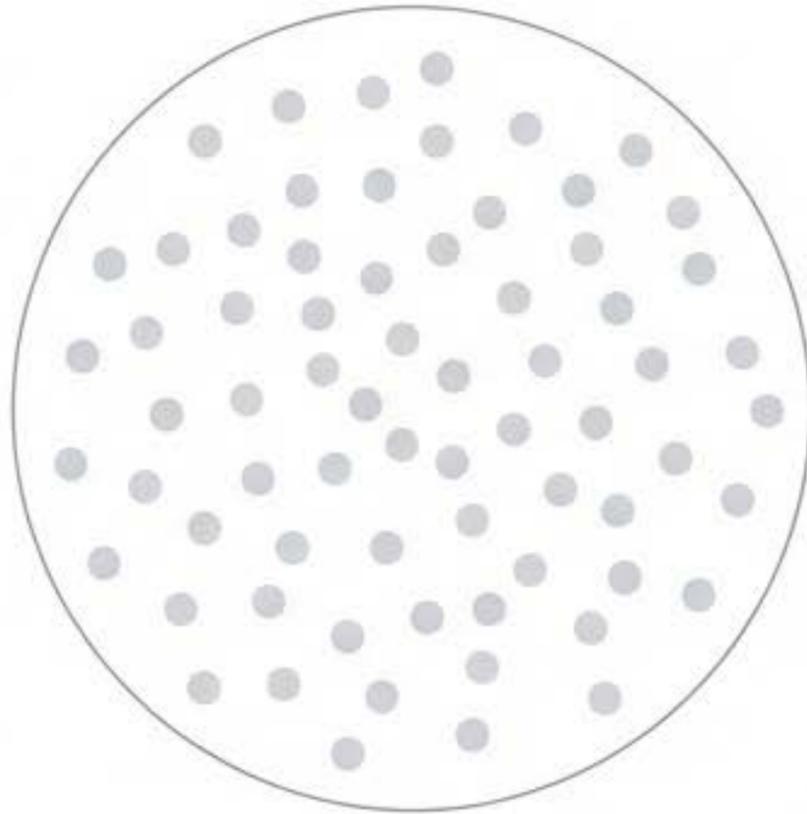


**“What specific market segment  
will the General Contractor  
business **dominate** first?”**

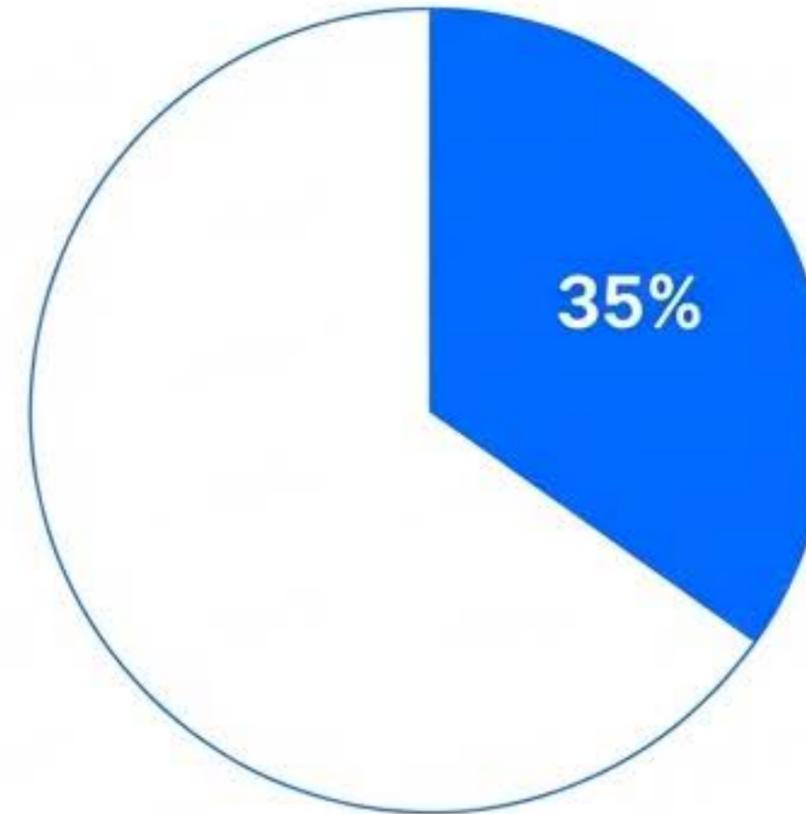
# Margin growth requires abandoning the generalist approach to capture a focused beachhead

The Generalist



Scattered resources, commoditized pricing, high competition.

