Midterm Progress Report
[Authored by: enPro 358 group]
Your home wastes more energy than your car.

Where should you be saving?
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 Czapla
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 (2005)
WINTER SOLSTICE - 3PM
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?