



# Brix

BUILD TOGETHER – CREATE TOGETHER!

CDS 3 – Merlin Mößle (266601)

**PRESENTATION**



**PROBLEM**

**SOLUTION**

**STSTAINABILITY**

**MARKET**

**COMMUNICATION STRATEGY**

**COMPETITIVE EDGE**

**THE FUTURE VISION**

# **THE PROBLEM**













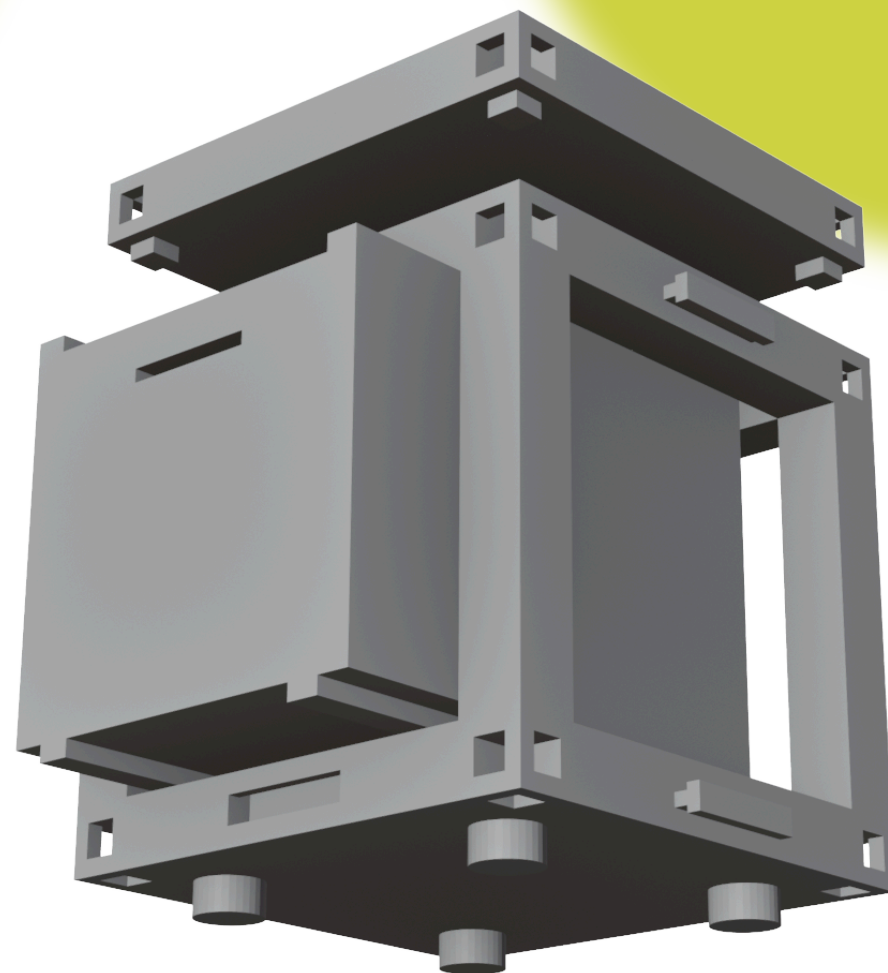




- Static, inflexible workspace designs
- High environmental waste and carbon footprint
- Lack of adaptability for diverse tasks



