

# 7th Annual MBEP State of the Region

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Nov 2, 2021

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When our region's community, business, and civic leaders come together at an MBEP event, good things happen. Our 7th Annual State of the Region included cross-sector conversations covering a range of topics from childcare to housing, systemic racial bias in our education system, and how state and federal relief funds are being deployed to benefit our region. Be inspired about how we can create a more inclusive and vibrant economy for all.

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99:15 i came across this i don't know about 199:17 six months ago 199:18 and learned about boxable and i thought 199:20 this is something we have to 199:22 have and share with our region because 199:24 um it's so freaking cool 199:27 so i reached out to them and they say 199:29 that you know they'd be happy to be part 199:30 of it so i'm really so excited that 199:32 galliano 199:34 teramini is here with us today he's uh 199:36 one of the founders of boxable and uh he 199:38 graciously agreed to to be here with us 199:41 uh but i think in order for you guys to 199:42 get your brain wrapped around what he's 199:44 going to be talking about we should 199:45 start with this video 199:47 which uh you know the old adage that a 199:49 picture's worth a thousand words this is 199:51 amazing so we're going to run this video 199:53 and then we'll get galliano on the stage 199:57 [Music] 200:12 [Applause] 200:13 [Music] 200:17 [Applause] 200:19 [Music] 200:20 [Applause] 200:22 [Music] 200:23 [Applause] 200:26 [Music] 200:28 [Applause] 200:33 [Music] 200:51 [Applause] 200:55 [Music] 200:57 [Applause] 200:59 [Music] 201:01 [Applause] 201:04 [Music] 201:05 [Applause] 201:06 [Music] 201:09 [Applause] 201:11 [Music] 201:11 [Applause] 201:15 [Music] 201:44 great and with that we're gonna get 201:47 galliano on the stage welcome 201:49 hi there how are you doing good thanks 201:53 floor is yours 201:54 oh thank you okay i'm paolo tiramani 201:56 standing in for galliano who's my 201:58 business

partner uh thanks thanks for 202:01 coming and attending uh so yeah thanks 202:03 for that introduction kate super nice uh 202:06 and i'll give you just a top-line view 202:08 of the boxable project and then go down 202:10 and we can maybe take a walk around the 202:12 factory and even look inside 202:14 a casita with me as your host so 202:17 boxable is a building technology that is 202:19 basically post-industrial 202:21 post-industrial means basically it's 202:23 built in a factory uh no other buildings 202:25 are built in a factory that can ship and 202:28 uh because it's a very difficult problem 202:30 and one of the core technologies that we 202:31 have with boxable is that we pack down 202:34 as you saw and we have basically two 202:36 different types of space we have the 202:38 dollar dense space that cannot be 202:40 compressed kitchens and bathrooms stairs 202:42 closets and things of that nature but 202:44 about two-thirds of our home is 202:46 typically empty space so we just said 202:47 let's fold it down and that allowed us 202:49 to 202:50 ship uh all around the world eight and a 202:52 half foot wide with no flag cars no 202:54 permits no nothing very very easy yet 202:57 when the product lands on site in about 202:59 an hour possible unpacks to a huge 20 203:03 foot wide nine and a half foot ceilings 203:06 and the larger units will have up to a 203:07 40 foot clear span 203:10 so you can imagine with those kind of 203:12 numbers boxable if you think of them as 203:14 very large lego blocks 203:16 and what you did as a kid putting those 203:17 blocks together uh you can build pretty 203:20 much uh anything especially with that 203:22 ceiling height and then in terms of the 203:24 walls and interior construction uh 203:27 because we're in a factory and we have 203:28 big equipment we don't need little bits 203:30 of wood and nails and hammers we have 203:32 large equipment and we're a panelized 203:34 process our thermal capacity is 203:37 extraordinary wind loads shear loads 203:39 everything is superior to all 203:42 current 203:43 building codes so 203:45 boxable is a building construction 