The Specialist Beachhead



Pricing power, repeatable operations, strong brand recognition.

## Premium Pricing Power

Premium values power as pricing a price and merchant opt value.

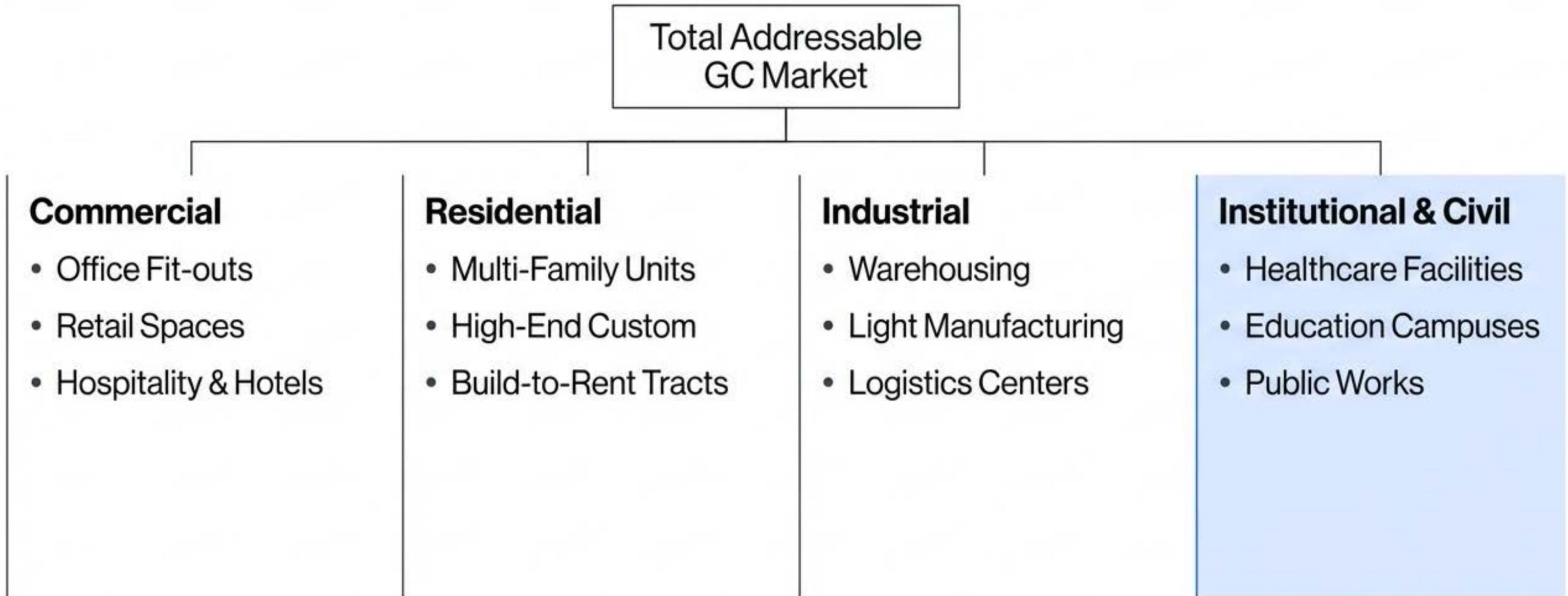
## Operational Repeatability

Strong process to eltrmdate design operatability and operations.

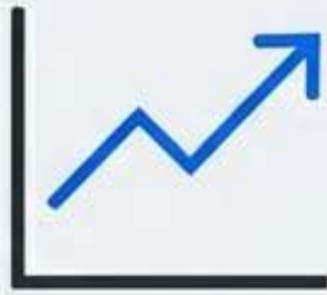
## Concentrated Resource Allocation

Concentrated resource allocation that non-focused market segments.

