

HOMEQUBE PTE. LTD.



"ONE MILLION HOMES A YEAR"



PROPOSAL FOR SOLVING HOME BUILDING PROBLEMS



TABLE OF CONTENTS

<u>SUMMARY</u>	01
<u>HOUSING ISSUES</u>	02
<u>SERVICES OFFERED</u>	03
<u>OPPORTUNITIES</u>	04
<u>ASSEMBLY</u>	05
<u>METHODOLOGY</u>	06
<u>COSTS</u>	07
<u>SCALING TO A MILLION</u>	08
<u>LIFE CYCLE ASSESSMENT</u>	12
<u>OUR COMPOSITES</u>	13
<u>CERTIFICATIONS</u>	14



A common home construction material is reinforcing bar. A 400 ft² house will need approximately 320 kg of steel, and a conservative estimate of the carbon emissions of steel is around 1.85 kg CO₂ per kg of steel. This results in CO₂ emissions of 592 kg for the theoretical 400 ft² house. Although this is a lot smaller contribution compared to the cement, both are used in large amounts worldwide and thus contribute a lot in terms of emissions.

SUMMARY

This whitepaper contains Homeqube's proposal for making a system on how to build one million homes yearly using Homeqube's Legacy Structural Pre-Engineered Buildings (PEB). This system can offer services and opportunities for builders, distributors, fabricators, contractors, designers, and other stakeholders in the field of Architecture, Engineering, and Construction.

With the help of local communities and government, our vision is to implement our system as a solution for Housing issues. Our legacy structural PEB are designed to be resilient against strong wind and earthquakes, cheaper than traditional concrete, and have lesser carbon emissions.



HOUSING ISSUES IN THE PHILIPPINES : SAMPLE PROBLEM

MATERIAL COST

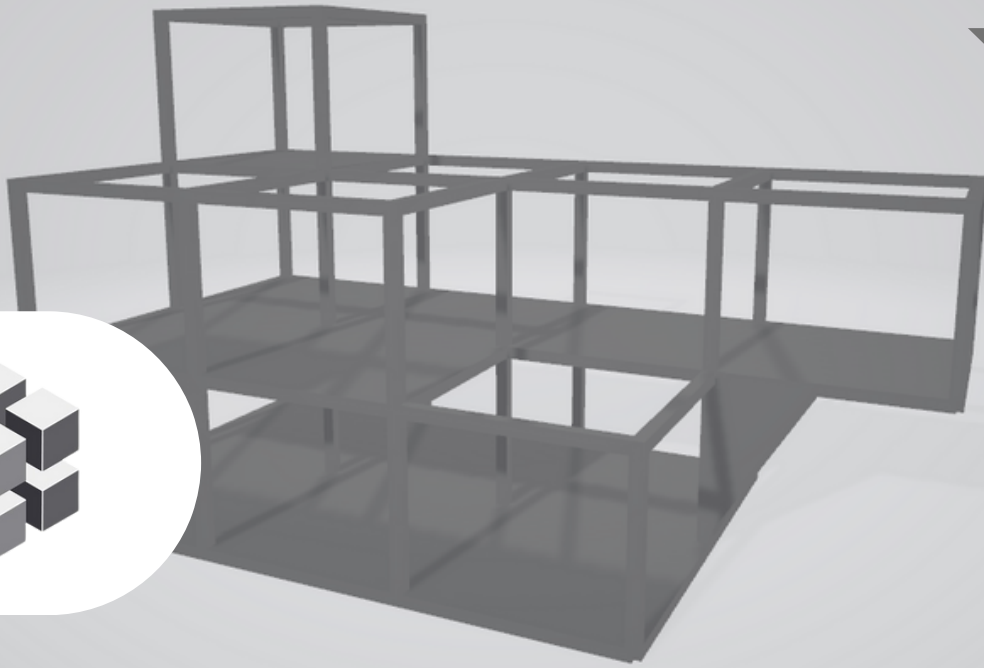
The cost of home construction materials in the Philippines plays a significant role in the overall expense of building a house. Key components such as reinforced concrete, masonry, walls, roofing, and insulation are substantial contributors to this cost. For instance, reinforced concrete costs range from PHP 2,000 to PHP 4,000 per cubic meter. Moreover, expenses for masonry and walls, which include materials like concrete hollow blocks (costing around PHP 12 to PHP 20 per piece), account for approximately 15-20% of the total construction cost. Roofing and insulation materials, vital for the structural integrity and comfort of the house, also add to the expense, with costs ranging from PHP 300 to PHP 1,000 per square meter for common roofing materials. [\[1\]](#)

The finishing style chosen for a house further impacts the overall construction cost. A rough or bare finish, which includes basic structures without elaborate designs, can cost around PHP 20,000 to PHP 25,000 per square meter. In contrast, more sophisticated finishes like the semi-elegant or elegant finishes significantly increase the cost, potentially reaching PHP 40,000 to PHP 50,000 per square meter and above. Additionally, the Construction Materials Wholesale Price Index (CMWPI) in the National Capital Region has shown an increase in the prices of essential construction materials, indicating a rising trend in overall construction costs. [\[2\]](#) [\[3\]](#)

HOUSE PRICING

The Philippines is grappling with a severe housing shortage, with a backlog of approximately 6.5 million units as of 2023. This shortfall is part of a persistent issue, as housing production currently meets only about 17% of the demand. If unaddressed, the housing gap could escalate to 10.9 million units by the end of President Marcos' administration. To mitigate this, the government has launched the "Pambansang Pabahay para sa Pilipino Program" (4PH), aiming to build one million units annually from 2023 to 2028. This program includes various projects, like condominium-type buildings in cities, intended to significantly reduce the housing need. [\[4\]](#) [\[5\]](#)

However, the affordability of these housing solutions remains a significant concern, especially for low-income groups. For instance, a 24-square meter unit under the 4PH program costs approximately ₱1.4 million, a price point beyond reaches for the poorest segments of the population. While the government has proposed subsidies and reduced amortizations, these measures might still be insufficient for those with the lowest incomes. Critics argue that the program seems more suited for the middle class, rather than addressing the needs of the most disadvantaged. [\[6\]](#)



