



THE FUTURE IS CALLING

INNOVATORS SHAPING TOMMOROW'S HOUSING & CITIES

Calgary, AB - Oct 28, 2025

An Exclusive Invitation to Connect & Collaborate with those at the Forefront of Housing Innovation



THE FUTURE OF HOUSING

ADDRESSING A CRITICAL NEED

How does the Construction Industry answer the call to Build 500,000 Homes a Year?

- Global housing faces unprecedented demand & challenges like supply, affordability, sustainability, and livability.
- It's time to Evolve and Innovate the way we build homes.
- Demand for innovation in construction methods, materials, digital twins and smart home integration.
- We need a unified initiative to align research, technology, robotics, materials science to address the industries issues.
- We will only build Sustainably and with Climate Resilient solutions.
- Calgary offers a dynamic and fertile environment for cross-sector housing innovation.



INTRODUCING THE FUTURE OF HOUSING CONSORTIUM

An Invitation to be at the Forefront of Housing Innovation.

- A Ground Breaking Industry Initiative uniting private sector, academia, and government to shape the future of housing in Canada & beyond
- Create and Share Expertise, Capital, Products, Knowledge, Recourses, and Real World Projects.
- Develop New IP and Methodologies in the advancement of Factory Built Housing.
- Curated for Market Leaders, Researchers, Investors, and Regulators.
- Advocate, Work colabritily to solve the Industries biggest and most pressing problems.
- Start with a clean sheet of paper and an open mind.
- Initiated by Innovators for Innovators: Arthroto & SAIT ARIS.



FROM FRAGMENTATION TO INTEGRATION

A Visionary Partnership with The Future of Housing & Cities

- The Future of Housing is a Consortium of Industry leaders and experts.
- Established to Design, Fabricate, and the deliver Intelligent, Sustainable, Resilient and Climate Ready Innovative Housing Solutions.
- Sponsorship and Partnership opportunities to benefit your organization.
- Make Calgary the Hub of Innovation in Canada for new Housing Solutions Designed to Future Proofing our Cities.
- Forge Connections with the Visionaries in the Industry.



EFFECT A MASSIVE MARKET

Between Canada and the US there is an estimated shortage of over 8 Million Homes

Economic Impact

- The Canadian Real Estate Sector accounts for 28% of GDP
- New Housing Sector 880,000 Jobs and over \$62 Billion in wages. 2023
- 1 House = 1 person at 30 Years of labour.
- Build Canada Homes is Launched October 28th, 2025
- CMHC, Canada requires 480,000 units per year over the Next 10 years (current rate is 240,000)
- \$1 Million in new residential construction spending = \$1.5 Million in GDP
- 700,000 Skilled Trades Works will Retire between 2019 and 2028
- \$100 Billion Active Adult & Seniors Housing demand.
- Factory Built Housing represents 6.64% of total residential construction.



WHAT TO EXPECT – A DISRUPTIVE INITIATIVE WITH A REAL WORLD OUTCOME

From Design Concept to a Heads in Beds Realty

Membership Highlights:

- Visionary: Global leaders sharing where housing is headed, who is leading that change, and why your company or institution is influential in setting the foundation.
- Collaboration and Direct Input into the outcomes. Real Projects , with Real Outcomes and Opportunities.
- A Showcase for Tech & Materials: From 3D Printing & Robotics to Regenerative Materials.
- PropTech Innovations: Digital Twins, AR/VR integration, Smart Home, and of course AI.
- Smart & Connected Living: Reimagining in-home automation and Health.
- Design for Wellness: Evidence-based approaches to well-being in housing.
- Ensuring the success of Western Canadian based Companies & Institutions.
- Future planning for Smart Cities, Smart Homes, and Advanced Technology Integration

THE IDEAL GROUP TO TAKE ON THE CHALLENGES FACING CANADA

Connect Directly with Key Decision-Makers and Innovators

Partner Breakdown

- **Private Sector:**

- Developers, Builders, Architects, Engineers, Operators, Construction
- Suppliers of HVAC, Mass Timber, Prefab Interiors, MEP, and more
- PropTech, BIM & Smart Home Tech
- Applications and Tech Hardware, Dell , PCCI, Microsoft, Goole
- Real Estate Professionals, Investors, Capital Markets

- **Academia:**

- Leading Researchers, Professors, Students
- Innovation Labs, Applied R&D Hubs

- **Government Agencies:**

- Urban Planners, Economic Development, Housing Authorities
- Regulators, Policy Makers, Funders



WHY CALGARY? A HUB OF INNOVATION & GROWTH

Calgary has a cluster of Innovative Companies that form the ideal mix for Innovation in Technology, Housing and Construction.

