easyhousing

AUHF CAPITAL SPRINT · 2026

A home for everyone.

Sustainable, Social, Scalable

Niels van den Berge · Co-founder & COO, Easy Housing



TO THE INVESTORS, DEVELOPERS AND POLICY MAKERS IN THIS ROOM

Many of you are looking for scalable, affordable housing solutions.

We have one, ready to scale.

Today: 2 offers for partnership | 1 ask



WHO WE ARE

Sustainable, Social, Scalable Homes

Wolf Bierens · Co-founder

Award-winning timber construction engineer; founded the successful European scale-up Sustainer Homes.

Niels van den Berge · Co-founder & COO

Climate adaptation work with UNICEF, Oxfam and the Government of Bangladesh. Former Member of Parliament.

~75 people, projects in five countries

Uganda **Kenya** Mozambique Ghana Tanzania



TRACK RECORD

Product-market fit

115
homes sold

100
homes completed

€1.4M
revenue in 2026, up from €0.15M in 2022

€1.45M
raised in grants, prizes and loans; no equity yet

1,160 t
CO_2 stored in our homes

1,000+
jobs created

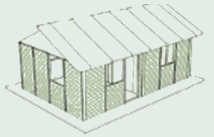
100+
football fields of trees sustained

WHY CLIENTS CHOOSE US

Fast | Fixed price | One-stop shop | Pleasant indoor climate | Affordable | Trusted | Unique design

MARKET SEGMENTATION · A HOME FOR EVERY INCOME

Not demand, but pre-financing offtake is the challenge

ANNUAL HOUSEHOLD INCOME	JOB EXAMPLE	PRICE	TYPOLOGY
$21,500 – $23,900	Senior health tutor, teaching assistant, university	**Purchase** **$28,800–37,200**	4-bed Clerestory 3/4-bed Gable 
$15,500 – $19,700	Commissioner, legal clerk, flight attendant	**Purchase** **$20,400–30,400**	2-bed Clerestory 2-bed Gable 
$7,200 – $11,400	Medical personnel, police inspector, legal officer	**Purchase** **$8,500–17,200**	Studio Mono Pitch 1/2/3-bed Mono Pitch 
$3,000 – $6,000	Nursing assistant, junior clerk, waiter, driver	**Rent** **$100–150 / month**	Tutajenga Rentals 

OUR KEY STRENGTH · VERTICAL INTEGRATION

From tree to key: one turnkey solution

Certified timber → Design & engineering → Prefab in our workshops → Build & handover → Aftercare

2020
Building technology
Our own prefab timber system

2023
Design & build B2C
100 homes in Uganda and Kenya

Now · scale
Rentals
Urban infill with Tutajenga

Now · scale
B2B partners
Configurator and building packages

From “impossible” to 100 homes

Ambition: 1 million homes by 2035

Lesson from solar and wind

The winners were not the panel and turbine makers, but integrators like NextEra and Sunrun, delivering projects on time and on budget.

Source: Foundamental, “System integrators & new age EPC+Os” (2025)

BUILDING TECHNOLOGY

Capacity to deliver

Standardised designs
A catalogue of proven typologies: engineered once, built many times.

Software automation
Drawings, bills of quantities and quotes generated from our digital models.

AI-driven design
Client needs turned into ready-to-build designs, fast.

Prefabrication
Frames and panels made in our factories, assembled on site.

Fast construction cycles
2–4 months from start to handover.



200
homes a year: current production capacity

→

1,000
homes a year: blueprints in place to scale

OFFER 1 · FOR DEVELOPERS

Our system in developers' hands

Configurator

Floor plan in; quote and permit-ready design out.

3–5% design cost

Versus 7–10% of build cost for conventional design and engineering.

Scalable across Africa

Through partnerships, with building packages, manuals and Academy training.

Asset-light scale

Partners build; we secure supply, quality and the carbon claim.

Revenue: configurator fees + building package margin, also for export



OFFER 2 · FOR BANKS AND LENDERS

Urban infill: affordable homes on idle city plots

~60% of plots idle

Residential plots in Greater Nairobi left empty or underused (World Bank).

Low-capex densification

Terraced homes with mezzanine, scalable across plots, easy permitting.

Landowner brings land

We design, pre-finance, build and hand over. No outlay, no build risk.

Affordable rent, quality home

KES 18–20k a month, 27 sqm, urban green, playground for kids.

Tutajenga Rentals: first scheme of 10 homes in Nairobi, first half 2027
≈16–19% IRR at scale



THE ASK

We are raising €500,000 platform capital

≈ KES 73 million ≈ UGX 2.3 billion

THE ASK · FOR INVESTORS

Convertible note

Bridging to a €1.5M Series A in 2027/28. Funds R&D, the configurator, rentals rollout and market expansion.

OFFER 1 · FOR DEVELOPERS

License our system

Configurator, building packages and training. Design costs of 3–5% of build cost, not 7–10%.

OFFER 2 · FOR BANKS AND LENDERS

Finance urban-infill rentals

Tutajenga: landowners bring the land, we deliver. About 16–19% equity IRR at scale.