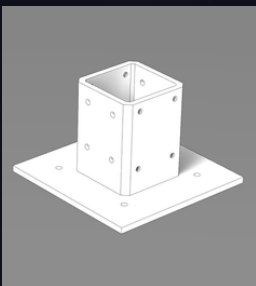
SERVICES OFFERED

ASSEMBLE TO ORDER (ATO): Revolutionizing Production Efficiency

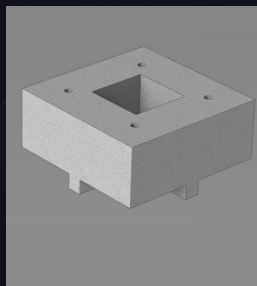
Assemble to Order (ATO) is a modern manufacturing strategy tailored to meet the evolving needs of today's market. It represents a shift from the conventional, forecast-driven production models to a more responsive, customer-centric approach. In an ATO system, the final assembly of a product is not initiated until a customer order is received. This strategy utilizes a robust inventory of standardized components and parts that are quickly and efficiently assembled into a finished product once an order is placed.

Some key benefits of Assemble to Order over Traditional Manufacturing

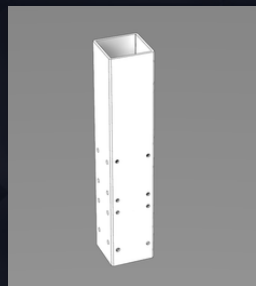
- Reduced Inventory Cost
- Improved Responsiveness to Market
- Enhanced Quality Controls
- Scalability and Adaptability
- Mass Complexity



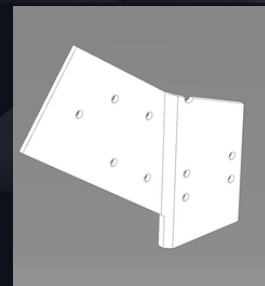
BASEPLATE



PEDESTALS



COLUMNS AND
BEAMS



CONNECTORS

HOMEQUBE Structural Legacy Parts registered as Industrial Design under the Intellectual Property Offices

OUR OPPORTUNITIES

BE AN INVESTOR AND EARN

Millions of unique designs can be generated from the Structural legacy parts, thus allowing a high level of customization for customers to cater their needs, leading to better profit margin. Less cost is tied to the inventory since home parts components are stocked instead of the finished product. Also, by utilizing ATO scheme, there is a reduced risk of overproduction. These factors combine is potentially lucrative, offering high margins, efficient capital use, and strong growth.

BE A FABRICATOR

Fabricators benefit from ATO scheme through production at actual orders, efficient resource utilization, and flexibility in scaling operations.

Through our Technology Transfer Franchise, you will be participating in our Homqube Ecosystem on making home-building processes accessible to all and to serve humanity's aggregated requirements for long-term sustainability.

PUBLIC-PRIVATE PARTNERSHIP (PPP)

Our proposal can offer several benefits to the government thru a PPP, which includes:

- Innovations for mass house building projects
- Minimization of cost associated with overproduction and inventory management.
- Provide jobs to the community as our assembly methodology requires basic construction skills and not dependent on heavy equipment
- Increase flexibility in terms of design, risk sharing, and housing demands.



ASSEMBLY IN ACTION

IN JUST 14 HOURS, WITH
ONLY SIX WORKERS, WE
CAN ASSEMBLE THE
STRUCTURAL FRAMING OF A
TWO STORY HOUSE. THAT IS
EQUAL TO **84 MAN HOURS**.
CLICK THE IMAGE BELOW
FOR THE VIDEO.

The material used for fabricating the Structural Legacy parts is Homecube's **Proprietary Glass Fiber Reinforced Polymer (GFRP)** with properties, upon manufacturing, has strengths comparable to traditional reinforced concrete, but has lesser CO₂ emissions.

The beams and columns can be created by a Pultrusion Machine, with a production capacity of 115,000 parts/year, equivalent to approximately 2,400 house/year.

To reach the capacity of **one million houses per year**, around **420 pultrusion machines are needed**.



To achieve our goal of building **one million houses annually**, amounting to 84 million man-hours, we require about **40,000 workers**. Our construction approach, designed for easy erection without heavy machinery, significantly lowers costs and construction time. This method not only makes the building process efficient but also generates substantial employment opportunities in local communities. By prioritizing manual labor, we're contributing to both housing and job markets, highlighting our commitment to community development and economic growth.

CONSTRUCTION METHODOLOGY

IN JUST 14 HOURS, WITH ONLY SIX WORKERS, WE CAN ASSEMBLE THE STRUCTURAL FRAMING OF A TWO STORY HOUSE. THAT IS EQUAL TO **84 MAN HOURS**.
CLICK THE IMAGE BELOW FOR THE VIDEO.

