RE LIVE

The Business of Buildings, People and Data

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I do not believe in......

• IoT = Internet of Things
• KPI’s = Key Performance Indicators
• AI = Artificial Intelligence
• Value Creation
Our New Vocabulary

- IoT (things) → IoP = people
- KPI (performance) → KPI = people
- AI (artificial) → AI = augmented
- Value Creation → Value Capture
Distance and Probability

(probability is proxy for risk)

- 1,000 steps = maybe
- 100 steps = someday
- 10 steps = tomorrow
- 0 steps = today
90% of our lives (your life) is spent indoors
85-90% of a company’s money (your company) is spent on people

1-3% = energy, water, waste
8-11% = real estate
70% of health and wellbeing (your health and wellbeing) is determined by your environment and personal and social choices.
Cumulative Probability
(probability translates to risk)

- 90%
- 90%
- 70%
Global Growth of WELL

500 million sq ft in just 60 months
Corporate adoption of Health and Wellbeing standards
The state of today’s Buildings (Business and People)
Wake up call by Al Gore
Three Potential Opportunities
Across the Board for: Buildings-Health-Business

Performance Optimization
“Maximum Monetized Value”

Verifying Code Compliant and “Do No Harm”

Confirm “okay” and avoid fear or doubt

Identify and Correct Issues
“Fix the sick” and avoid legal issues
Linking the data that you already have with the data you can get

Buildings Data

People Data

Business data
The Confluence of Building, Health and Business Data for the Benefit of People and Business

**Building Quality**
- air, water, light, thermal, energy, acoustics, occupancy, workplace, technology, amenities, cleanliness

**People Quality**
- nutrition, activity, illness, sleep, focus, energy, attention, stress, cognition, social connection, mental, spiritual, cultural, personal security

**Business Quality**
- Revenue, ESG-CR, Retention, Attraction, Brand, Reputation, Lease rates, Lease up time, Share value, Insurance costs
IoP + AI + KPI’S = Value Capture
Value Capture......
by Doing the Math

The Value of People’s Performance Increases
(your people and/or your client's people)

• 5%
• 2%
• 1%
• ½ %
Stok: The Financial Case for High Performance Buildings
What is Luck?

Today’s three (3) coincident events

1. The war for talent and performance increases through Health and Wellbeing (KPI’s = the opportunity cost of people, reduce costs and increase performance)

2. IoP Data from buildings, people and business

3. Insights from all of the data via Augmented Intelligence (AI)
The here and now

• What is a “Moon Shot”
• What is the “Risk of Doing Nothing”
• When is “90% + 90% + 70%” enough probability
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