# Mapping the current general contracting market reveals four primary macro-segments



# We will evaluate target segments across three rigorous strategic pillars



## Pillar 1: Market Attractiveness

- Total Addressable Market (TAM)
- Compound Annual Growth Rate (CAGR)
- Profit Margin Potential



## Pillar 2: Competitive Density

- Number of Incumbents
- Barriers to Entry
- Market Share Fragmentation



## Pillar 3: Internal Capability Alignment

- Existing GC Expertise
- Supply Chain Relationships
- Specialized Labor Access

# Three high-potential segments emerge from the initial macro-market filter



## Healthcare & Outpatient Clinics

Estimated Size:

**\$4.2B**

Average Margin:

**18-22%**

Cycle Time:

**8-14 Months**



## Light Industrial & Logistics

Estimated Size:

**\$6.8B**

Average Margin:

**12-15%**

Cycle Time:

**6-9 Months**



## Commercial Office Fit-outs

Estimated Size:

**\$3.5B**

Average Margin:

**10-14%**

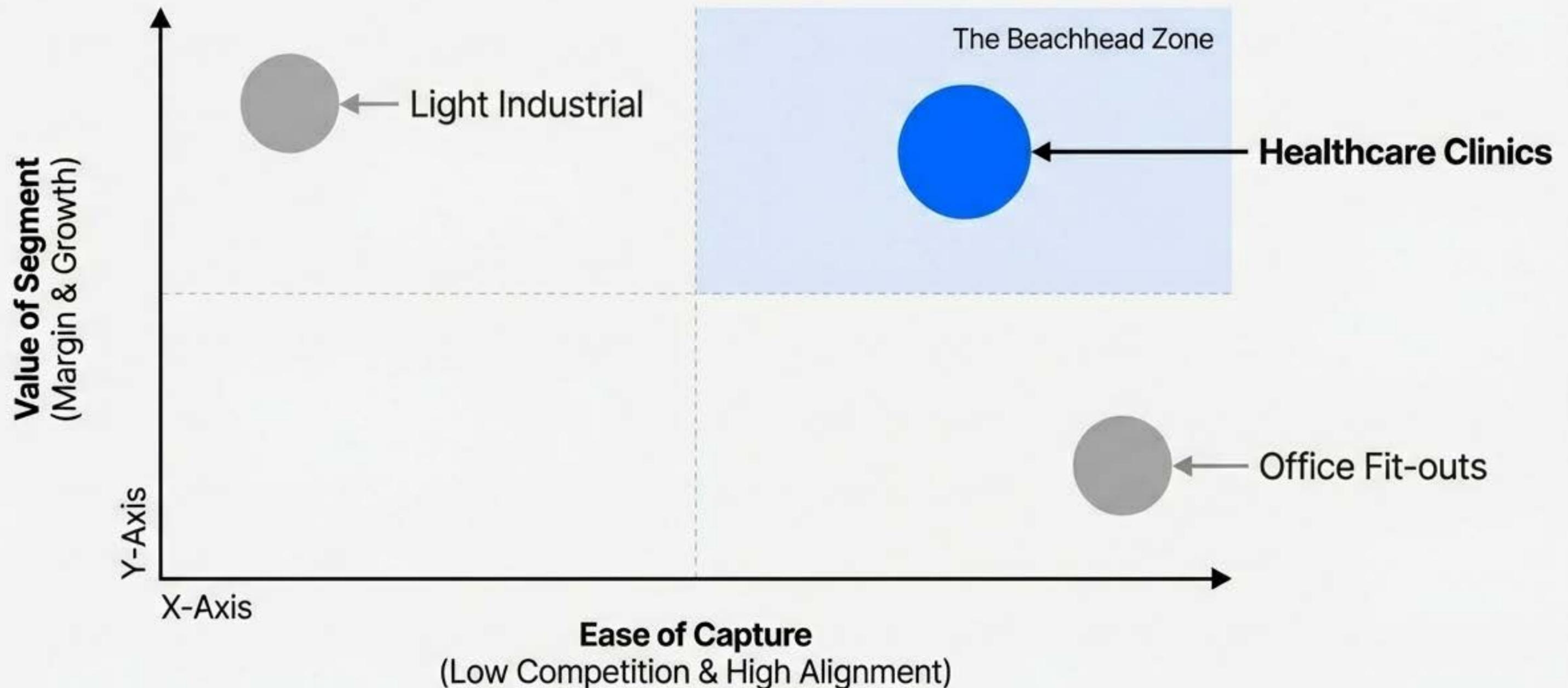
Cycle Time:

