

MOBU ENTERPRISES 2020

MOBU ENTERPRISES (MODULAR BUILDING UNITS FOR RESIDENTIAL AND COMMERCIAL STRUCTURES

JESSICA LEWIS AND STEVEN SMITH, OWNERS
THE FUTURE OF BUILDING DEVELOPMENT



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Agenda

01 WHO WE ARE

02 WHAT WE OFFER

03 WHO WILL BENEFIT

04 SWOT ANALYSIS





01

WHO WE ARE

THE TEAM
THE COMPANY
THE CUSTOMER



THE TEAM

Owners: Jessica Lewis and Steven Smith

This is a Woman and Minority owned business with combined project, operations, construction, and development experience of over 40 years. Vision: We want to piece together our communities by improving our environment with sustainable products and self-sustaining designs that literally fit together like Lego's (Shipping Container, Smart Steel, Geodesic domes).



Project

- Specialty Building Development
- New Construction and Development
- Rural Development



Construction

- Renovations
- Remodeling

INNOVATION



Operations

- Highly organized
- Feet on the ground
- Home office support



Development

Residential and
Commercial
Development

CUTTING EDGE



DURABLE EXTERIOR

THE COMPANY

**Repurposing Shipping
Containers: Affordable Green Buildings**

Fortified, net zero structures designed
to each customer's specifications.



**LLC, Wyoming Based
Company: Minority Owned**



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PHOTO Courtesy of HONOMOBO LLC

THE CUSTOMER

Green Conscious

Our customer understand how SC can reduce carbon footprint.

Time to market

They know time is money and SC structures reduces construction cost significantly short and long term.

Forward Thinkers

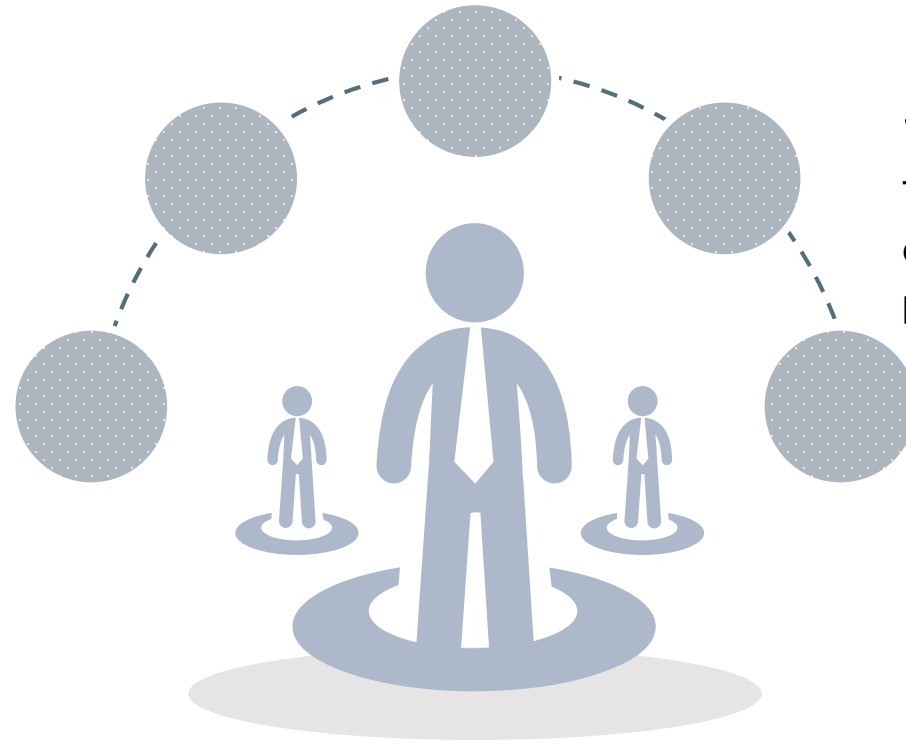
They recognize the future of construction is within the walls of SC. They desire to be ahead of the curve.

Smart about money

They respect their dollar and desire to maximize their buying power.

Desire Modernity

They appreciate the modern capabilities of SC structures. The flexible designs of interior and exterior structure allows for true creativity.



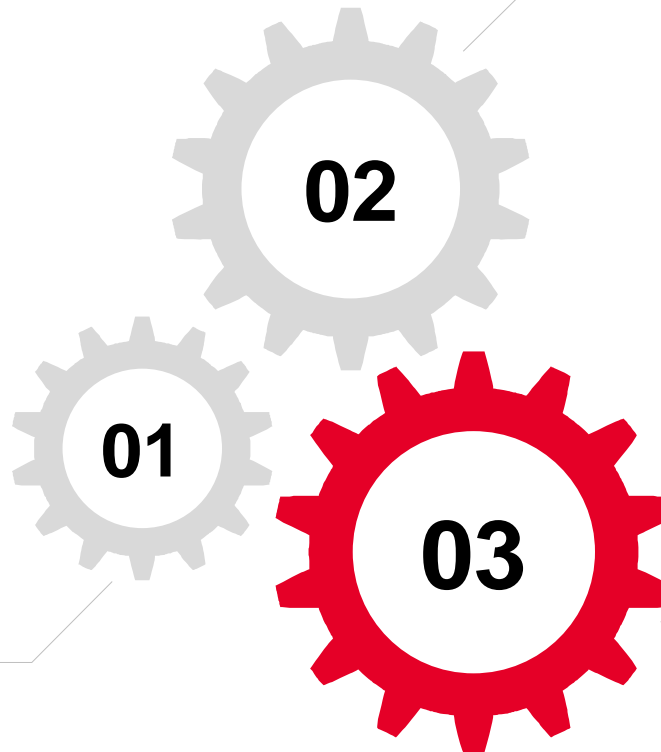
THE PRODUCT

MOBU Shipping Containers (SC)

SC build time is 80% faster than traditional building, are eco-friendly because of recycling of containers, fortified and is wind and water proof based on ISO standards.

Durability

When kept in its original state SC can withstand up to 150mph, making it stronger than any other building material on the market.



Building Speed

One 40 ft container is 320sf multiply that by how many sf desired and you find your structure's foundation complete in less time than any traditional build out.

Eco-Friendly

SC are best used when recycled because it reduces the amount of abandoned containers sitting around being unused, but new ones find a primary use right away and that will not change in its lifecycle



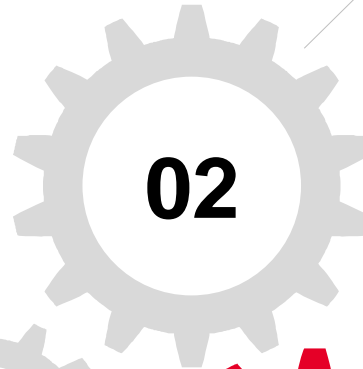
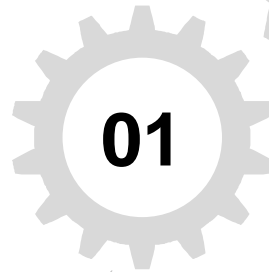
THE PRODUCT

Shipping Containers (SC) + Enviro SmartSteel® (SS)

SC plus SS build time is 80% faster than traditional building construction. SS panels replicate the durability of a SC allowing it to have double the holding power and its puzzle like features allow for it to be constructed in record time. Its main feature is **24" Wide x 3" thick Panel with R Value = 49 insulation.**

Durability

When kept in its original state SC combined with SS can withstand up to average of 300mph, making it stronger than any other building structure on the market.