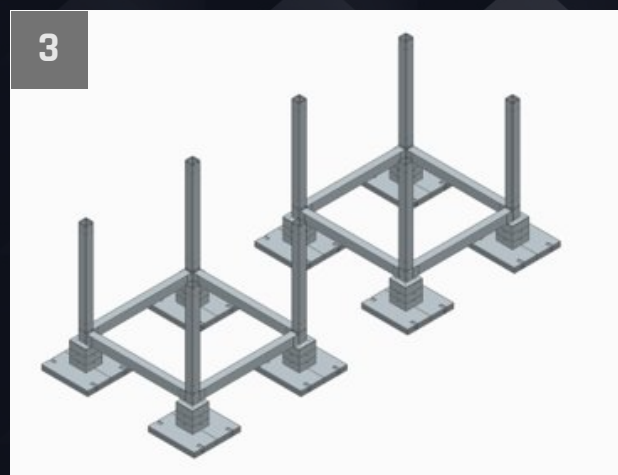
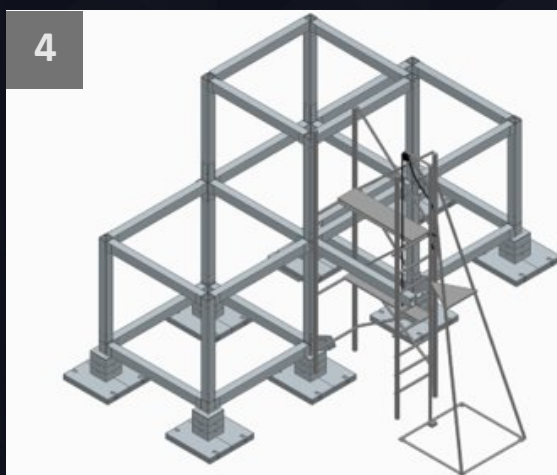
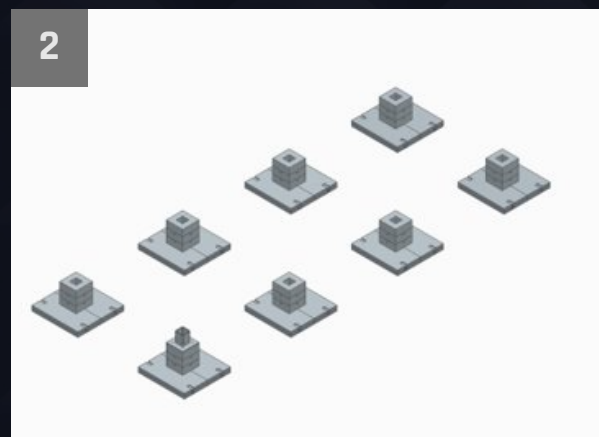
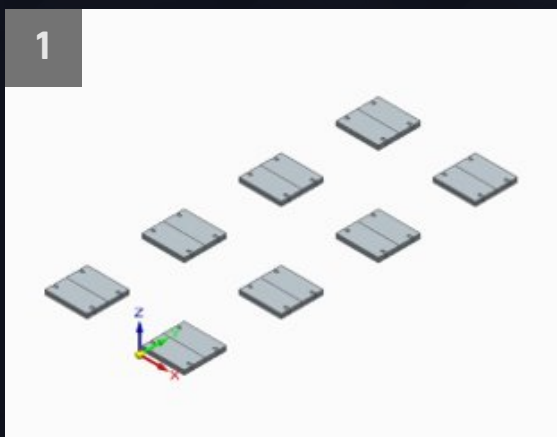
1. Lay-outting & installation of footing on site

The helical pile's bolt must be stable & and the ground must be fixed before installation of footing. Levelling and layouts based on the plan must conducted using simple tools like lever bar, level host, or laser.

2. Installation of Pedestals on site.

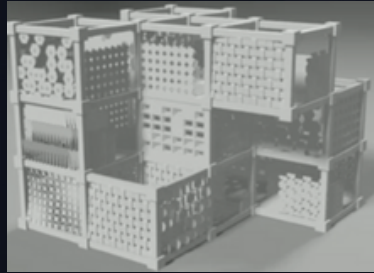
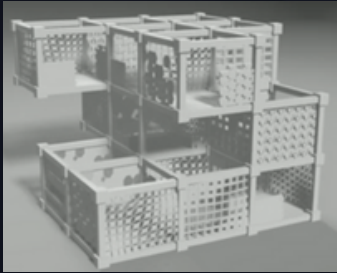
3. Installation of ground floor columns and beams on site

4. Installation of Cantilevers using HQ Pulley System and HQ Scaffolding.



COST OF A HOMEQUBE HOUSE

As the Homecube Structural Legacy parts allows multiple configurations of arrangements, you can make the most out of this benefit. Aside from the maximum limit of three stories, your limit is your imagination on how you would configured your design.



SAMPLE STRUCTURAL COST

Parts	Cost/Qty (USD)	Qty	Subtotal (USD)
Beam	184.97	28	5,179.26
Column	219.47	14	3,072.58
Diagonal Brace	220	2	440.00
Beam Connector	21.38	56	1,197.30
Column Adoptor	101.57	14	1,421.94
Base Plate	103.16	8	825.29
Diagonal Brace Connector	86.10	1	86.10
Helical Pile	16.21	8	129.66
M10x70 Bolt	3.05	672	2,049.60
Pedestal	34.60	8	276.76
Pizza Footing	27.31	8	218.50
		Total	14,896.89



