Beto Justus

TecVerde

“ I saw an opportunity to deliver high quality, eco-friendly building solutions through innovative construction technologies. ”

COUNTRY	Brazil
INDUSTRY	Industrials
EMPLOYEES	24
YEAR SELECTED	2012
PARTNERS	Caio Bonatto , Lucas Maceno
WEBSITE	www.tecverde.com.br

COMPANY SNAPSHOT

Entrepreneurs Caio Bonatto, Lucas Maceno, and Roberto “Beto” Justus are reimagining the concept of “home delivery”. Brazilians frequently wrestle with an inefficient, unpredictable, and costly home-buying experience. Tecverde eliminates the uncertainty, delivering high-end, eco-friendly homes with a guaranteed rapid construction time, fixed cost, and convenient financing arrangements. By using wood-frame technology that involves an initial factory construction phase, the company can construct homes six times faster than competing builders in a controlled process. This ensures that Tecverde’s high-income customers get exactly what they paid for, without cost overruns.

Caio and Beto were raised amid the cranes of their families’ construction sites in Curitiba, Paraná, so it is no surprise that they sought to transform building standards in Brazil. A Paraná native as well, Lucas first set foot on a building site as a college intern. The entrepreneurs met in 2004 at the Federal University of Paraná, where they all studied civil engineering. These three star students soon garnered the attention of local engineering leaders and were invited by SENAI, the National Service for Industrial Training, to travel abroad to study industrial and sustainable building systems. While touring Germany, Canada, and the US, the entrepreneurs gained valuable exposure to innovative construction practices, ultimately forging strong partnerships with experts in wood-frame technology– the process of assembling a building’s core structure with wood and wood-based composites.

Inspired by their experience abroad, the entrepreneurs returned home determined to shake up the Brazilian housing market. In 2009, after nearly two years of researching the best construction techniques, the entrepreneurs founded Tecverde with the goal of industrializing the home-building process through the use of wood-frame technology. As luck would have it, several Brazilian suppliers of the raw materials necessary for wood-frame construction were looking to expand domestic sales, and became valuable partners for Tecverde. These developments allowed the company to deploy the first wood-frame home factory in Brazil in March 2010.

Today, Tecverde is able to provide high-income Brazilians with a truly groundbreaking solution to their home-buying needs. Tecverde offers its clients a variety of sustainable models with defined construction times and prices, customizable designs, and convenient financing terms. The resulting product line is divided by level of customization, ranging from prompt delivery homes to more personalized options. Additionally, Tecverde partners with large-scale residential developers to provide homebuyers with an all-inclusive product, incorporating the property, house, and financing into a complete solution. The production process, including construction of the walls in the factory and on-site assembly, takes a maximum of three months for a standard 200m² house and presents ongoing cost savings for the customer: the structure can generate A/C savings of 20-25% with twice the thermal efficiency of a conventional house. The building process itself results in a 90% reduction in construction waste and up to an 80% reduction in CO_2 emissions compared to the construction of standard brick homes.

By applying superior technology to the building process, Tecverde delivers unrivalled manufacturing speed and sustainable designs to a market lacking an innovative home-buying experience.