Building Speed

SC combined with SS will reduce build time from 14 days down to less than 5 days. Smart Steel is panelized and is constructed like puzzle pieces with anchors.

Eco-Friendly

SC combined with SS are both non toxic recyclable materials.



THE PRODUCT

MOBU Shipping Containers (SC) + Enviro SmartSteel© (SS)

SC plus SS build time is 80% faster than traditional building construction. SS panels replicate the durability of a SC allowing it to have double the holding power and its puzzle like features allow for it to be constructed in record time. Its main feature is 24" Wide x 3" thick Panel with R Value = 49 insulation. Including a Solar panel will make the home have net zero energy cost. Includes all finishes and components — cabinets, fixtures, siding, trims, windows and doors, electrical and plumbing components, and heating and mechanical systems.



THE PRODUCT

Why Shipping Containers (SC) + Enviro SmartSteel© (SS)

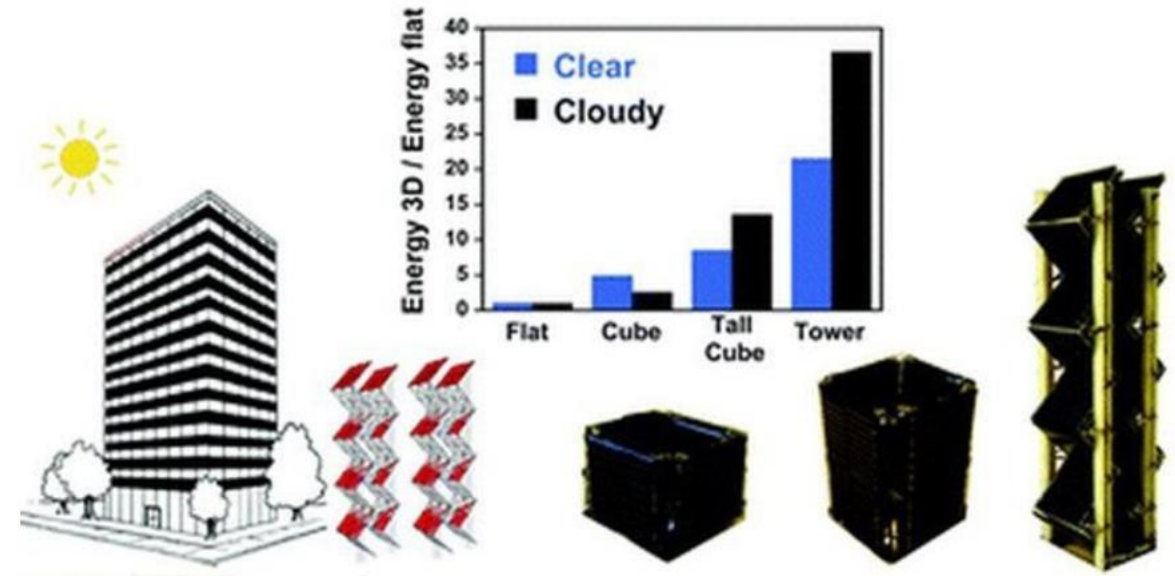
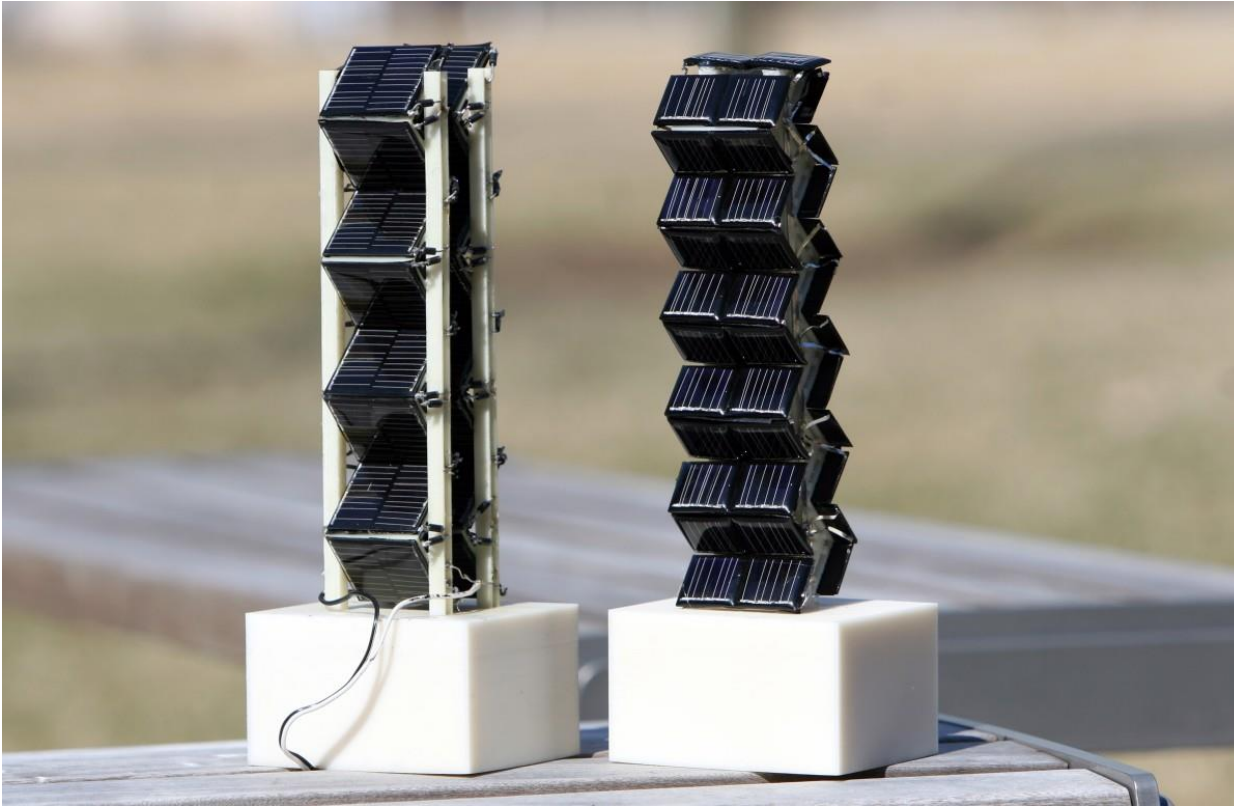
- SC plus SS build time is 80% faster than traditional building construction. SS panels in all future MOBU Models Meets And Exceeds ALL NFPA Standards.
- Termite and toxic mold resistant.
- 97% closed cell construction; will not absorb water.
- Contains no formaldehyde or cellulose material.
- Panels Are Non-Combustible (ASTM E-84).
- Panels are made with recyclable non-toxic material



THE PRODUCT

Why Shipping Containers (SC) + Enviro SmartSteel© (SS)+ Solar Energy

➤ Solar Panels Factory built to suit for any structure



- Benefits include vertical multi-side towers lead to access to more sunlight and more charging.
- Lightweight.
- Can be mounted or left on flat surface
- Cost Effective in comparison to market competitors.
- Easily reproduced.
- Last Longer (20 times more output).



THE PRODUCT

Why Shipping Containers (SC) + Enviro SmartSteel© (SS)+ Kangen Water Machine: Clean Water

- Clean water readily available after installation to faucet within 10 mins.
- 20 year Warranty.
- Can be used for Beauty purposes, regular drinking, and sterilization/sanitation.