203:47 technology that can build almost 203:50 anything and we have our first factory 203:52 one which you can see behind me a very 203:54 large uh vanishing point uh factory that 203:58 we've set up here in fantastic 204:00 las vegas nevada so we're really not 204:03 very far from from eurodol and uh we are 204:06 not we're not registered as a charity we 204:08 are a for-profit business but we are 204:11 having said that we are good works and 204:13 the mission for the the company has been 204:15 set up to fix a problem to fix one of 204:18 the largest problems the world has uh 204:21 currently uh and um the mission of the 204:23 company is very very simple to put as 204:26 many roofs over as many people's heads 204:29 as we can at the very very highest 204:32 quality but at the lowest 204:34 price 204:35 so the factory you see behind me has 204:37 been 204:38 operating about five or six weeks uh 204:40 we've stood the whole factory up in 204:42 about 204:43 um seven seven months it's really quite 204:46 remarkable we call it possible possible 204:49 time or boxable speed 204:51 and we're just in the middle now 204:52 delivering an order for the federal 204:54 government 204:56 for 156 units for the department of 204:58 defense 204:59 and our first configuration from the 205:01 technology if you think of the 205:02 technology as basically three huge lego 205:06 bricks uh three different sizes um and 205:09 they can build almost anything and then 205:11 what do we do inside of those big empty 205:14 boxes while we configure them so the 205:16 first one we've configured 205:18 as an adu which we i see we were talking 205:21 about earlier which is an accessory 205:22 dwelling unit very popular in uh in 205:25 california and that's 50 000 205:28 all in that kitchen appliances and i'm 205:31 going to take the time to show you and 205:32 i'm actually going to do a little 205:34 walking tour if i may uh you can see 205:37 around to our 205:38 to our office space here this is on the 205:40 way we'll go past the factory uh you can 205:43 see we are a design company so 205:45 everything has to be beautiful 205:47 boxable so it's an incredible design of 205:50 faith 205:51 i hope i'm not giving you uh vertigo 205:55 very nice here's a packed up box the 205:56 book and let's take a walk with me

out 205:59 to the factory it might be a little 206:00 noisy out here on friday on fridays we 206:03 do lunches for the whole factory 206:06 and uh you can actually see the guys 206:08 here 206:09 with a bit of music playing 206:11 and delicious food 206:14 how about everybody give me a wave 206:17 there you go 206:21 nice 206:26 so 206:27 so yeah so 206:28 boxable products is pretty much 206:30 everything resistant 206:32 uh 206:33 it's it's uh waterproof 206:36 uh rated non-flammable 206:39 um 206:40 bugs can't eat it mold can't grow in it 206:43 the homes are basically built from 206:45 concrete and steel 206:47 so there's really nothing to go wrong 206:49 and you saw them being packed up 206:52 unpacked and we can pack pack them up 206:55 just as easily so it's it's rather game 206:57 changing in terms of what can be done 207:00 with the product 207:01 behind me you see 207:03 the lamination tables 207:05 over here 207:06 we make them 207:07 uh up to 40 foot long as a single panel 207:10 so you can imagine with a regular house 207:12 you need a very strong foundation 207:15 or the house is just wobbly but possible 207:18 product because it ships in a truck from 207:20 this giant factory 207:22 doesn't need to uh doesn't really need a 207:24 foundation so you can save a lot of 207:26 money with the foundation and what we 207:28 found is with the first casita 207:31 as an accessory dwelling unit we found 207:33 that 207:35 uh people have their own use cases and 207:37 we've been absolutely stunned 207:39 by the different youth cases 207:41 that we have for the product we've 207:44 we have over a hundred thousand orders 207:47 and the factory at full production 207:49 should be able to make products 207:56 thanks for bearing with walk here is the 207:58 casita model here and you can see in 208:01 terms of plumbing and things like that 208:04 uh it all pours off to this corner 208:08 over here 208:11 so very 208:15 and let's take a walk inside 208:19 