

Where Tradition Meets Innovation

ssh•boards

The Problem

Traditional, chemical-based insulation materials pollute the environment.

- 30 million tons of waste/year
- 500–1000 years to decompose



Applications

- Wide range of use.
- Internal & external walls
 - Roofs, slabs
 - Residential & commercial buildings

The Solution

Insulation made from straw, a renewable, local, healthy and natural raw material.

- ✓ Excellent thermal and sound insulation
- ✓ Durable
- ✓ Easy to install
- ✓ Naturally pest- and moisture-resistant
- ✓ Cheaper than other natural insulations

Business Model

B2C: Homeowners & small contractors – Retail sales (€10/m²)

B2B: Builders & resellers – Wholesale (€8/m²)

Technology Licensing: €150,000 setup + monthly fee

Market Opportunity

- ✓ TAM (EU Insulation): €11.85B
- ✓ SAM (Natural Insulation): €1.2B
- ✓ Target in 7 years: 1.5M m² sold = 1% of SAM

Competitors

- Natural insulations – eco-friendly but typically more expensive
- Synthetic insulations – cheaper, but harmful to the environment and less durable

Achievements & Traction

Traditional, chemical-based insulation materials pollute the environment.

- 116 tons of CO₂ saved
- 80+ references
- 14,000 m² sold
- Lifetime warranty & ETA certification
- Winner of *Marc CEE Excellence Award 2024*

Funding Need in 3 years: €1M
(€500K EU grant is pending)

- Sales & logistics development
- Own production facility
- Expand technology & licensing



Roadmap & Revenue Projections

Year	m ² Sold	Machines Sold	Revenue
2025	9 000	1	€230K
2026	13 500	1	€280K
2027	81 000	4	€1.427M



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The Core Team

Founders:

Tímea Stverteczky – Owner, CFO & sales, economist

Zsolt Stverteczky – Owner, CEO, mechanical engineer, inventor

& Key members:

Trisztán Majerik – PR & Communication

Szabolcs Bubik – Owner, Organisational developer, strategist

Barbara Gelics – Marketing

Zsolt Hegedűs – Architect, Product development

Daniele Simoncini – Owner, Machine development