ONE MACHINE, 5 TYPES OF WATER



STRONG KANGEN WATER 11.5pH

- Emulsifies Oil - Clean Food & More

Kangen Water 8.5 - 9.5pH

- Healthy Drinking and Cooking

Clean Water 7.0 pH

- Neutral; baby or medication

Beauty Water 5.5 pH

- Skin, Hair, Plants, Cleaning

Strong Acid Water 2.5 pH

- Disinfects, Kills Virus & Bacteria

**Strong
Kangen Water
pH 11.0**

**Kangen
Water
pH 8.5-9.5**

**NEUTRAL
WATER
pH 7.0**

**ACID
Water
pH 4.0-6.0**

**Strong
Acid Water
pH 2.7**

Beauty Water 6.0 pH	Strong Acidic Water 2.5 pH	Strong Alkaline Water 11.5 pH	Shine Water 4.5 pH
Personal Hygiene & Skin Care	For Sanitation	For Cleaning	For a Streak-free Shine
- Pet care - Groom pet with it. Brush with acid water to obtain soft & shiny fur. - Add to bath water - Keeps tub free of bathtub rings. Bathing in this water warms the body & keeps skin beautiful - Washing your face - Astringent properties for toning & firming your skin. Pat or spray skin & leave today. Use as toner after shaving. - Hair care - Use instead of rinse after shampoo. Reduces tangles + sheen - Cooking beans - speeds up cooking time - In batter for fried foods - will remain crispy, less oily	- Hand Sanitizer! - Put in spray bottle & mist on - To disinfect utensils, dish cloths, towels & containers - Washing metal objects - Clean cuts & scrapes/ skin- Spray on burns - Soak feet to resolve fungal toe-nails & athlete's foot - Dab on cold sores, pimples/ skin -for bacteria & viruses - Disinfect tooth brushes - Brush teeth with - Gargle for 1 min to kill bacteria. Also provides safe bleaching of the teeth. Rinse acid water off teeth when thru gargling and brushing. - Water acid-loving plants - Use 3 times during growing Season for growth & blossoms - For cleaning foods - Spray on counters/ surfaces - Remove stains from clothes - Use as insecticidal	- Add 1 Tbs to dressings to keep oil emulsified - Soak meats in - Soak 10-15 min. to drain off blood & reduce strong smells Great tenderizer! - Soak dried beans, seeds, nuts , grains to speed up germination or cooking - Soak fruits & vegetables in - Clean deeper & revitalize - Stains - Coffee, soy sauce & oils - Lowers boiling point - Mix with essential oil as a refreshing linen spray - Soak clothes with grease spots - Cleaning - Oil & grime from vents, kitchen floor, counters, dishes, cutting boards, knives	- Polishing - Mirrors, eyeglasses, glass objects, windows, & knife sharpeners - Housecleaning - Hardwood floors, ceramic tiles/ no sticky residue - Washing dishes - come out sparkling clean - Rinse cycle of your washing machine - Soaking in before spin cycle will Soften your clothes - Boil eggs - no leaking if crack, peel off easily - Remove tannin from tea cups & cleaning burnt pots & pans - leave to soak in water for 24 hours - Frozen foods - spray with acidic water when freeze to maintain flavor



WHO BENEFITS: Honestly EVERYONE!

100%

Builders

Reducing cost and time will save developers money and time to market.

100%

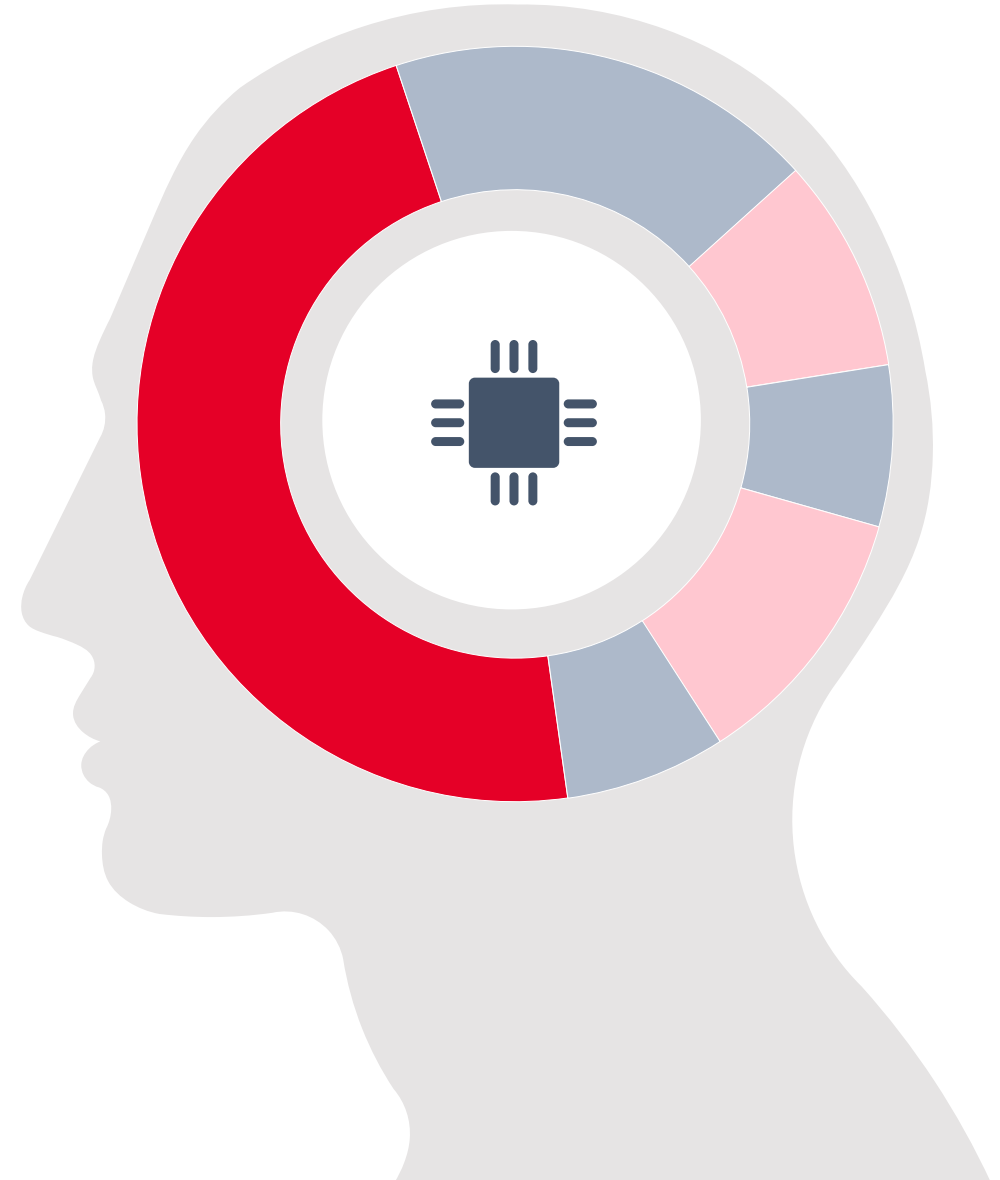
Customers

Less material used= will save them money immediately and long term from durability and weatherization. Move in time reduced and lower mortgages improving payback length.