Rationale

- Leading Canadian growth market with active development momentum.
- Innovation cluster with cooperative Polytechnics with Advanced Labs.
- Prefabricated Manufactures, Prop Tech, Software & Application Dev
- Municipal Economic Development support.
- Gateway to Western Canada and North America's broader housing market.
- Consistently Identified as one of the Worlds most Livable Cities
- Entrepreneurial and progressive local ecosystem.



BENEFITS OF SUPPORTING THE FUTURE OF HOUSING

Elevate Your Brand and Drive Business Growth

Sponsor Benefits

- High-impact brand visibility with elite audience
- Strategic access to Buyers, Suppliers, Regulators, and Innovators
- Coverage from Industry specific Media Partners
- Positioning as a forward-thinking leader
- Build industry credibility and partnership networks
- Strong B2B lead generation and exposure
- Support an ecosystem of housing innovation
- Benefit from cross-platform engagement all year



A YEAR-ROUND PUBLIC ENGAGEMENT STRATEGY

Extend Your Profile through our Comprehensive Media Ecosystem

Always on Engagement Touchpoints:

- **Calgary Spring 2026 Live Event:** An event specifically designed to draw attention to this effort and bring together the leaders in advanced housing development.
- **Podcasts:** Host segments, interviews, and spotlight features.
- **Newsletters:** Industry & Communication top of mind with targeted insights.
- **Online Magazine:** Member focused articles and thought leadership.
- **Live Streams:** Global visibility across all major sessions.
- **Social Media Campaigns:** Engage with a growing community through curated posts, sponsor spotlights, reels, and shareable event content.

Sponsor Benefit: Sustained brand presence and tied to advanced industry innovations .

FOUNDATION PARTNERS CONSORTIUM

As a **Founding Partner**, your organization joins an **Elite Consortium** shaping the future of housing innovation.

Your Company will have hands-on involvement in the direction and development of transformative housing solutions—from early-stage concepts & designs to smart building & smart home tech stacks.

Key Benefits:

- **Consortium Membership:** Collaborate with industry leaders, SAIT ARIS, U of C, BVC, Arthroto, and other founding entities to co-develop and pilot breakthrough housing technologies.
- **Innovation Leadership:** Help generate new construction methodologies and advanced building solutions through real-world prototyping and research.
- **Access to IP:** Share in the development and use of newly created intellectual property generated through the program.
- **Program & Industry Influence:** Play a strategic role in shaping program direction, technology priorities, and public impact.
- **Brand Positioning:** Prominent international recognition across all media, events, and digital content as a visionary leader in housing innovation.

Founding Partners are more than sponsors they are co-creators designing and building the future ready homes.

CONSORTIUM PROJECT TIME LINE

Consortium and Project Announcement Fall of 2025

Phase 1: Foundation & Initial Development (Q4 2025 - Q2 2026)

- Q4 2025 (October - December)
- Project Kick-off (October 28th 2025): Stakeholder Alignment Meeting
- Q1 2026 (January - March)
- Tech Stack 1 Design & Development - IP Strategy Meeting Establish initial IP Guildlines
- Q2 2026 (April - June)
- Tech Stack and Application Development

Phase 2: Prototype Production & Refinement (Q3 2026 - Q4 2026)

- Q3 2026 (July - September)
- Factory Line Setup & Calibration (August - September) First Prototype Unit Assembly
- Q4 2026 (October - December)
- Completion and functional testing and Integration and testing of Smart Home/Building Technologies

CONSORTIUM PROJECT TIME LINE

From Concept to Heads in Beds in 24 Months

Phase 3: Scaled & Continuous Development (Q1 2027 Onwards)

- **Q1 2027 (January - March)**
 - **Pilot Production Run:** Initiate a controlled production run of prefabricated units to validate the manufacturing process at scale.
 - **Market Entry Strategy & Partner Engagement (February):** Develop detailed plans for market launch and engagement
- **Q2 2027 (April - June)**
 - **Initial Deployment & Field Testing:** Begin the first scaled deployment of factory-built housing units to select sites for real-world performance monitoring.
 - **Consortium Review Meeting:** Review initial deployment results, identify challenges, and plan for future phases of development and expansion.
- **Q3-Q4 2027 (July - December)**
 - **Expansion of Production & Deployment:** Increase manufacturing capacity and expand market reach.
 - **Advanced R&D for Future Innovations:** Begin research into next-generation materials, AI integration, and predictive maintenance for smart homes.

THANK YOU

If you would like to join our consortium of like minded partners and take an active part in supporting and shifting the landscape of housing in North America, please get in touch, we'd love to hear from you.

Founding Partnership and custom packages available. Let's talk!

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CONSORTIUM