and see if there's anybody in here 208:23 okay thanks for bearing with me 208:26 uh we're in it we're in the casita now 208:28 that you saw 208:30 and uh really a design for the ages it 208:33 comes complete with everything except 208:35 the furniture it comes with this 208:38 huge refrigerator and uh 208:41 this would be 208:42 the front door over here 208:44 and behind me we have 208:46 uh you know the living room 208:48 the full-size 208:51 full-size uh kitchen 208:53 big z-wave counter top 208:56 full-size uh 208:58 full-size bed there's nothing small 209:00 about basketball 209:01 and a really nice uh full-size 209:04 bathroom and uh comes complete 209:07 um 209:09 and uh unpack 209:10 is about 209:12 about an hour 209:13 so that would be my 209:15 10 cent tour 209:17 oh i love it it's so fantastic thank you 209:20 for that you we lost your internet 209:22 connection a little bit wobbly when you 209:23 were outside there but i think i think 209:25 you're got a strong connection there so 209:27 that's good would be great if we could 209:28 maybe have you field some questions from 209:30 the audience uh 209:31 in the time we have remaining um it's 209:34 such an exciting um the possibilities 209:36 are really kind of endless because of 209:37 the modularity of being able to build 209:40 like you said kind of lego-like uh and i 209:42 think that video did a really good job 209:43 of describing that this this could this 209:46 casita could become a very large type of 209:49 you know apartment building or office 209:51 space 209:52 uh in addition to you know starting out 209:54 as just a nice adu which you know i want 209:57 in my yard um 209:59 questions that are coming in are are you 210:00 know kind of ones you would expect uh 210:02 around uh seismic uh 210:06 fire you know what you know how are how 210:08 are you guys making sure that you're 210:10 making these earthquake proof and and 210:12 all that good stuff you want to maybe 210:14 just touch on a little bit about what's 210:15 going into the production to alleviate 210:17 those issues yeah absolutely so in terms 210:20 of hitting all the high spot points 210:22 where bug resistant water resistant 210:24 old resistant wind hurricane 210:27 rating 210:28 resistant and we're rated uh essentially 210:31 non-flammable these are concrete and 210:33 steel it's hard for them to burn we do 210:36 constant testing here 210:38 and uh 210:40 with with several testing labs apart

210:42 from our own testing and we're going 210:44 through modular certification process 210:46 state by state so they will be available 210:52 starting now to write a possible code we 210:55 find 210:56 small because it's basically a 210:58 pre-industrial situation such as the 211:01 giant cottage industry the marketplace 211:03 which is staggering considering how many 211:05 homes we need so we will be writing a 211:07 possible code at the federal level uh 211:10 and it will it will be a higher code and 211:12 something that we think the public 211:13 deserves for spending their money 211:16 right and just so you know we're 211:18 breaking up just a tad on your video but 211:20 uh but i think we're able to 211:22 um 211:23 questions about hooking up to sewer and 211:26 like just the kind of nuts and bolts if 211:27 it landed in my yard tomorrow paulo how 211:30 would it how would it actually i 211:31 wouldn't need to have a foundation down 211:32 but i would obviously have to have a 211:34 sewer hook up a water hookup all that 211:36 standard stuff right 211:39 oh there we go i'll be back 211:41 we're back yeah i got the question what 211:43 happens if it lands in your yard 211:45 tomorrow uh well uh first of all if it 211:48 lands in your backyard and you have a 211:49 narrow backyard of course we're eight 211:51 and a half foot wide so anywhere your 211:53 car can go this can go and it unpacks 211:55 just with some simple simple tools you 211:58 do not need a crane uh you can move it 212:00 around with forklift truck it'll unpack 212:03 in a couple of hours 212:04 and then the hookups are whatever your 212:07 local municipality needs as a minimum i 212:09 mentioned this earlier i'm not sure if 212:11 your viewers 212:12 could hear it but uh when you build a 212:14 normal house you need a strong 212:15 