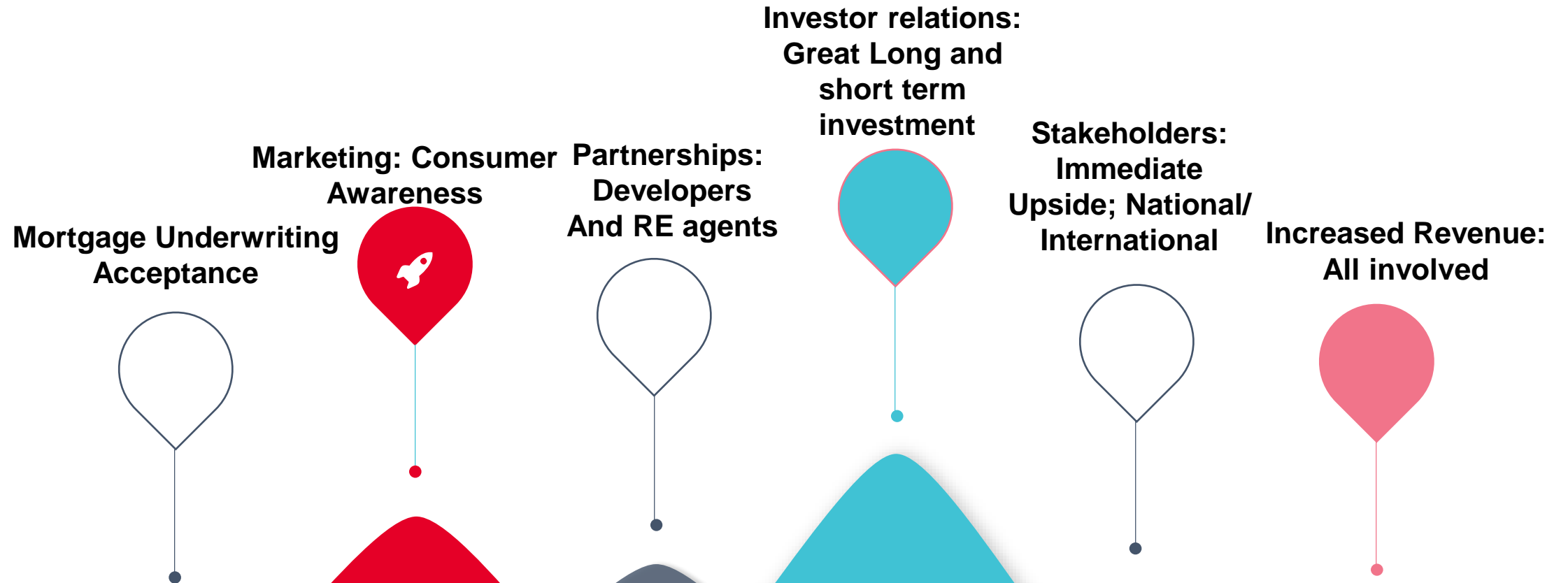
100%

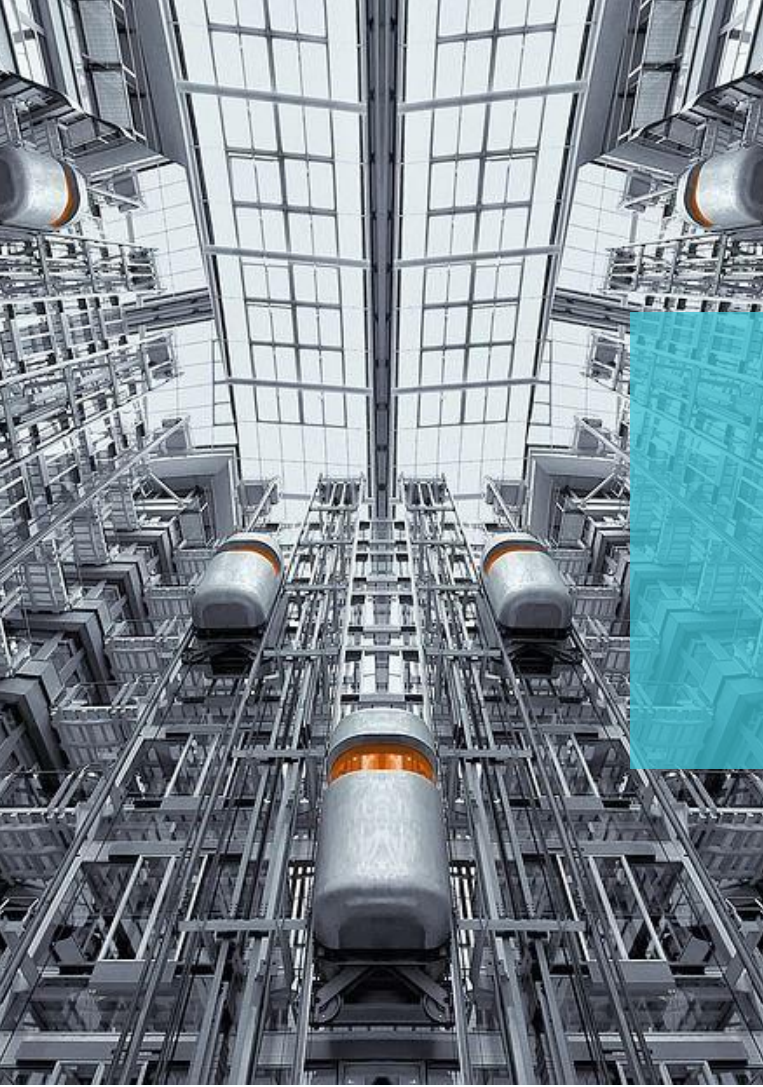
Environment

SC and SS both are recyclable reducing overall carbon footprint. Combined with solar, makes it net zero.



WHAT'S NEXT





02

KEY PARTNERSHIPS



GREEN HAWK SOLUTIONS LLC

General Construction

Co-Owner Steven Smith will orchestrate and solidify all development and partnerships.



Identify all Opportunities

- Identify how to scale and market the business and team to develop land and build new communities that can withstand economic downturns and natural disasters (hurricanes, tornados, flooding, earthquake).



Identify and acquired suitable teams

- Will recruit skilled labor locally in all territories sought and serve to improve the economy in that locale.



Use of technology

- Technology use will improve all CRM, pre and post sale; pre and post project



Jennifer Omega, Omega Properties

MARKETING

Marketing done by this agency will bring exposure to consumers, developers, and the real estate professional markets.



Identified all Opportunities

- Identified how to scale and market the business and team to develop land and build new communities that can withstand economic downturns and natural disasters. ADU (Additional dwelling units) source of income for homeowners across nation



Identified and acquired suitable customers

- Key networking strategies by this entity will improve brand awareness and connect service offering to needs based communities and developers.



Use of technology

- Technology use will be implemented to have expanded reach outside of current markets.