# **THE SOLUTION**



**Brix**

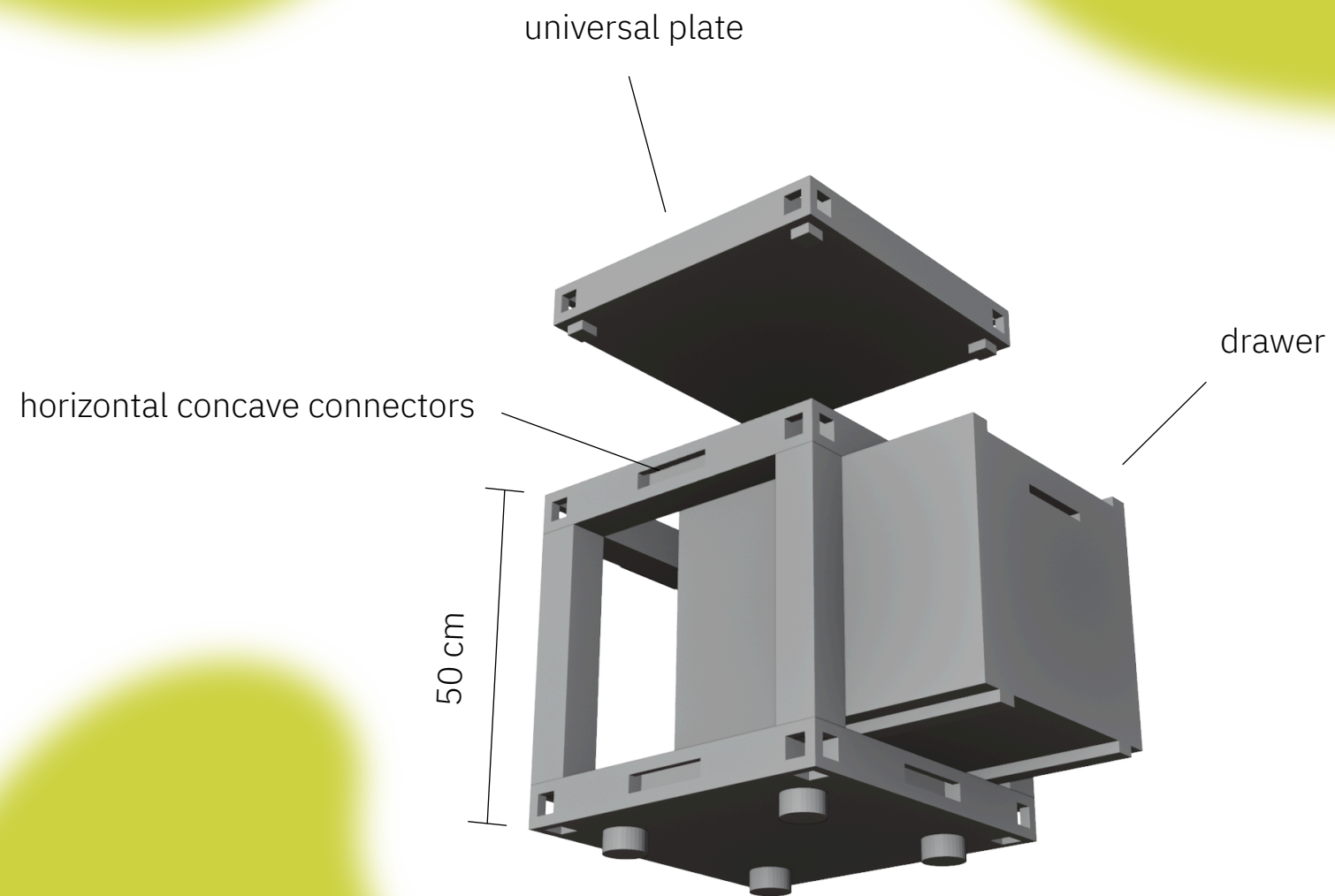


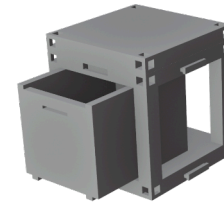
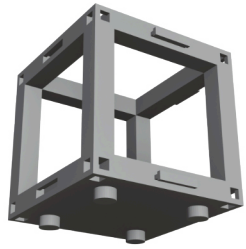
- Modular, sustainable furniture system
- Adaptable to various configurations (e.g., seats, shelves, walls)
- Crafted from recycled, recyclable materials





- Components include the universal plate, BRIX cubes, and add-ons like drawers and rolls
- Stackable and connectable for stable configurations
- Integrated storage for a clutter-free environment







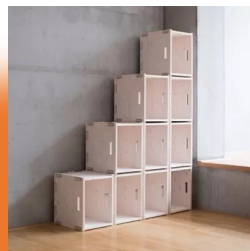
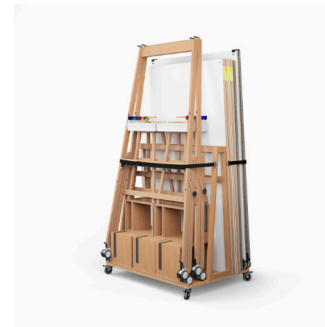
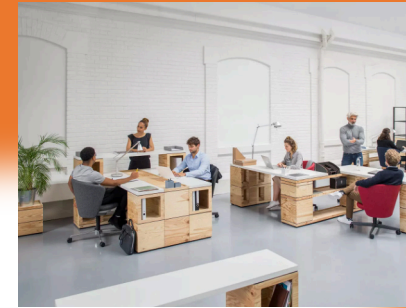
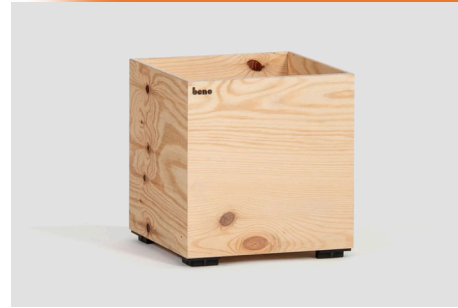
**SUSTAINABILITY**