foundation because guys with little 212:18 sticks of wood and nails go around and 212:19 hammer it together and it's all a bit 212:21 loose wobbly and uh with the boxable 212:24 products of course uh it's staggeringly 212:26 strong so we don't actually need 212:28 anything to hold up with possible you 212:29 can hold it up from the four corners so 212:31 we recommend whatever the minimum your 212:32 local municipality 212:34 uh will uh will allow and then again 212:38 because it's a consumer product we make 212:39 things very easy nothing comes out of 212:42 the bottom of the building again because 212:44 why that would be very difficult to 212:45 access 212:46 all the waste water 212:48 electric all ports to just one corner 212:51 actually behind me for your hookups and 212:54 depending on your use case if you're 212:55 putting it as an adu as a backyard 212:57 casita then um you can hook into the 213:00 main house power 213:01 uh the probably 213:03 the main house of sewer whether it's a 213:05 well or city sewer and uh you know it 213:09 really depends on the use case in terms 213:11 of what other infrastructure you need 213:12 and certainly you can absolutely enjoy 213:14 it completely off 213:18 uh with this with a solar under 213:20 generator 213:22 and things like that it's never 213:23 whatsoever 213:24 great um and you're kind of breaking up 213:26 again so the um it's all electric i want 213:29 to just clarify that point is that 213:31 accurate 213:32 uh so so we are 213:35 we are all all electric correct and we 213:37 have uh 213:39 mini split uh heating and cooling 213:42 and can you does it come with a ed 213:44 charger already built in and as part of 213:46 that port outside 213:47 uh we're um we don't we don't have 213:51 something no doubt it's going to be a 213:52 very popular option right 213:55 cool well i know there's a gazillion 213:57 questions but what i really wanted to 213:58 get to is something that i'm super 213:59 excited about and 214:01 talk to your co-founder about when we 214:03 did our prep call is we want a factory 214:05 here in our region 214:07 we want to be top of your list when you 214:09 expand beyond las vegas and can you just 214:12 talk a little bit about what your plans 214:13 are in that regard and tease us a little 214:15 bit about what the possibilities might 214:17 be 214:25 uh oh looks like we lost him again here 214:31 okay we're gonna hope that he can come 214:33 back maybe he's moving inside 214:38 well 214:39 that's a bummer i will tell you what i 214:41 learned while we're waiting for him to 214:42 come back on 214:44

um is that uh 214:46 of course this this first factory is 214:48 sort of a proof of concept right so 214:50 they're they're working out the kinks 214:51 making sure that they can meet the 214:52 demand that they have especially from 214:54 this very large federal government order 214:56 and then they'll begin taking uh and 214:58 filling the orders that they already 214:59 have as you saw on the map the hundreds 215:01 of thousands of orders that they have uh 215:03 from the uh folks just like you know 215:06 people here on the call that are 215:07 interested in buying one for fifty 215:08 thousand dollars not that fifty thousand 215:10 dollars is cheap but when you think 215:12 about it in terms of a house it's 215:13 completely ready to go with all the 215:15 appliances even it's it's quite 215:17 extraordinary um i also was asking um 215:21 his colleague about uh installers you 215:24 know could was that another pipeline for 215:26 jobs for us are they going to be 215:27 certifying uh 215:29 uh installers to do that and there is a 215:32 very as you can imagine a very robust 215:34 plan behind that of sort of getting 215:36 people lined up all over the country 215:38 that are trained in setting these up and 215:41 uh and um getting the qualifications and 215:44 making sure that they can do that work 215:45 oh i see we have him back 215:48 excellent you're you're on mute though 215:50 so you're on mute but we can see you 215:52 okay okay let's let's do that sorry 215:55 about the technical problem i'm worried 215:56 i've been just kind of riffing um in the 215:58 in the meantime 216:00 so to answer your questions about the 216:01 factory we have the factory