THE AUBASH GROUP and JONES GROUP

MARKETING

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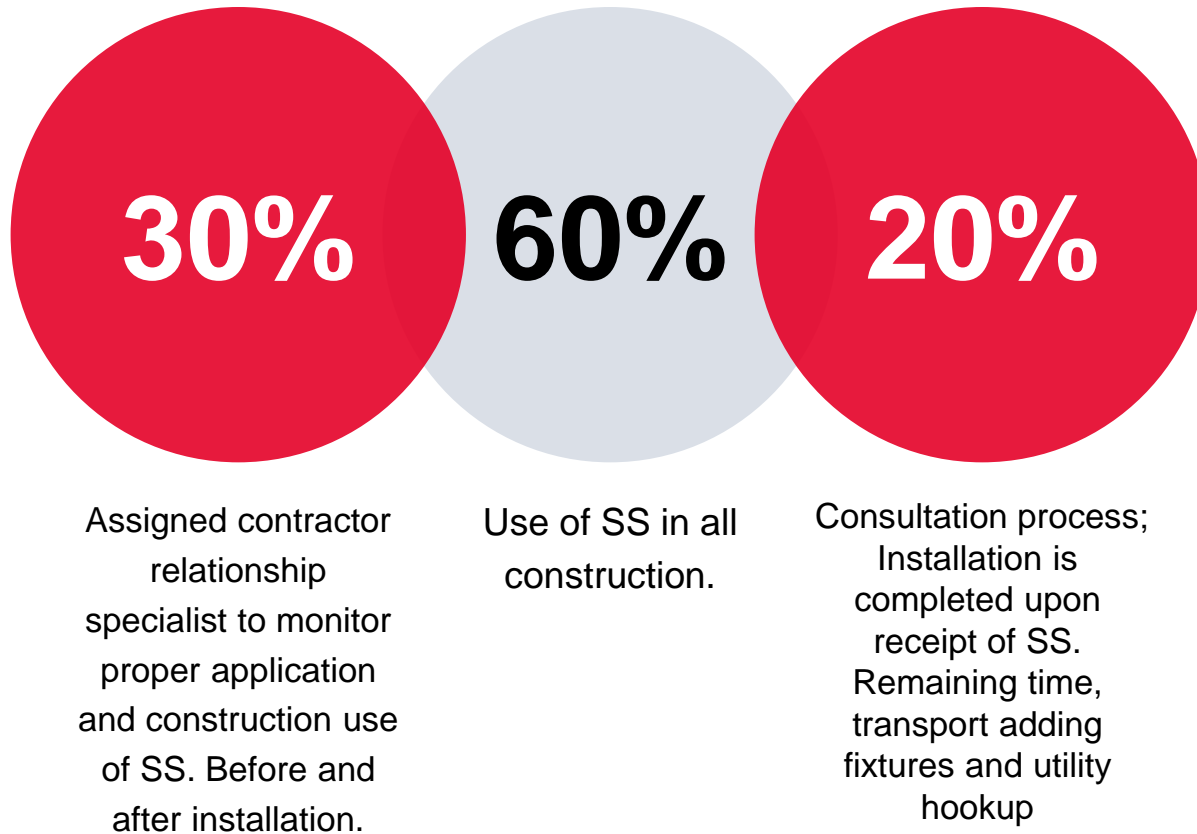


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SC plus Enviro SMART STEEL®, Process

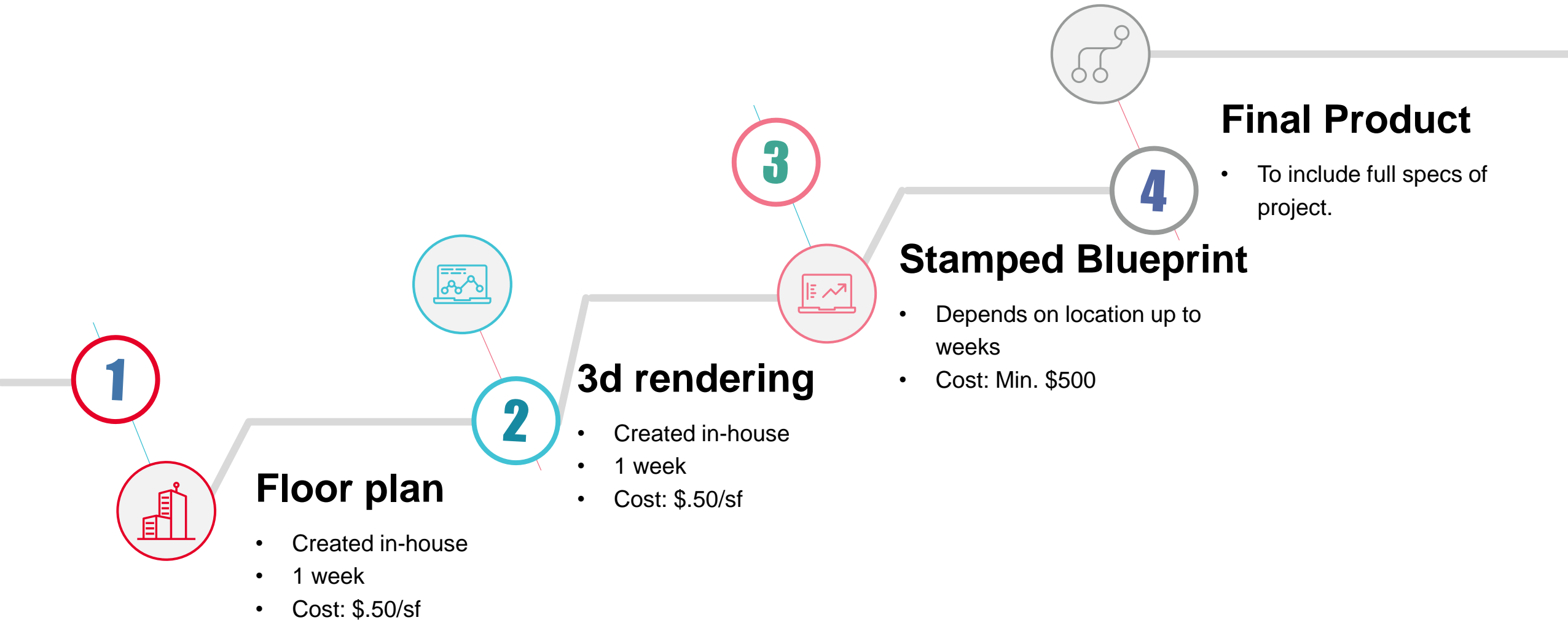


SC and SS Process (up to 1 month)

- SC Process: Client Consultation, 3d model rendering made of structure, approval finalized, deposit made, then Blueprints created.
- SS Process: Blueprints are transferred to manufacture plant and made based on specifications with cut outs for all utilities.
- All SS is made upon order, with a typical 2 week turn around for a 40 foot container.
- We are assigned a specialist to ensure proper installation of Enviro Smart Steel.
- Construction finalizes upon receipt of material.



ARCHITECT (based on locale)



SAFE HAVEN RV PARK: Macon, GA

RON BURGER, OWNER

Will be Middle Ga's First Tiny Home Community with full service modern living facilities with shipping container homes, geodesic domes, tiny homes and more; Future Home of MOBU manufacture plant



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JONES GROUP LLC, ADU SPECIALIST (Accessory Dwelling Unit)

Why an ADU?

- They make efficient and "green" use of environmental friendly materials.
- Lower costs and quicker permitting processes than for larger, multi family building types.
- ADU's tend to be relatively small and modest amenities, they provide more affordable housing options (at less than one-third of the cost of comparable units in multi-family buildings.