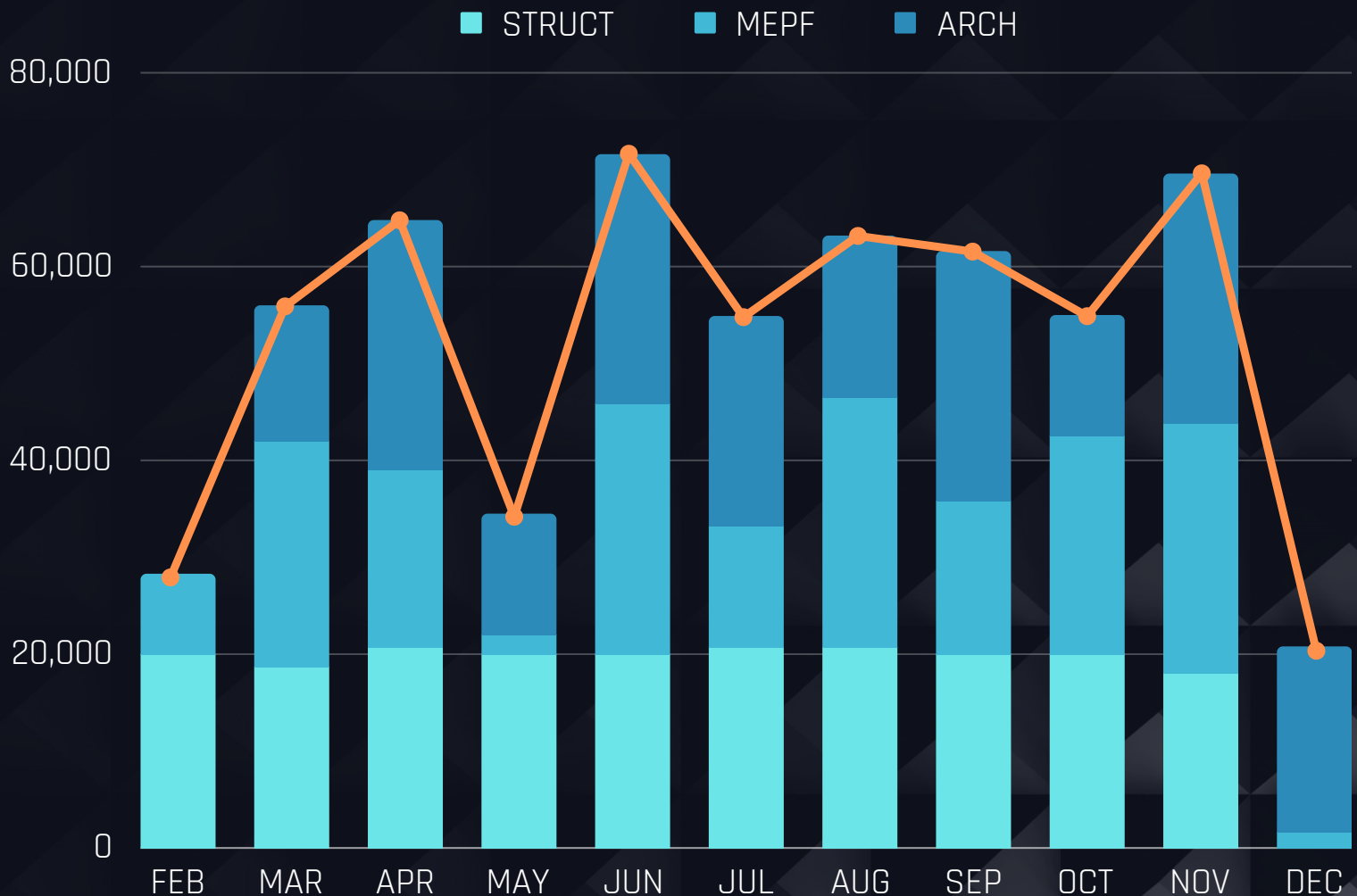
Prototype Details:

1. Four Cube configuration (3 normal, 1 cantilever)
2. Total area = 85.75 m²
3. Area distribution (m²)
 - a. Parking area - 12.25 m²
 - b. Enclosed area - 49 m²
 - c. Deck area - 24.5 m²
4. No paint and cement finishes.

SCALING TO A MILLION HOMES

At Homeqube, our vision for maturity encompasses reaching an annual capacity of constructing one million homes. This ambitious goal positions us as a leader in delivering services that are not only rapid and cost-effective but also maintain a high standard of quality for home building. Our approach is designed to effectively tackle the pressing issue of housing shortages, introduce innovative building techniques, and contribute positively to urban planning and development. We are committed to employing sustainable practices and materials in our construction processes, ensuring a reduced environmental footprint and promoting eco-friendly living.