that you saw 216:04 earlier almost 170 thousand foot we 216:06 could not start any smaller than that 216:08 it's four acres under a roof it's an 216:11 eighth of a mile long 216:12 so three football fields that's a 216:14 hundred and seventy thousand our next 216:16 factory in planning uh will either be in 216:19 texas or here in 216:21 north las vegas that will be four 216:23 million square feet four million square 216:25 feet um which will be very interesting 216:28 and our plans for expansion will 216:29 probably have 216:31 four factories like that across the us 216:33 and then outside of our national borders 216:35 we will have franchise factory partners 216:38 uh major corporations uh we're lining up 216:41 now 216:42 um foreign foreign country foreign 216:44 market foreign rules foreign tastes so 216:47 we think it's best to partner and uh so 216:50 boxable aims to be uh certainly the 216:53 largest builder in the world i think 216:56 factory two 216:57 uh this is factory one behind me factory 216:59 two will make us the largest builder in 217:02 the world uh and thereafter we think it 217:04 could be one of the one of the largest 217:05 corporations in the world and i know 217:07 that sounds like terrible hubris for a 217:09 company that just started but 217:11 the fact is uh we're following the 217:14 market not leading the market in terms 217:16 of ramping up production for consumer 217:18 demand especially beyond the casita uh 217:21 when the building system can make most 217:23 things so we're looking to bring to 217:25 customers and homeowners what they 217:27 expect from everything else in their 217:29 life in a post-industrial world when you 217:32 order a shirt or a pair of eyeglasses or 217:34 anything in your life you expect to get 217:36 it within a few days you expect it to be 217:38 high quality perfect and expect to be 217:40 able to return it but not with building 217:43 construction uh we're going to change 217:44 all that and we have the technology and 217:46 the staff to do that and uh we're 217:49 operating on what we call here boxable 217:51 time which is regular time multiplied by 217:54 five 217:56 i love that i'm going to use that 217:58 well what you're doing is this is quite 217:59 revolutionary we're so excited 218:02 to bring this information to our 218:03 audience i i as i mentioned earlier when 218:05 i heard about it i was just over the 218:07 moon and i wish you continued success as 218:09 you continue to roll things out and we 218:12 look forward to hearing a lot more about 218:13 boxable in in the coming years so thank 218:15 you so much for joining us and best of 218:17 luck 218:19 thank you guys absolutely fantastic 218:21 thanks 218:23 bye 218:26 okay well that was pretty thrilling i 218:29 hope you guys enjoyed that as

much as i 218:31 did i i you know it's really going to 218:32 take a revolutionary change in how we 218:35 approach uh building housing in order to 218:37 get to the numbers that we need 218:39 uh you know 218:40 here at least in our state and in our 218:42 region this could be a real game changer 218:44 so 218:45 super exciting stuff 218:47 so i am going to pivot now and um 218:51 share something very special with for 218:53 the next few minutes so i'm going to 218:55 turn my camera off and we're going to 218:56 run a nice video 219:01 [Music] 219:06 mbep mourns the sudden loss of board 219:08 member alfred diaz enfante 219:10 a dedicated community leader and 219:12 affordable housing champion who served 219:14 as president and chief executive officer 219:16 of the nonprofit housing developer 219:18 chispa for more than two decades 219:21 born and raised in salinas alfred 219:23 dedicated his life to building up his 219:25 hometown through his work with chispa he 219:27 not only helped develop more than 2 000 219:30 housing units in the region but served 219:32 as an outspoken advocate for affordable 219:34 housing 219:35 alfred joined and beppe's board in july 219:37 of 2020 but he was an integral part of 219:40 our work long before that serving as a 219:42 key member of the housing advisory 219:44 committee that helped mbep formulate its 219:46 housing initiative his knowledge of the 219:48 complexities of housing his input advice 219:52 his words of wisdom were central