The Money Aspect

- It can save families on college housing
 - Rental income
- Property value increases



Scenario 1
123 Main St, Baltimore Md - Unimproved Value \$135,000
Fully Renovated - Cost to Repair \$65,000
Time for repair - 1 to 3 months
Value After Repairs - \$180,000
Sales Price After Renovation - \$180,000
Profit - \$115,000

Scenario 2
123 Main St, Baltimore Md - Unimproved Value \$135,000
ADU out of pocket expense - \$10,000 down payment
Total ADU Cost after sale - \$50,000
Time for ADU Install - 2 weeks - 3 weeks
Value after ADU added - \$225,000
Sales Price After ADU - \$225,000
Profit - \$175,000

Benefits

ADU's provide homeowners with the ability to tap into the growing entrepreneur space with managing an onsite rental unit or very popular Airbnb unit.

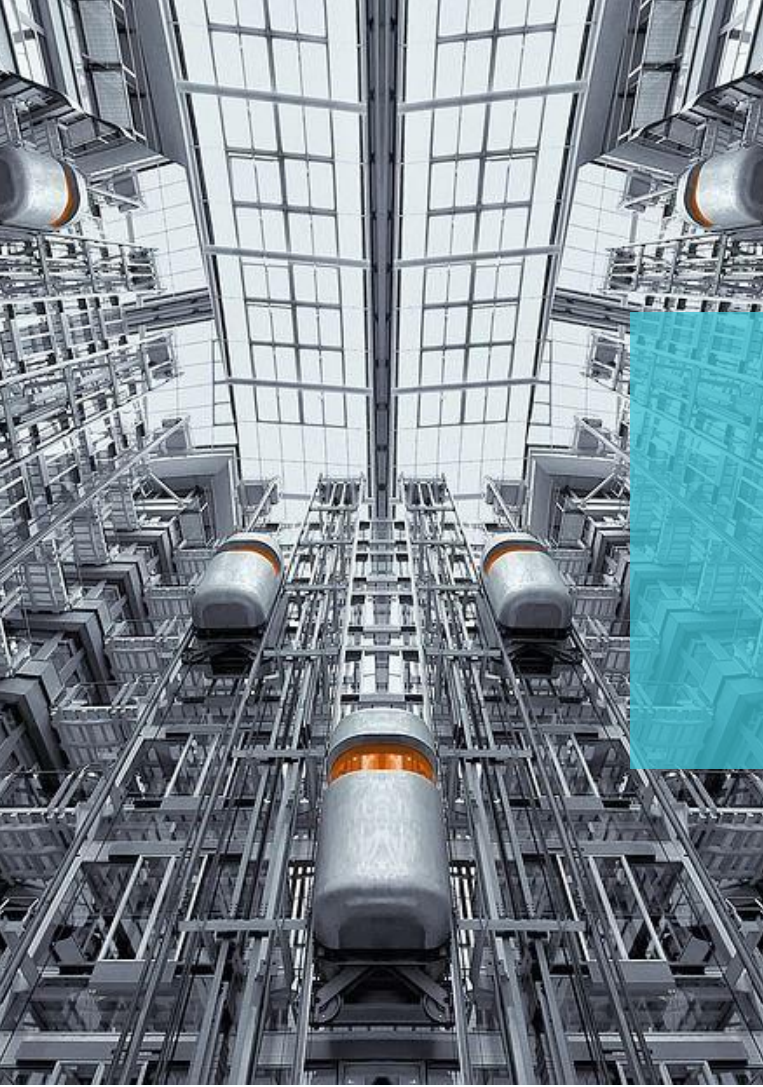
Common Uses

The ADU's can provide space for a home office or an on-site caregiver, or space for elderly family members to remain in a family environment or apartment as rental income.

ADU Defined

- Accessory Dwelling Units (ADU's) or in-law suites are self contained, smaller living units on the lot of a single-family home.
- They can be either attached to the primary house, such as an above the garage unit or a basement unit in the primary residence, or, as an independent unit.





