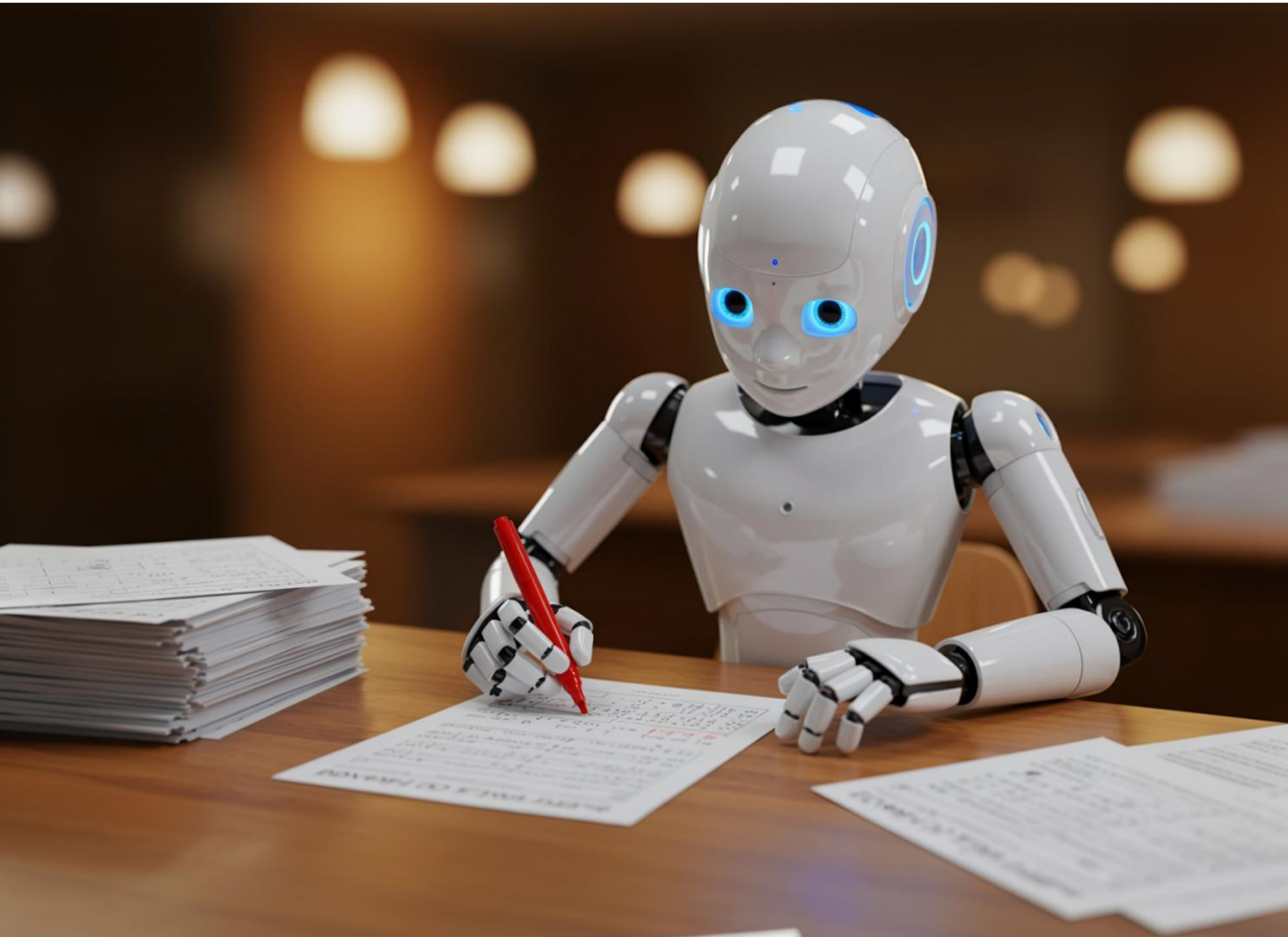




**This is the Man
Who Invented
the Future**

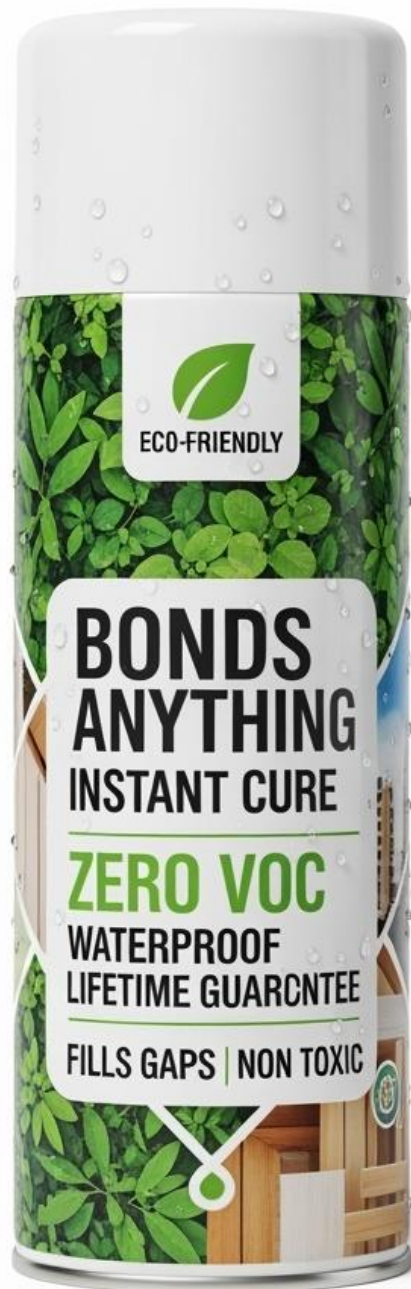
**and was told
“No one wants it”**



**We optimise
for ratings, not
reality.**

**We design for
compliance, not
comfort.**





“Too good to be true” isn’t logic — it’s instinct.