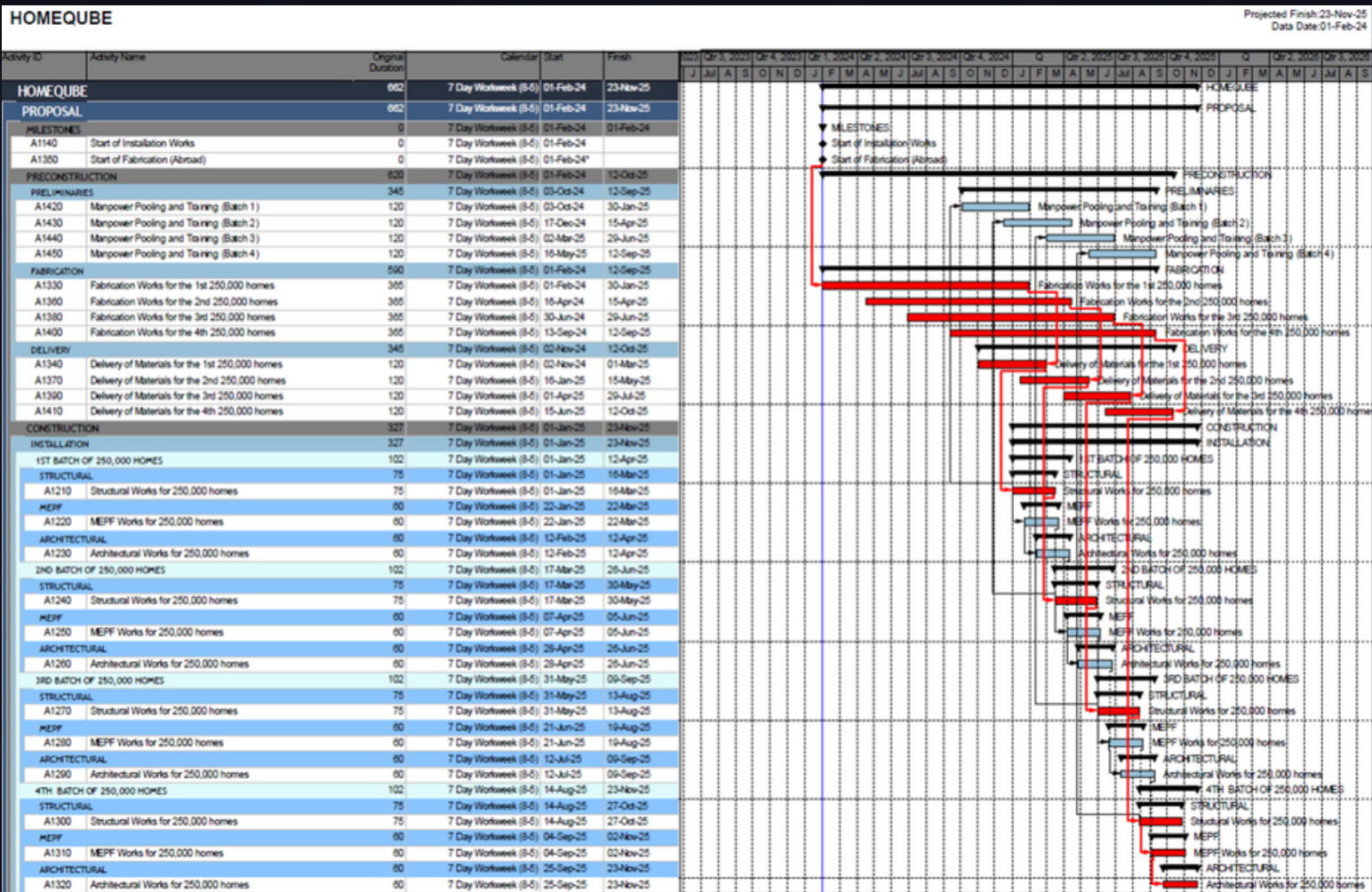
MANPOWER TO BUILD A MILLION HOMES



SCALING TO A MILLION HOMES

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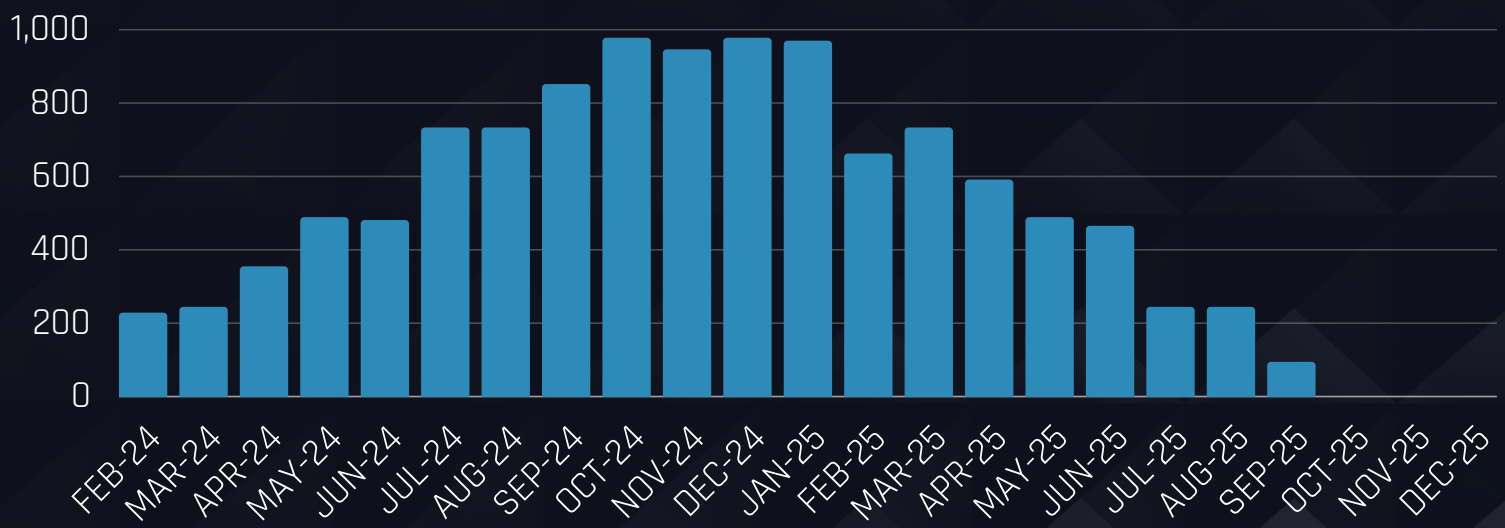
SCHEDULING



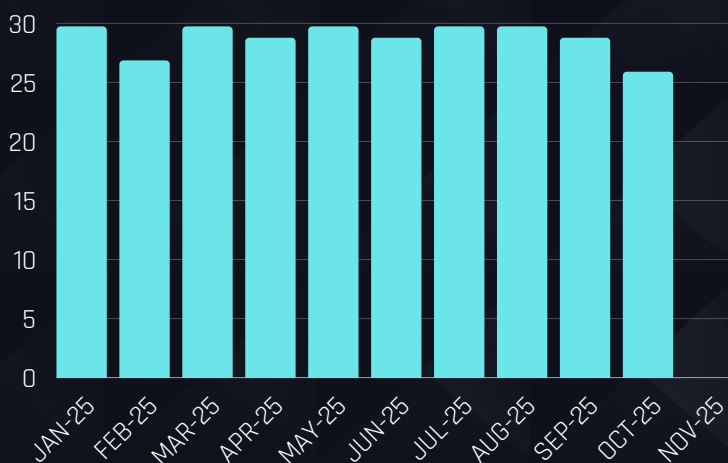
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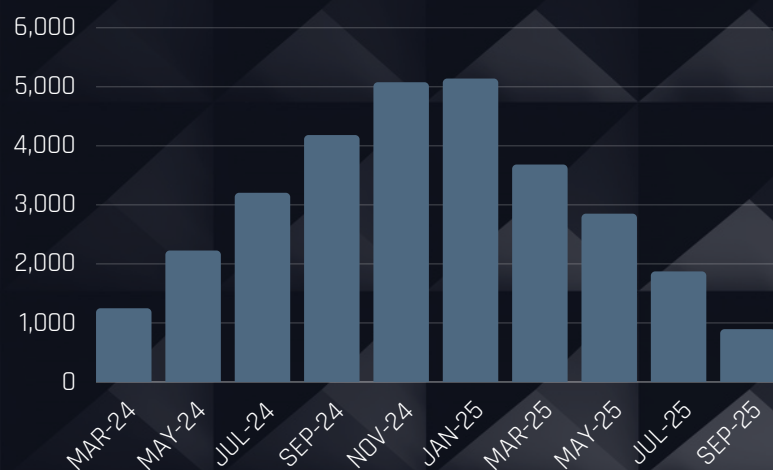
RAW MATERIAL COST (IN MILLIONS OF USD)