**3-6 Months**

# Aligning our core capabilities against the specific operational demands of the contenders

	Healthcare Clinics	Light Industrial	Office Fit-outs
Pre-construction Planning			
Subcontractor Network			
Risk & Safety Management			
Speed of Execution			
Specialized Permitting			
<b>Total Alignment Score</b>	<b>High Match</b>	Medium Match	Medium Match

# Plotting segment value against ease of capture identifies our strategic imperative



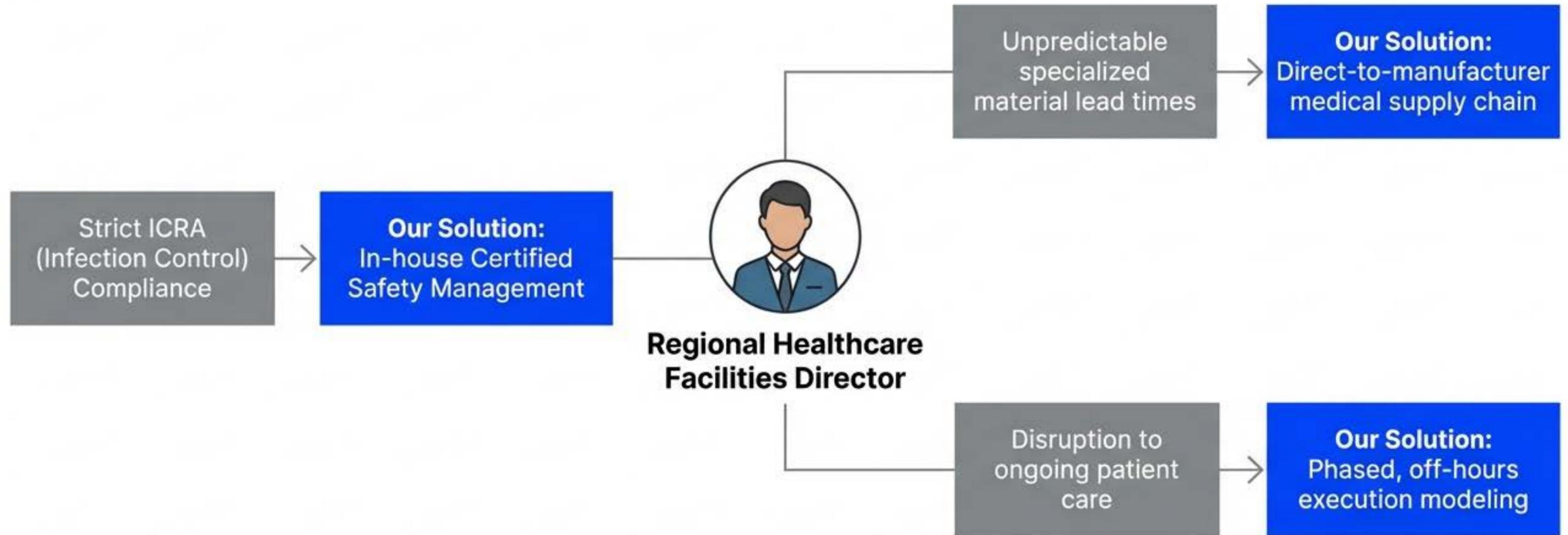
**Healthcare & Outpatient Clinics is the optimal beachhead for initial market domination**

What specific market segment will the General Contractor business dominate first?

# **HEALTHCARE & OUTPATIENT CLINICS**

- Highest Capability Match
- Lowest Incumbent Threat
- Optimal Margin Profile

# Success in this segment requires solving three acute pain points for primary decision-makers



# Our competitive moat relies on specific operational and technological advantages



## Proprietary Sourcing

Direct relationships mitigating supply chain risk.

## Tech-Enabled Project Management

Utilizing specific software platforms for real-time client visibility.