to 219:54 shaping mbep's work around housing a 219:56 humble and soft-spoken man alfred was an 219:58 intent listener who could make people of 220:01 all ages and experiences feel valued for 220:03 their perspective 220:05 someone who always had a kind word to 220:07 share and who took a genuine interest in 220:09 the people around him 220:11 alfred approached the most challenging 220:13 situations with kindness and optimism 220:15 and he generously shared the wealth of 220:18 his knowledge and experience with others 220:20 serving as a mentor to so many and 220:22 inspiring by example whether advocating 220:25 for the salinas soccer complex 220:27 leading digital divide projects in east 220:29 salinas expanding healthcare access to 220:31 the most vulnerable or advancing 220:33 countless affordable housing projects he 220:36 was right there doing what's right 220:38 accolades bestowed upon him include 220:40 being named a past salinas valley 220:42 chamber of commerce citizen of the year 220:44 and csu monterey bay's distinguished 220:47 fellow award for community and public 220:49 service he served on the hartnell 220:51 college foundation board for 10 years 220:53 then as its president from 2011 to 2015 220:57 earning an outstanding leadership award 220:59 from the foundation in 2018 in honor of 221:02 his parents luis and avelia diaz enfante 221:04 in 2017 he created the diaz enfante 221:07 family scholarship for farm workers 221:10 children of farm workers or low-income 221:12 students pursuing careers in business 221:15 engineering healthcare communications or 221:18 education 221:19 making the world a better place one 221:22 action at a time was what truly mattered 221:24 to alfred we are so saddened by his loss 221:27 but remain inspired by the huge legacy 221:29 he left and that we can help carry 221:31 forward 221:32 when alfred spoke people listened 221:35 i've always had such deep respect for 221:37 his intelligence his humility and his 221:39 authenticity 221:41 he was such a role model to so many of 221:43 us who are lucky enough to know him 221:46 his quiet power and his ability to 221:48 bridge between many different groups 221:50 will always be an inspiration to me and 221:52 others to do what we can to continue on 221:55 in his memory 221:57 [Music] 222:18 and now i'd like to invite to the stage 222:20 our chair board chair dr eduardo ochoa 222:24 president of csu 222:26 monterey bay 222:31 hello i'm eduardo choa president of csu 222:34 monterey bay and board chair of mbep as 222:37 you just saw from that moving video 222:39 alfred diaz infante was a dedicated 222:42 community leader and affordable housing 222:43 champion who tragically lost his life 222:46 recently in a car accident 222:48 alfred served as president and chief 222:50 executive officer of the non-profit 222:52 housing developer

chispa for more than 222:54 two decades 222:55 he was also an mbep board member 222:58 to honor alfred's legacy and preserve 223:00 his memory i am pleased to share with 223:02 you that the mbep board has renamed our 223:04 annual community impact award to the 223:06 alfred diaz enfante community impact 223:08 award 223:11 we hope this is one small way we can 223:12 acknowledge alfred's significant 223:14 community impact and quiet leadership 223:16 that has inspired so many 223:18 that it will help people better 223:20 understand the awards purpose and help 223:22 keep his memory alive 223:25 each year at the state of the region 223:27 this award is given in recognition of an 223:30 individual or organization who 223:31 demonstrates significant community 223:33 impact and leadership that inspires 223:35 others 223:36 our board of directors is proud to give 223:38 this year's award 223:39 to willie elliott mcrae 223:42 executive director and ceo of second 223:44 harvest food bank in watsonville in 223:47 recognition of his significant 223:48 contributions to santa cruz county over 223:50 the years 223:51 most recently second harvest's response 223:54 to the pandemic included a hybrid food 223:57 distribution program with mass 223:58 distributions at the boardwalk and 224:00 fairgrounds and partner agencies and 224:03 linking families with long-term 224:04 nutrition homes and distribution 224:06 programs 224:07 mbebep's