35

THINK TANK DISCUSSIONS: CALCULATING VALUE

We'll kick the think tanks off with each table discussing Overall Approach + Value. Half of the room will then dig into Process and the other half will dig into Product, and we'll switch topics for the final round of table-based discussions. We'll wrap things up with an open discussion on what we've heard at the tables and how we move forward.

OVERALL APPROACH + VALUE:

- *What's the optimum project to apply off-site construction (i.e. # of homes, housing types, project's relation to your business)?*
- *If you're a builder, what are your top priorities in gaining value?*
- *If you're a supplier, enabler, or off-site housing manufacturer, how are you delivering value in off-site projects?*
- *Any further thoughts on the Off-site Value Calculator?*

PROCESS:

- *How do we calculate savings for a single day of cycle time?*
- *What's the optimal size/nature of project to introduce off-site processes?*
- *Is turn-key critical to success/value?*
- *How much of an impact would an off-site solution have if the provider also did the field installation?*

PRODUCT:

- *What level of open vs. closed? What systems are best to incorporate?*
- *Are there systems that add limited to no value or cause quality/process issues when installed off-site?*
- *What additional value could be gained by integrating product supplier and off-site solution provider relationships?*
- *What other value could suppliers deliver to this new value chain?*

2:35 – 2:50

BREAK

2:50 – 4:00

THINK TANK DISCUSSIONS: CHALLENGES + OPPORTUNITIES

We'll wrap up the program by focusing on the challenges to adoption of off-site construction, the financial implications they present, and the opportunities we have to drive innovation in Production + Productivity as an Alliance community.

We'll consider:

- *What other barriers are adding to cost or decreasing value? How do we overcome them?*
- *For those who have researched or employed off-site methods, what are some of the cost barriers or issues you have encountered?*
- *Who assembles and how do we engage trades to ensure the full value of off-site?*
- *How do you balance off-site versus on-site?*
- *How do you ensure scalability and ongoing production and productivity?*
- *What needs to happen to bring added off-site capacity to market?*
- *Where should the Alliance go next when digging into off-site? With innovation around Production + Productivity in general?*

4:00 PM

ROUND TABLE CONCLUDES

4:30 – 6:30

ALLIANCE HAPPY HOUR (OPTIONAL)

Staying in town for the evening? Join us around the corner. We'll provide some appetizers and some good conversation.