- Use of low-energy production methods
- Fully recyclable and durable materials
- BRIX aligns with SDGs 9, 11, and 12

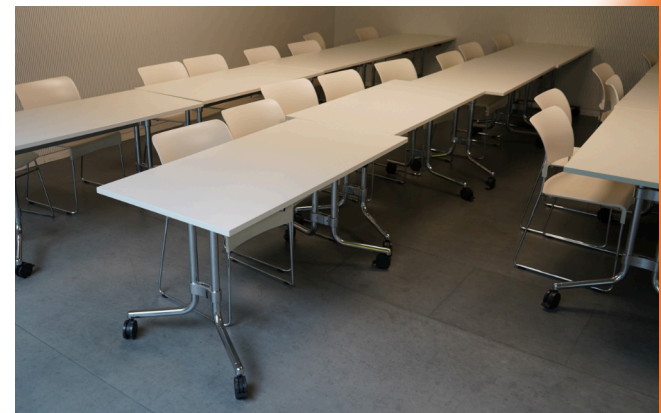


# **THE MARKET**









- Increasing need for flexible and adaptable workspace solutions
- Lack of affordable and customizable options in the current market
- Growing demand for sustainable furniture



# **COMMUNICATION STRATEGY**

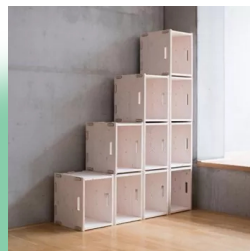
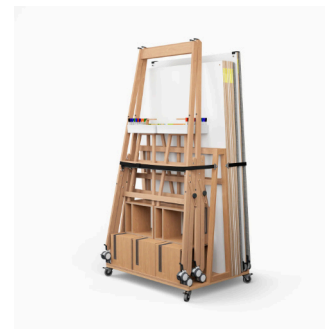
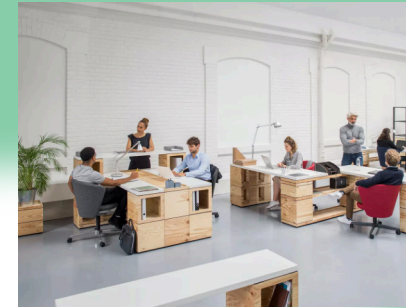
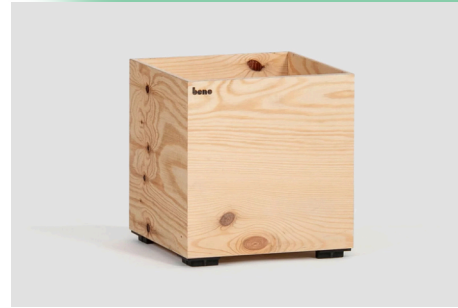


- Storytelling-driven campaigns emphasizing BRIX's transformative impact
- Physical showcases and workshops to engage users directly
- Use of surveys, polls, and interactive content for feedback





# **Competitive Edge**



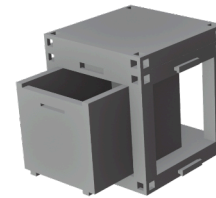
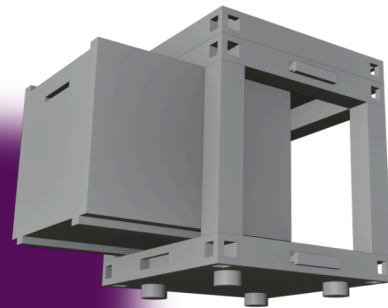
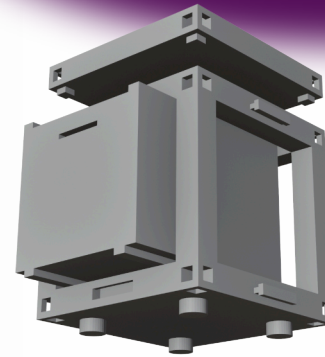
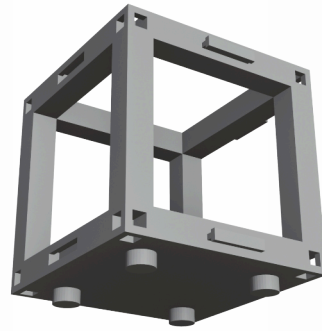


- Extreme adaptability with seamless configurations
- Built-in repairability and circularity
- Lower environmental impact compared to competitors

# **The Future Vision**

- Piloting in creative spaces and university seminar rooms
- Long-term goal: widespread use in offices and collaborative spaces
- Partnerships with sustainability-driven institutions and businesses









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