board of directors is happy to 224:09 recognize you as recipient for this 224:11 year's award 224:12 please accept this award in appreciation 224:14 of your distinguished career and 224:16 tremendous pandemic response efforts 224:18 eduardo thank you so very much for this 224:20 honor 224:22 and to the monterey bay economic 224:23 partnership thank you so very much for 224:26 this recognition it has been such an 224:28 honor to work for second harvest for the 224:30 last 40 years but never more so than 224:32 last year during the pandemic it was 224:35 unbelievable the way the community 224:38 responded the way the volunteers and the 224:40 staff responded 224:42 virtually overnight we were distributing 224:44 twice as much food to twice as many 224:46 families we went from serving 50 000 224:49 people a month to over a hundred 224:51 thousand people a month 224:52 from 600 000 pounds a month to over 1.2 224:56 million pounds a month that was a lot of 224:58 heavy lifting 225:00 and there were a lot of people that made 225:02 it possible 225:07 congratulations willie on this award you 225:09 absolutely deserve it this last year the 225:11 food bank has really responded to the 225:13 community's need and that so much of 225:15 that has been your vision and leadership 225:17 your warmth and passion and i've been so 225:19 proud to be a part of it 225:20 without you we would not be able to 225:22 provide the amount of food and services 225:25 that we provide to the community of 225:28 santa cruz county without you 225:30 this organization would not be where it 225:32 is at today we've been able to see a 225:34 growth of community members coming out 225:37 to get our nutritious vegetables and 225:39 fruits along with other items that are 225:41 necessities for their families along 225:43 with encouraging youth to be involved in 225:45 our community food distributions some of 225:47 them have been able to feed their own 225:49 families as well encouraging their 225:51 neighbors to come by our food 225:52 distributions and just increase the 225:55 amount of the community we are able to 225:56 serve willie is so deserving of this 225:58 award he is the heart and soul of the 226:00 food bank and through his leadership he 226:02 has prioritized bringing together 226:04 program participants community leaders 226:06 donors business community and staff to 226:09 collaborate to end hunger in santa cruz 226:11 county second harvest food bank could 226:13 not have done it without you without 226:15 your leadership and without your 226:16 guidance this past year you helped feed 226:18 the community during this pandemic and 226:20 during the fires and i know that with 226:22 your continued leadership we will be 226:24 able to help feed the community and meet 226:26 our goal of 11 million pounds this year 226:29 congratulations willie well deserved you 226:32 have dedicated 40 years of your life to

226:35 our community without you we wouldn't 226:37 have been able to do this 226:38  
congratulations willie on your community 226:40 impact award thank you so much and 226:43  
congratulations on your award 226:44 congratulations 226:46 thank you and congratulations good job  
226:48 willie congratulations 226:51 willie second harvest food bank is 226:53 clearly one of the premier  
organizations 226:55 in our community that makes a huge 226:58 impact 226:59 so it was obvious when  
we were deciding 227:02 at mbep on this award that you deserve 227:05 it this year i worked with you  
during 227:06 the recession 227:08 i saw what you did during the fires the 227:10 pandemic you  
innovated and brought food 227:12 to people where they could get it safely 227:14 down at the  
boardwalk in the parking lot 227:16 thank you you're my community hero 227:20 i've been so blessed to  
be able to work 227:22 with the most extraordinary group of 227:24 staff 227:25 and volunteers and  
trustees and partners 227:28 for the last four decades 227:30 all working together to make sure that  
227:32 everyone has healthy food on their 227:34 tables and on behalf of all these folks 227:37 i accept  
this award 227:48 yay 227:49 willie we love you we're so happy to 227:51 honor you this year with this  
award and 227:53 um of course you all know how i feel 227:55 about alfred so that was just lovely and  