## Specialized Labor Agreements

Locked-in contracts with top-tier subs in this specific niche.

# Securing our first major contracts requires a phased, three-step execution strategy



**Phase 1:  
Market Entry**  
(Months 1-3)

**Phase 2:  
The Wedge**  
(Months 4-6)

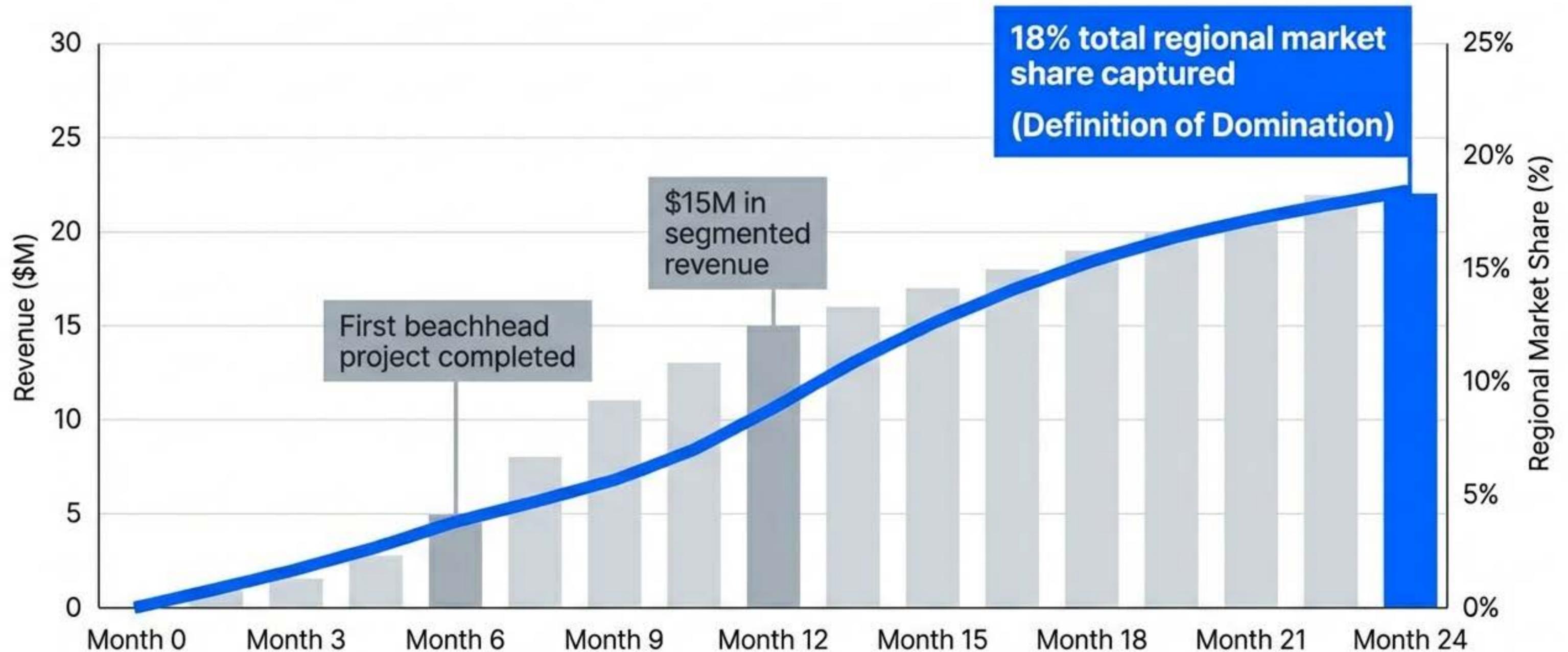
**Phase 3:  
Expansion**  
(Months 7-12)

Targeted outreach to top 20 regional decision-makers; deploying specialized marketing collateral.