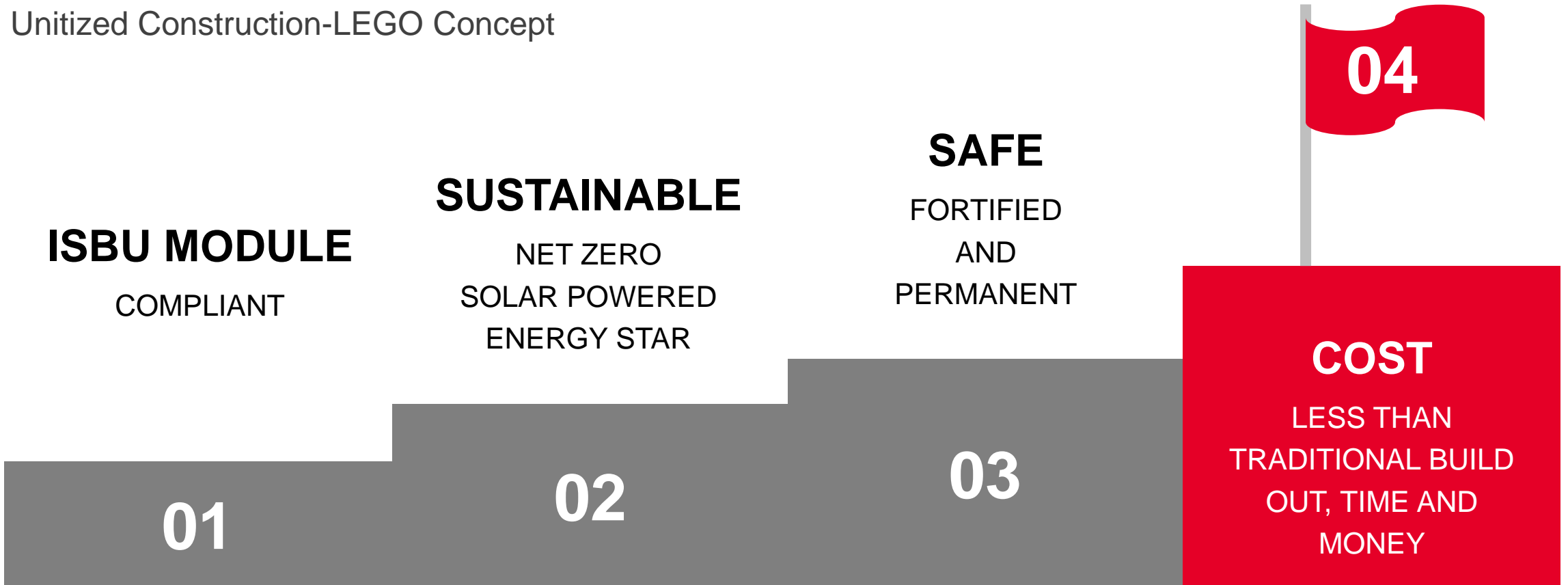
03

PRODUCT SPECS



SHIPPING CONTAINER PUTTING THE PIECES TOGETHER

Unitized Construction-LEGO Concept



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CERTIFICATIONS SOUGHT

**LEED for New Construction
and Major Renovations**

**National Green
Building Standards**

Green Globes

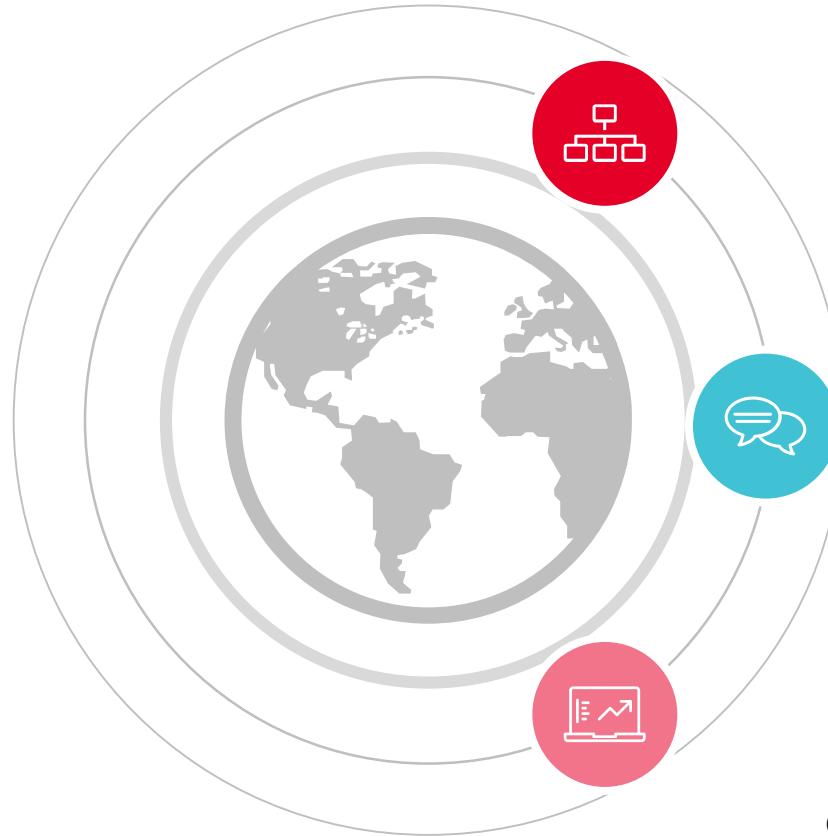
GreenGuard



SMART STEEL

Can be used alone

This product does not need a co-anchor. It can be fully used as a replacement for ceiling, walls, and floors. In towns where SC cannot be used, this will be its replacement.



Panelized

Panels manufactured and precision cut in the factory and come to the site ready for quick assembly.

Sustainable

PANELS WEIGH HALF AS MUCH AS WOOD, BRICK, STONE OR STEEL OF EQUIVALENT SIZE; HOWEVER, IT IS MUCH STRONGER. **WEIGHT=2.5 LBS. / SQ. FT.**

Cost Effective

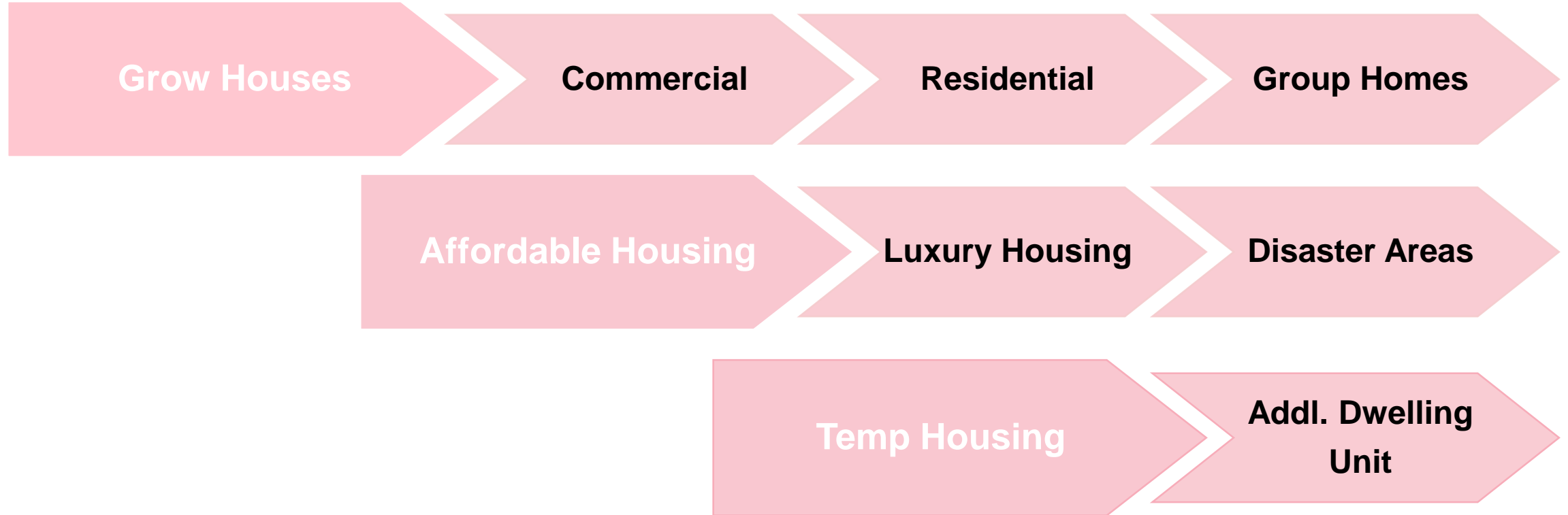
Cost Comparison

Construction cost of a 1,900 sq. ft. stick built home is approximately \$146,600.

The identical home built using SmartSteel Panels with Solar and related energy components cost \$124,600.



USES (non-exhaustive)



GREEN STANDARD

Unique Green Building

SC and SS combined makes for an ideal green space. We will also add grow houses in our community development projects that will help communities feed off our natural local grown products

GROW HOUSES

- AQUAPONIC
- HYDROPONIC
- SELF-SUSTAINED
- AUTOMATED

SAFE

- FIRE RETARDANT
- WIND RESISTANT
- MOLD PROOF
- STRUCTURALLY SOUND
- IMPROVED INDOOR ENVIRONMENT

GREEN MATERIAL

- RECYCLABLE MATERIALS
- LOW HAZARD MATERIALS
- IMPROVED OCCUPANT HEALTH
- UTILITY EFFICIENCY

CERTIFIED

- LEED
- OTHER GREEN CERTIFICATIONS



Cost savings example



Build Time

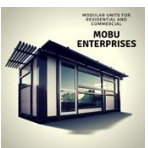


Overall Cost



Long term Maintenance

	MOBILE HOME	ZERO NET ENERGY HOME
SQUARE FEET	1,900	1,900
# OF BEDROOMS	4	4
# OF BATHS	2	2
TOTAL TRANSACTION COST	\$110,000	\$124,600
DOWNPAYMENT	\$10,000	\$-0-
LAND	\$10,000	\$-0-
MORTGAGE	\$90,000	\$124,600
INTEREST RATE (%)	5.5	2.5
TERM (YEARS)	30	30
MONTHLY PAYMENT (PI)	\$511	\$525*
ELECTRICAL COSTS	\$300	\$9





04

MOBU SWOT



CUSTOMER FINANCING

FINANCING

Offering in house financing and mortgages to our customers.



