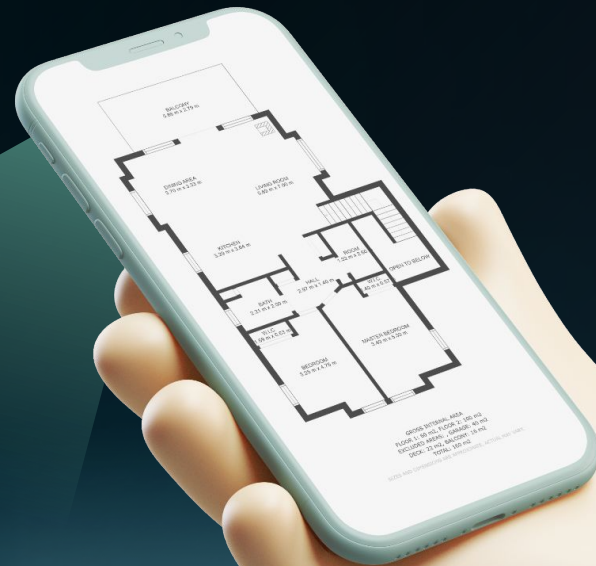


# CUBICASA

How to build growth strategies





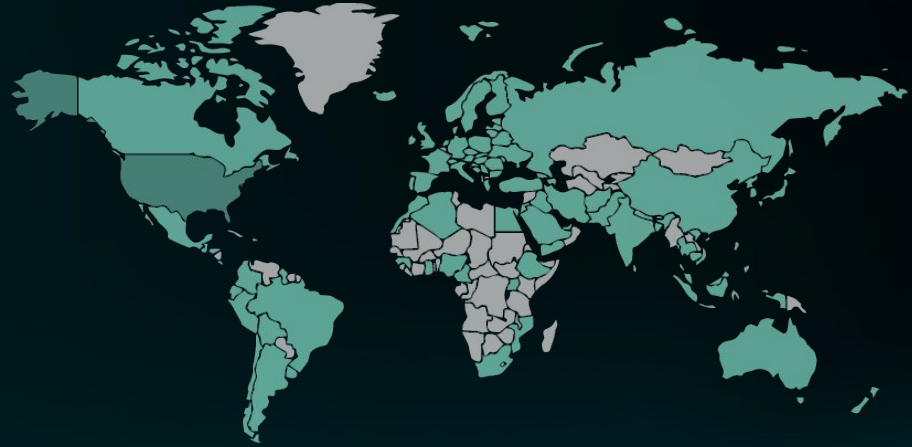
## Jarmo Lumpus

Co-founder & Director, global business

- Msc Computer Science 1997 Oulu Uni
- VTT 1997-1998
- Sonera 1998-1999
- Nokia 2000-2012
- Sports Tech 2011-...
- Cascard 2012
- CubiCasa 2013-...
- Latuhaukka.fi 2020-...
- Board member or advisor in multiple companies

# CubiCasa

- Founded 2013 in Oulu
- 60+ employees in various locations
- PropTech / FinTech
- Indoor space capturing technology
- Registrations from 200+ countries
- Acquired by Clear Capital 2021



# > MOBILE APP + AI = PROPERTY DATA

5 MIN SCAN WITH MOBILE PHONE



3D POINT CLOUD



VARIOUS END PRODUCTS



Listing Floor Plan



Digital GLA



Video



Property Data

# Key learnings from CubiCasa

## How to build growth strategies

# How CubiCasa started in the US 2014?

- > Pushed our successful Finnish product to the US -> 😞
- > Added features -> 😞
- > Added more features -> 😞
- > Used existing product differently -> 😞
- > Tried other verticals and industries -> 😞
- > Hired externals to find use for the product -> 😞
- > Over promised to investors -> 😞
- > More stupid things -> 😞



# How we continued 2017- ?

- > **Discovered a big problem in the target market** -> 😊
- > Validated the problem with larger audience -> 😊
- > Built the MVP -> 😊
- > Plenty of meaningful registrations to MVP -> 😊
- > Total change to strategy -> 😊
- > Target segment - niche with the biggest pain -> 😊
- > **Started building the product** -> 😊
- > **March 2019 launched the product in the US, 1.5 years after MVP** -> 😊
- > 2.5 years after the launch CubiCasa acquired by the US company -> 😊

# Case Australia - how to enter another new market

- > Early 2022 we discovered that we have pure organic growth in Australia
  - User base had grown from 0 to 50-60 active customers in since we launched CubiCasa App
  - Monthly revenue 20-30k€
- > Decision to focus on Australia as we identified growth and property data ecosystem
  - Potential to sell not just floor plans but also property data
- > Challenges entering Australia
  - Absolutely zero knowledge of the culture, market dynamics or value chains
  - No contacts, no network
  - Time zone difference
  - Travel time and costs
- > Actions
  - Conferences and surveys -> understand history, different value chains, industries, competition, products, trends, ...
  - Lot's of interviews and networking -> use every opportunity to get feedback and info
  - Again, **discover a big problem** - validate the solution with without big investments or development
  - It's not always product features that is needed - pricing, training, brand awareness, listen, support



# Strategic choices for CubiCasa

- > **Focus on a big problem for niche first** vs solves a huge problem for many
- > **Simplicity** vs complexity
- > **User experience** vs lot of features that serve multiple verticals
- > **Scalability** vs custom project sales
- > **Target market product fit** vs home market product fit
- > **Product easy to understand** vs very special deep tech
- > **Full control of the architecture** vs lots of external dependencies
- > **DIY** vs use external resources
- > **Founders on the target market** vs cold calling from Oulu

# Summary

- > There is not just one way to build growth strategy for international markets
- > Each market requires specific go-to-market plan
- > However, it is much easier to go the next market when you have done one
  
- > CubiCasa started in the US after 12 months of founding the company 2013
- > Vision has remained: “Building the largest asset of property interior data”
  
- > The key enabler is the will and passion to grow outside your own market
- > Don’t fall in love with your product too much - forget and learn fast
  
- > Co-operation with Oulu based PropTech companies - how to share best growth practices?

**CUBICASA**

Thank you

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