DIRECT LABOR COST (IN MILLIONS OF USD)



EQUIPMENT COST (IN THOUSANDS OF USD)

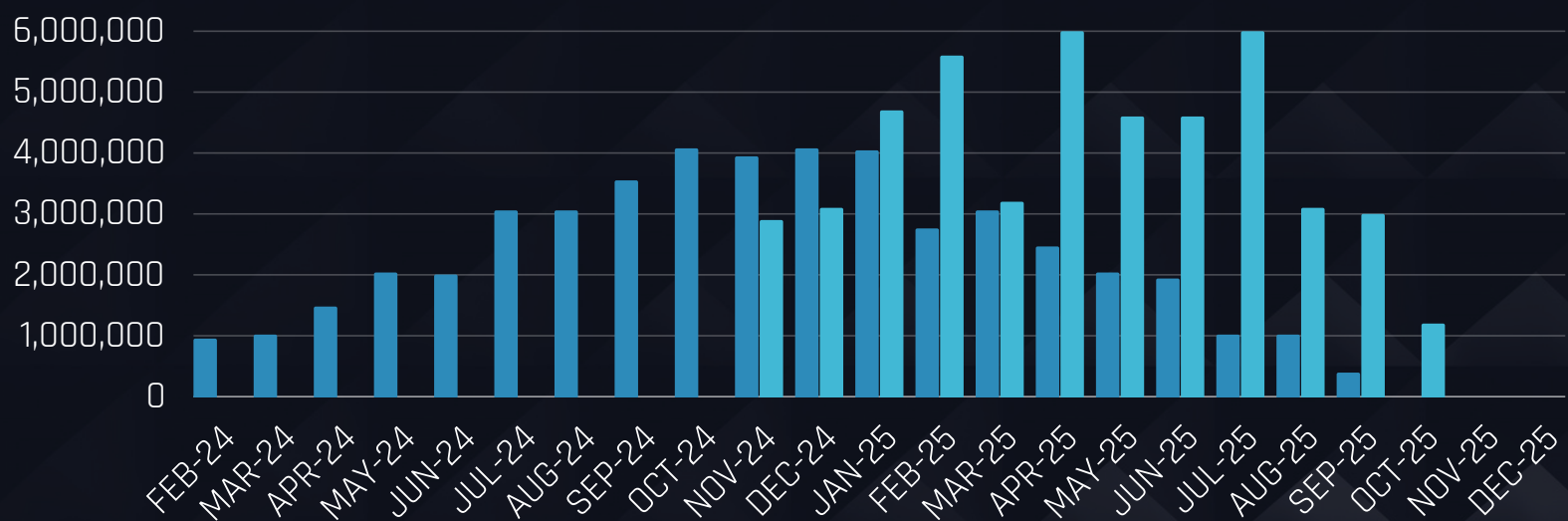


SCALING TO A MILLION HOMES

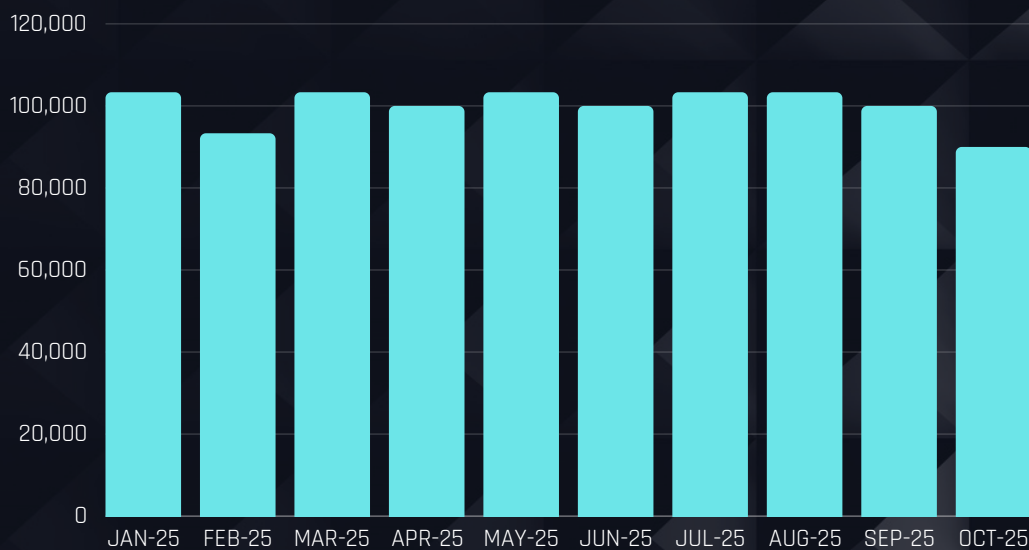
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NO. OF HOMEQUBE PARTS

■ FOR FABRICATION ■ FOR DELIVERY



NO. OF ERECTED HOMES (STRUCTURAL)





LIFE CYCLE ASSESSMENT

The use of GFRP results in **avoidance of significant carbon emission** versus reinforced concrete and steel housing. Other benefits from HOMEQUBE's housing are process streamlining and prevention of environmental degradation from raw materials sourcing of cement and steel. A summary of the carbon emissions is placed below:

	HOMEQUBE GFRP	STEEL	CONCRETE
Manufacturing Method	Pultrusion	28	5,179.26
Energy (MJ/kg)	3.10	7.16	0.95
% Waste During Manufacturing	1.40%	4.10%	5.00%
Required Finished Product + Manufacturing Waste	14,119,582 kg	28,825,484 kg	119,814,188 kg
Total Energy required	43,770,704 MJ	206,390,467	113,823,478
Total Energy required in (5/18*Total Energy req'd)	12,158,529 kWh	57,330,685 kWh	31,617,633 kWh
Total Tons of CO2 Emission	4,116	19,408	10,703
Emissions Reduction from Using GFRP	n/a	78.8%	61.5%

