

# INNEON

## Success Stories

### Bulldozair in a nutshell:

Europe aims at fully decarbonizing its economy by 2050. This requires in-depth renovation of existing buildings or energy plants to make them much more energy efficient, thanks to high quality refurbishment processes. Worth at least 1.4 trillion Euros of yearly turnover (2013), the European building value chain is on the critical path to decarbonize the European economy by 2050. It must enable the reduction of its CO<sub>2</sub> emissions by 90% and its energy consumption by as much as 50%.

BulldozAIR™ by BLOCKBASE is an innovative, low entry cost, easy-to-use software suite, which helps managing the quality of construction refurbishment works by using extensively visible and infra-red images.

Available since late 2014, the BulldozAIR™ software suite allows any player of the refurbishment value-chain using images (visible/infrared) as pivotal data together with “Notes” to meet quality standards when refurbishing. The use of images indeed enhances the daily self-validation by field players of the quality of their own building/plant construction or maintenance activities. Construction workers (or building maintenance operators) can, at any time, correct for errors on the spot, if needed in direct interaction with the refurbishment design bureaus, thereby achieving productivity/quality gains. The solution is scalable by design, adaptable to any work load, and multiplatform to serve the collaborative mindsets needed to address complex projects in the field with the appropriate quality control.

Rapid market uptake has been secured by early adopters (such as Vinci and Bouygues in the construction sector), which are world players able to promote the BulldozAIR™ tool towards thousands of their subcontractors in Europe and beyond.

Income is generated from monthly subscriptions with several subscription options available. In 2015, most of the turnover came from recurrent revenues, thus showing that the BLOCKBASE's offer follows the trends of SaaS-based business models.

### The origin of Bulldozair

Site monitoring and the management of technical teams on the field is a complex and time consuming activity, requiring commuting from the field to the office, long calls and many follow-up mails between the team on the field and in the office. A huge amount of information has to be exchanged and analysed using many media (records, reports, maps, photos, emails, worksite books and long calls).

Moreover, all players involved in site monitoring do face communication barriers within their own company, among companies and with the final customer. A lack of monitoring and miscommunication causes coordination problems, delays, and execution errors, which can make up to 30% of the final cost of construction works.

Ali El Hariri, one of the founders and CEO of BLOCKBASE, experienced these problems while previously working for a big construction company, when he used to perform intensive site monitoring and reporting. He came up with the idea of developing the BulldozAIR™ solution in order to make the management of technical teams on the field less complex and less time consuming. He established the BLOCKBASE company in 2012, together with Maxence Lerigner, current CTO of the company. Today the company employs 15 people, a skilled team with high technical and business competence.

#### ENTREPRENEUR

FULL NAME: *Ali El Hariri*

LOCATION: *Paris, France*



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## The INNEON effect

The INNEON support for BLOCKBASE focused on two challenges the company had to face: securing of R&D funding sources and the formulation of a strategy to enter the US market and scale up the business model.

In 2015, BLOCKBASE raised funds reaching 800K€ (for a second round financing via convertible bonds) from SETEC Innovation, the corporate venture fund of the SETEC engineering group. In the same year, the company stood out over more than 700 applicants in an EC evaluation process leading to the award of a Phase 1 H2020 SME grant of 50K€ for the demonstration of BulldozAIR™ in massive district refurbishment programs and to expand the company's market share both in Europe and the USA, by completing its software development, sales and marketing. In order to get a foothold on the US market, BLOCKBASE was selected by a US start-up accelerator in April 2016 for their next USA deployment.

The networking benefits gained from the INNEON network for both challenges were valued very high by the company.

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## Already recognized on the markets

BLOCKBASE has signed contracts with early adopters, which are world players able to promote the BulldozAIR™ tool towards thousands of their subcontractors in Europe and beyond.

In the construction sector, early adopters are Vinci (first construction company worldwide), Eiffage and Bouygues.

Moreover, it already has clients in other sectors having similar on the field monitoring problems, such as the energy sector (Airliquide and Total), the transportation sector (SNCF, French National Railway Company); the retail sector (Carrefour, Lidl) and global Design & Engineering Firms, such as SETEC Engineering and ARTELIA.

**More info about the company:**  
**[WWW.BULLDOZAIR.COM](http://WWW.BULLDOZAIR.COM)**