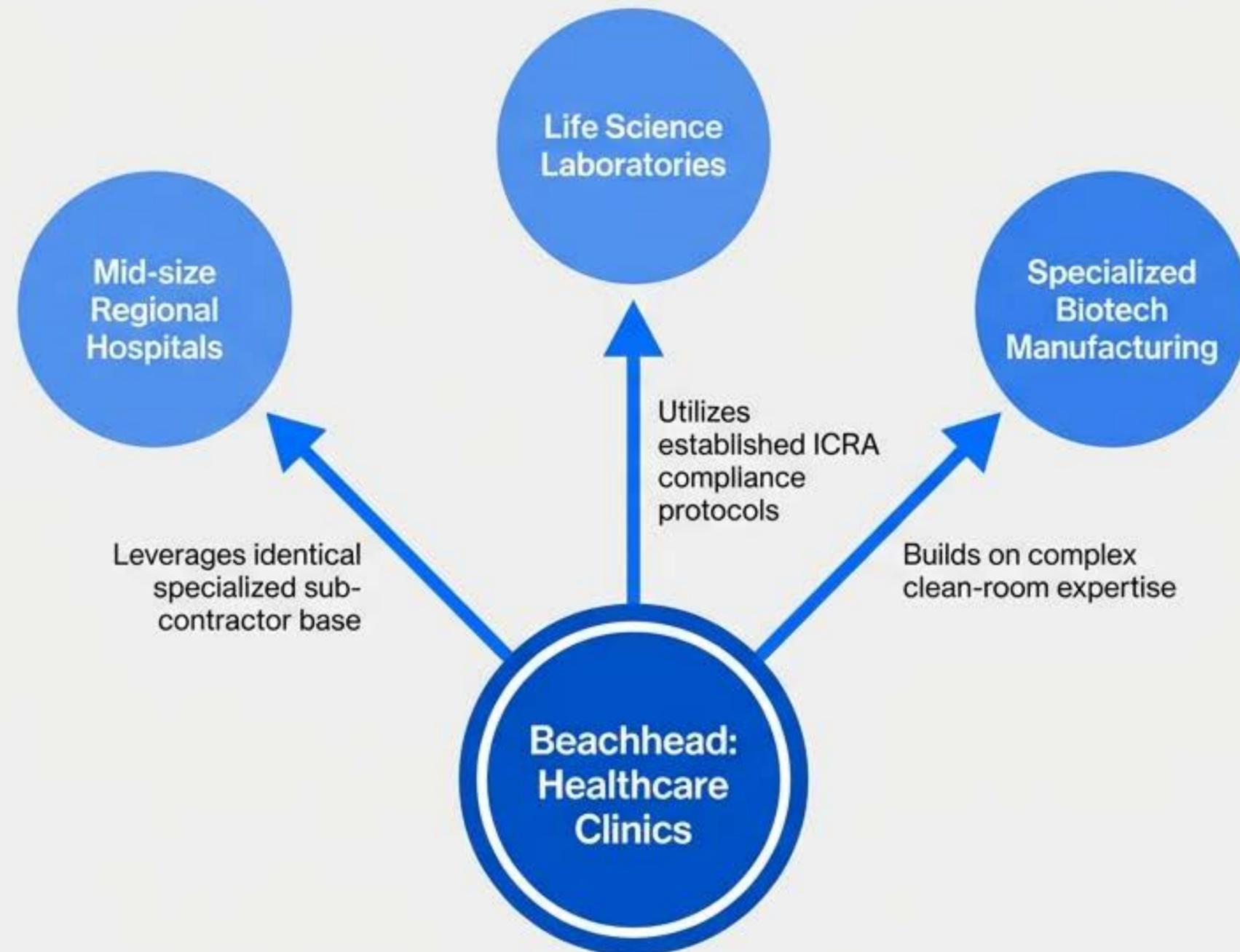
Bidding on smaller, high-visibility projects at a competitive margin to prove execution capability.

Leveraging initial case studies to bid as the prime GC on flagship projects within the segment.

# Market domination is defined by specific revenue and market share targets over 24 months



# Dominating the initial beachhead creates a natural bridge to highly profitable adjacent markets



# Immediate execution requires alignment on three critical operational milestones



## Capital Allocation

Approve the dedicated budget for specialized GTM marketing and niche-specific estimating software.



## Key Hire

Greenlight the recruitment of a seasoned Project Executive with deep experience in the chosen segment.



## Go/No-Go Decision

Formal board sign-off to pivot business development resources exclusively toward this specific market segment for the next 12 months.