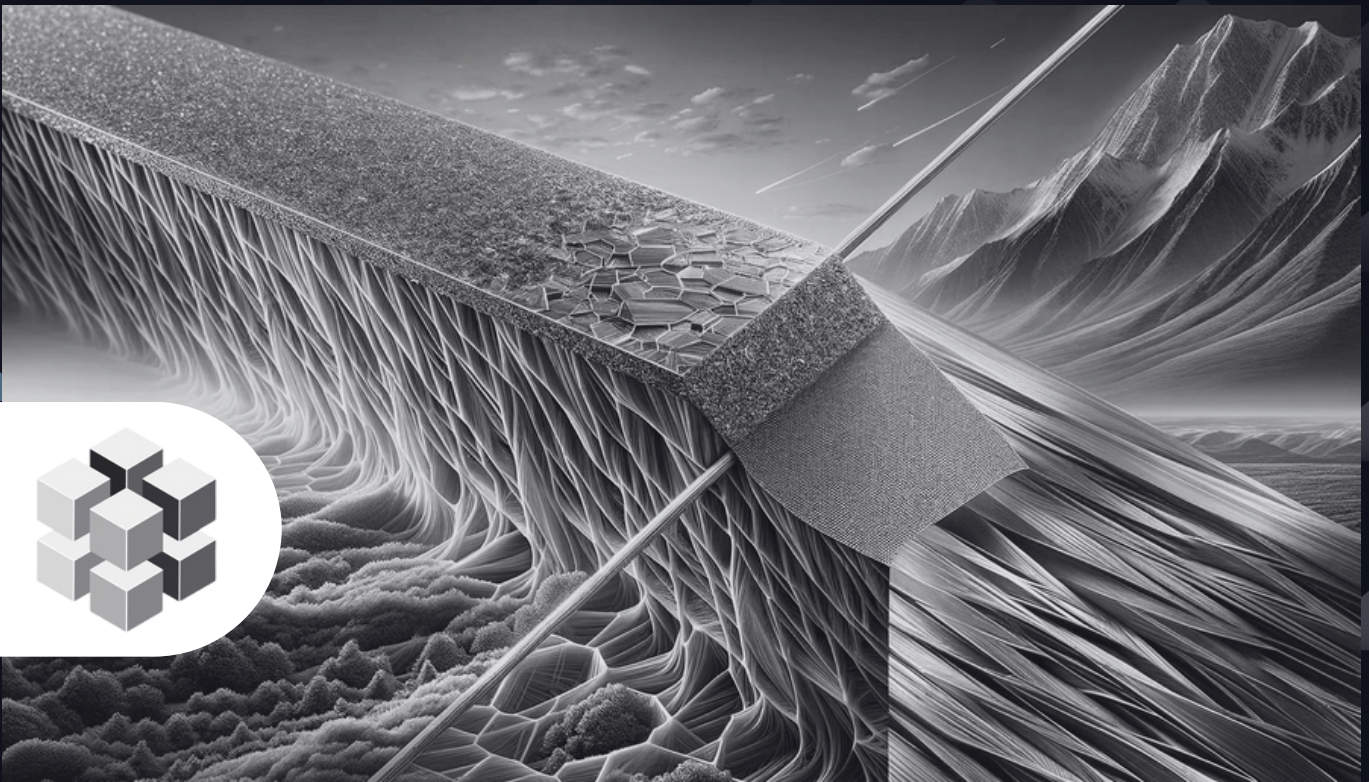
ABOUT GFRP AND FML

GFRP

Glass Fiber Reinforced Polymer (GFRP) is a composite material made by reinforcing plastic with fine fibers made of glass. This combination results in a strong, durable, and extremely versatile material. In the construction industry, GFRP is highly valued for its strength-to-weight ratio, which is superior to many traditional building materials. It is also resistant to corrosion, moisture, and various chemical impacts, making it ideal for use in harsh or corrosive environments. This material is used by Homecube in fabricating the Legacy frame parts (**Beams, Columns, Braces**). Its aesthetic qualities also make it a popular choice for architectural applications, where both functionality and visual appeal are important. Additionally, GFRP's thermal properties and resistance to electromagnetic interference are advantageous in certain specialized construction scenarios.

FML

Fiber Metal Laminates (FMLs) are hybrid composites made by layering thin metal sheets and fiber-reinforced polymers. They offer a unique combination of the lightness and strength of both materials, making them ideal for high-stress, lightweight construction applications. Typically involving aluminum or titanium and fibers like glass or carbon, FMLs are produced through a bonding process under heat and pressure. In construction, they're mainly used in aerospace for parts like aircraft fuselage and wings, providing benefits like reduced weight, increased strength, and enhanced fatigue and corrosion resistance. This makes them crucial for designing more efficient, durable structures in sectors where such properties are paramount. This material is used by Homecube for fabricating our **connectors (Base Plate, Column Adaptor, Beam Connector)**




CERTIFICATIONS

Our Structural Legacy Parts registered as Industrial Design under the Intellectual Property Office of the Philippines. The parts are also designed and approved by Professional Structural Engineers, certifying the parts are safe and within standards.