1 Need approval of building structure

2 Down payment requirements: Cash: 50%; Outside Mortgage: 20% or less

3 Creative financing, USDA or other mortgage types



MANUFACTURER PLANTS (Future plans: Currently build on site)

All 50 states, focus nearest to ports

4 locations covering all coasts



Macon, GA

Reflects Southeastern
region



California

Reflects Western
Coast



Delaware

Reflects Northeastern
Region



Illinois

Reflects Midwestern
region



MARKETING (WEAKNESS)

SOCIAL MEDIA

- CURRENTLY USING SOCIAL MEDIA MINIMALLY, BUT EFFECTIVE

TEAM

- NEED TO FILL TEAM GAPS

APP

- INTERACTIVE APP FOR CUSTOM HOME BUILDS BY CUSTOMER AND OPERATIONS

FACE TO FACE

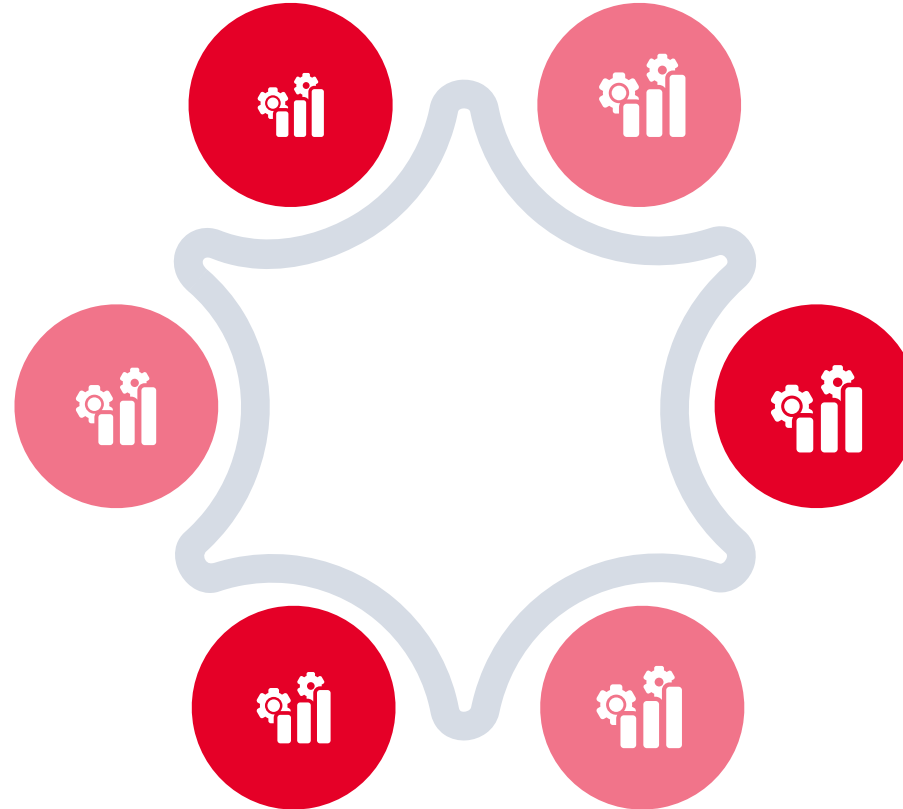
- FLOOR PLAN OR DESIGN CENTER

DIRECT MAIL

- FURTHER REACH BY ZIP CODES

SALES TEAM

- TEAM OF PEOPLE WHO CAN IDENTIFY AND CAPITALIZE ON OPPORTUNITIES



GROWTH FACTORS: Milestones



LOCAL APPROVALS

PERMANENT AFFORDABLE HOUSING

Gained approval from Bibb, Clayton, and Cobb County Ga for building approval as permanent structures.

Accessory Dwelling Units

Gained District of Columbia approval for sites zoned R by DCRA with rental license compliance by owner, 20ft or less height req, size less than 30% or primary res, and 12ft setback

NEW DEVELOPMENT

Project by project approval per local zoning and permitting process.



ULTIMATE GROWTH MODEL (STRENGTHS)

PARTNERSHIPS-CONTRACTORS

Partnering with developers and real estate agents who are forward thinkers.



CO-MARKETING

Offering Authorized re-seller programs; Affiliate



COST EFFICIENCY

Fray inflation costs by buying in bulk and having key strategic vendor relationships



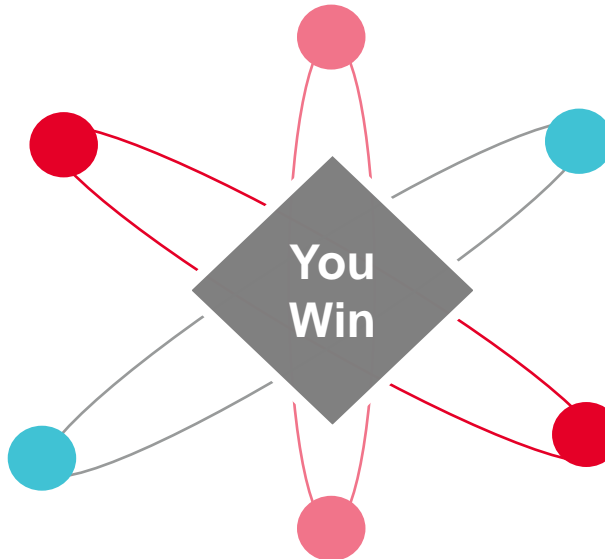
HIRING LOCALLY

Continue to hire locally in all areas worked via apprenticeships



TURN AROUND TIME

Shortened timeframes for consultations and build outs.



LONGEVITY

This is not a fad product, it's the future of construction



THREATS

Political Polarization and Global Uncertainty

- Challenge: May cause it to be harder to get mortgages
- Solution: In House Financing

Millenial vs. Baby Boomers

- Challenge: Increased amount of millennials and decreased boomers, spending may change with the times
- Solution: Stay up on trends and spending behavior

Technology Boom

- Challenge: Technology age and innovations drives change.
- Solution: Meet the changes through adapting and innovation.

Retail Disruption

- Challenge: How do you pay when the income may change due to seen and unforeseen issues?
- Solution: Offer simple terms and Vehicle-Land-Home packages



Current Partners

1. [Georgia Department of Corrections](#): Target Population-Ex-Offenders-Pre-release
2. [Georgia Department of Community Supervision](#): Target Population-Ex-Offenders-Post-release
3. City of Macon, Ga: [Small Business Services Division](#) and Economic and Development Committee (Full Commission)-Technical assistance in applying apprenticeship program to local economic development.
4. GCubed Group: Consulting and giving keen insight into the need for the book content.
5. [Singing Harvest Enterprises LLC](#): Project support for apprenticeship (on the job training site)
6. Bright Comm Communications: Communication expert and soft skill instructor
7. [Real Solutions for Real People](#): Entrepreneur School Curriculum creator, Consultant and business management instructor
8. [Georgia Division of Juvenile Justice](#): Target Population-Ex-offender youth Pre and Post-Release
9. [United Way of Central Georgia](#): Target Population-Veterans in need of training and employment
10. [HomePort Transitional home for Veterans](#): Work site for on the job training
11. [Technical College of Georgia Systems](#): Education and curriculum Partner
12. [Central Georgia Technical College](#): Education and curriculum Partner
13. [Penn Foster](#): Education and curriculum Partner
14. [Operation Hope](#): Education and curriculum Partner
15. [Green Hawk Solutions, LLC](#): Co-Owner of Mobu Enterprises and Instructor
16. [Vectr](#): Veterans in need of employment; business training partner
17. [SCORE](#): Business training partner
18. [Macon Re-entry Coalition](#): Served as a resource for community needs for employment
19. [Hutchings Career Academy](#): Education partner; Target Population: Youth in trade
20. [Department of Labor](#): Apprenticeship Partner and resources for both program creators and participants.
21. [New Vision MSK](#): STEM program for young girls. Women in STEM community organization.
22. Mondragon Construction: Women-owned minority framing company.
23. [Restore Her](#): Social Justice and Advocacy Partner; Women's Rights



END OF SLIDES

FEEL FREE TO SEND QUESTIONS TO
INFO@SHIPPINGLIVING.COM