WYSIATI



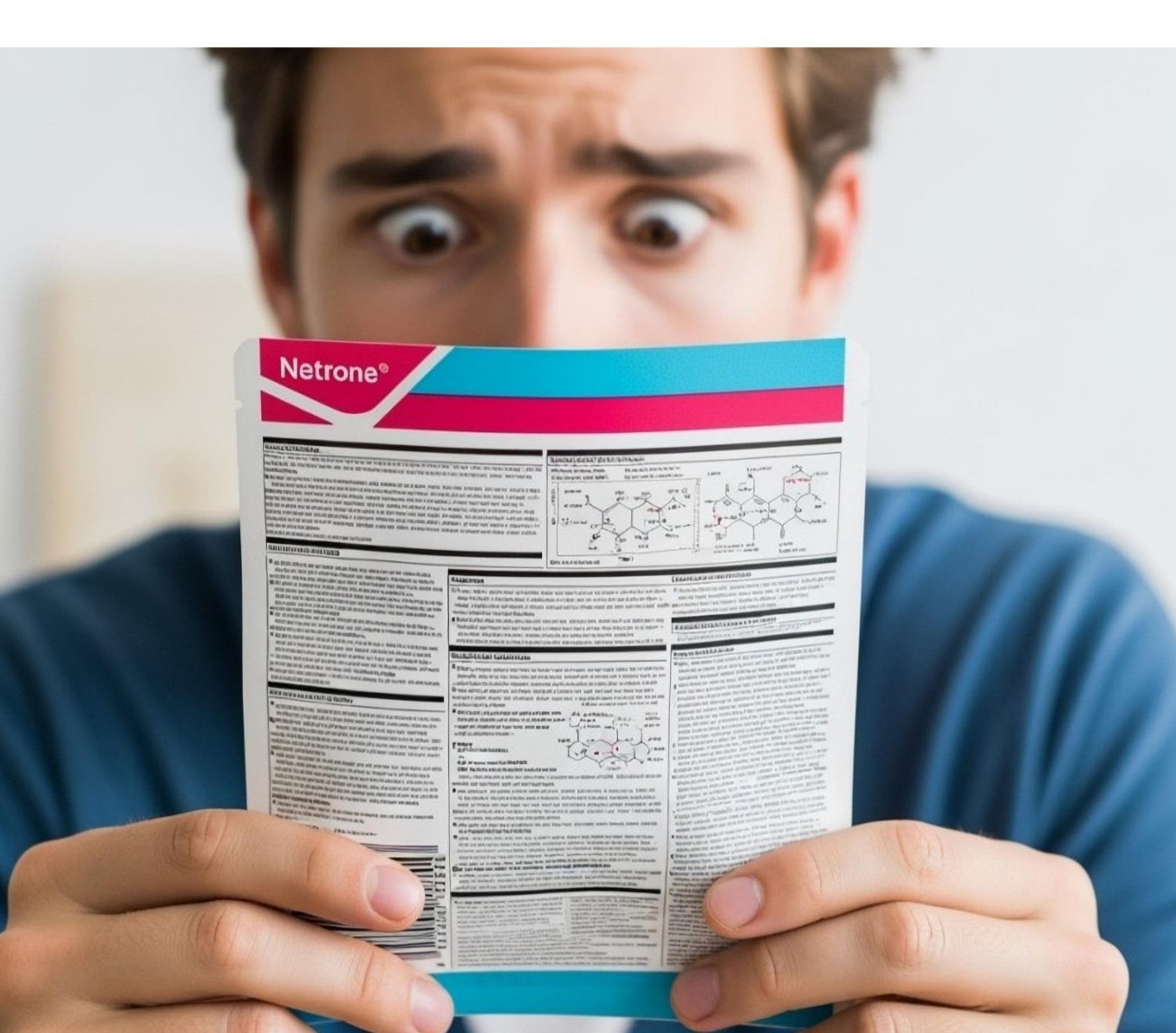


Builders Fear Regret, Not Risk





**When everyone
claims it,
nobody owns it.**



This isn't a
technical
problem.
It's an adoption
problem.



**Products spread
socially, not
rationally.**



We Build Homes Like Airbnb Listings





Out of Sight, Out of Budget





**Comfort Is the
Real Product**





Rationality Is Just Reputation Management



Drowning in Data, Starving for Judgment





Rationality vs Reality





The Penalty Takers' Dilemma





'MONEY DOWN THE DRAIN' IS SUCH A
NASTY TERM, WE PREFER '75% BELOW
COST BASIS' MR MALONEY

**People Respond
to Loss More
Than Gain**



**Big Wins Start
Small**





Biased? Moi?





**Better Isn't
Enough — It Has
to Feel Right**





The Real Specifier Isn't Who You Think