INTELLECTUAL PROPERTY PHILIPPINES	
INDUSTRIAL DESIGN PUBLICATION	
[1] Application Number:	3/2021/05069
[2] Date Filed:	23/07/2021
[3] Title:	BASE PLATE
[4] Applicant(s):	HOMESOURCE PTE. LTD. [30]
[5] Design(s):	CALMA, Jose Paolo Oringco[30]
[6] Assignee(s):	OPTIMARKS Brand Protection & Intellectual Property Consultancy PH
[7] Priority Date:	NONE
[8] Locarno Class No.	25-02
[9] Abstract:	
Representative Drawing(s)	
	
Relevant date:	

BASE PLATE

INTELLECTUAL PROPERTY PHILIPPINES	
INDUSTRIAL DESIGN PUBLICATION	
[1] Application Number:	3/2021/05069
[2] Date Filed:	23/07/2021
[3] Title:	BEAM
[4] Applicant(s):	HOMESOURCE PTE. LTD. [30]
[5] Design(s):	CALMA, Jose Paolo Oringco[30]
[6] Assignee(s):	OPTIMARKS Brand Protection & Intellectual Property Consultancy PH
[7] Priority Date:	NONE
[8] Locarno Class No.	25-02
[9] Abstract:	
Representative Drawing(s)	
	
Relevant date:	

BEAM

INTELLECTUAL PROPERTY PHILIPPINES	
INDUSTRIAL DESIGN PUBLICATION	
[1] Application Number:	3/2021/05069
[2] Date Filed:	23/07/2021
[3] Title:	BEAM
[4] Applicant(s):	HOMESOURCE PTE. LTD. [30]
[5] Design(s):	CALMA, Jose Paolo Oringco[30]
[6] Assignee(s):	OPTIMARKS Brand Protection & Intellectual Property Consultancy PH
[7] Priority Date:	NONE
[8] Locarno Class No.	25-02
[9] Abstract:	
Representative Drawing(s)	
	
Relevant date:	

BEAM CONNECTOR

INTELLECTUAL PROPERTY PHILIPPINES	
INDUSTRIAL DESIGN PUBLICATION	
[1] Application Number:	3/2021/05061
[2] Date Filed:	23/07/2021
[3] Title:	BEAM CONNECTOR
[4] Applicant(s):	HOMESOURCE PTE. LTD. [30]
[5] Design(s):	CALMA, Jose Paolo Oringco[30]
[6] Assignee(s):	OPTIMARKS Brand Protection & Intellectual Property Consultancy PH
[7] Priority Date:	NONE
[8] Locarno Class No.	25-02
[9] Abstract:	
Representative Drawing(s)	
	
Relevant date:	

INTELLECTUAL PROPERTY PHILIPPINES	
INDUSTRIAL DESIGN PUBLICATION	
[1] Application Number:	3/2021/05062
[2] Date Filed:	23/07/2021
[3] Title:	CENTRAL PIN
[4] Applicant(s):	HOMESOURCE PTE. LTD. [30]
[5] Design(s):	CALMA, Jose Paolo Oringco[30]
[6] Assignee(s):	OPTIMARKS Brand Protection & Intellectual Property Consultancy PH
[7] Priority Date:	NONE
[8] Locarno Class No.	25-02
[9] Abstract:	
Representative Drawing(s)	
	
Relevant date:	

CENTRAL PIN

INTELLECTUAL PROPERTY PHILIPPINES	
INDUSTRIAL DESIGN PUBLICATION	
[1] Application Number:	3/2021/05063
[2] Date Filed:	23/07/2021
[3] Title:	COLUMN ADAPTOR
[4] Applicant(s):	HOMESOURCE PTE. LTD. [30]
[5] Design(s):	CALMA, Jose Paolo Oringco[30]
[6] Assignee(s):	OPTIMARKS Brand Protection & Intellectual Property Consultancy PH
[7] Priority Date:	NONE
[8] Locarno Class No.	25-02
[9] Abstract:	
Representative Drawing(s)	
	
Relevant date:	

COLUMN ADAPTOR


INTELLECTUAL PROPERTY PHILIPPINES	
INDUSTRIAL DESIGN PUBLICATION	
[1] Application Number:	3/2021/05064
[2] Date Filed:	23/07/2021
[3] Title:	COLUMN
[4] Applicant(s):	HOMESOURCE PTE. LTD. [30]
[5] Design(s):	CALMA, Jose Paolo Oringco[30]
[6] Assignee(s):	OPTIMARKS Brand Protection & Intellectual Property Consultancy PH
[7] Priority Date:	NONE
[8] Locarno Class No.	25-02
[9] Abstract:	
Representative Drawing(s)	
	
Relevant date:	

COLUMN

INTELLECTUAL PROPERTY PHILIPPINES	
INDUSTRIAL DESIGN PUBLICATION	
[1] Application Number:	3/2021/05064
[2] Date Filed:	23/07/2021
[3] Title:	COLUMN
[4] Applicant(s):	HOMESOURCE PTE. LTD. [30]
[5] Design(s):	CALMA, Jose Paolo Oringco[30]
[6] Assignee(s):	OPTIMARKS Brand Protection & Intellectual Property Consultancy PH
[7] Priority Date:	NONE
[8] Locarno Class No.	25-02
[9] Abstract:	
Representative Drawing(s)	
	
Relevant date:	

ISOLATED FOOTING

INTELLECTUAL PROPERTY PHILIPPINES	
INDUSTRIAL DESIGN PUBLICATION	
[1] Application Number:	3/2021/05066
[2] Date Filed:	23/07/2021
[3] Title:	ISOLATED FOOTING
[4] Applicant(s):	HOMESOURCE PTE. LTD. [30]
[5] Design(s):	CALMA, Jose Paolo Oringco[30]
[6] Assignee(s):	OPTIMARKS Brand Protection & Intellectual Property Consultancy PH
[7] Priority Date:	NONE
[8] Locarno Class No.	25-02
[9] Abstract:	
Representative Drawing(s)	
	
Relevant date:	

INTELLECTUAL PROPERTY PHILIPPINES	
INDUSTRIAL DESIGN PUBLICATION	
[1] Application Number:	3/2021/05068
[2] Date Filed:	23/07/2021
[3] Title:	PLINTH
[4] Applicant(s):	HOMESOURCE PTE. LTD. [30]
[5] Design(s):	CALMA, Jose Paolo Oringco[30]
[6] Assignee(s):	OPTIMARKS Brand Protection & Intellectual Property Consultancy PH
[7] Priority Date:	NONE
[8] Locarno Class No.	25-01
[9] Abstract:	
Representative Drawing(s)	
	
Relevant date:	

PLINTH