227:58 i'm so glad uh i will have such an 228:00 amazing board that 228:02 that believes in and honoring  
these two 228:04 very special men the way we did 228:07 so uh we have reached the end of our 228:09  
program we're going to probably give you 228:10 a few minutes back i wanted to thank you 228:12 so  
much for joining us today a special 228:14 shout out to our amazing speakers 228:17 uh i don't know i  
think they're all the 228:19 best after i finish one but this one 228:20 really felt really amazing and and  
such 228:23 quality speakers so a special shout out 228:25 to all them we do have a small token of  
228:28 of our appreciation that i wanted to 228:29 just do a quick show and tell of we are 228:32  
sending all of our speakers we always 228:33 send them a little speaker gift and this 228:35 is a lovely uh  
package from el pajaro uh 228:39 cdc carmen herrera's organization out of 228:41 watsonville these are  
all amazing 228:43 homemade 228:44 uh entrepreneurs supported by that 228:47 organization uh a  
little gift pack and i 228:49 wanted to make sure to thank her for all 228:51 the excellent work she does  
in our 228:53 community such a such a gem and to 228:57 want to support her this way by buying  
228:59 these for our speakers and also just 229:02 remind you all as you're doing your 229:03 holiday  
shopping you might want to pick 229:06 up a box so be sure to check out el poro 229:08 cdc their  
website you can order and and 229:10 customize your order and they have 229:12 amazing products  
made right here in 229:13 watsonville by hardworking folks that 229:16 are starting out their own food  
business 229:18 so um do do what you can to support them 229:20 please 229:22 and finally i just  
wanted to thank 229:23 everyone personally 229:25 this has just been an amazing part of my 229:27 life  
these last six years and running 229:28 mbapp and all the support that you all 229:30 have given me it's  
just been 229:33 so amazing and um you know as most of 229:36 you know i'm sailing off into the  
229:38 retirement sunset uh at the end of this 229:40 year 229:41 so uh next year i will be in the 229:43  
audience with all of you 229:45 watching 229:46 and i can't wait for that and uh it's 229:49 continuing to  
support mbep and the 229:50 fabulous work that this team does 229:53 uh our amazing staff our  
amazing board 229:55 and the members that make it all happen 229:57 so it truly takes a village and i'm  
just 229:59 so so grateful 230:00 so thank you all keep an eye out for the 230:03 full event recap that  
we'll be posting 230:05 next week um you can watch the recording 230:08 and download all sorts of  
good stuff if 230:09 you missed any part of it 230:11 and again gratitude for everyone 230:13 involved  
thanks to my amazing team maya 230:16 at all that put this and emmy who 230:17 stepped in to help us  
out today to put 230:19 to produce a show and i hope you all 230:21 enjoyed it have a great rest your  
day



# Galiano Tiramani Founder of Boxabl

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Oct 17, 2021

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A man who is literally turning one of the largest industries globally on it's head sits down with us at Call To Action Podcast to talk everything from the how to raise money in the current market to a live historical moment captured during the interview. Even Elon Musk owns a Boxabl! It is an honor and pleasure to welcome Galiano Tiramani and Boxabl to the Call To Action Podcast. Want more videos? - Subscribe! → <https://www.youtube.com/channel/UCjMd...> Book a Podcast Deep-Dive into Your Own Story ► <https://dimensionsoftware.com> Created with Love, Team Call To Action Podcast 🎧 [#boxabl](#) [#galianotiramani](#) [#caltoaction](#) [#startup](#) [#ctap](#) [#dimensionsoftware](#) [#podcast](#) Link up with Galiano <https://www.boxabl.com> <https://www.linkedin.com/in/galianoti...> Boxabl Disclaimer BOXABL IS CONSIDERING UNDERTAKING AN OFFERING OF SECURITIES UNDER TIER 2 OF REGULATION A. NO MONEY OR OTHER CONSIDERATION IS BEING SOLICITED, AND IF SENT IN RESPONSE, WILL NOT BE ACCEPTED. NO OFFER TO BUY THE SECURITIES CAN BE ACCEPTED AND NO PART OF THE PURCHASE PRICE CAN BE RECEIVED UNTIL THE OFFERING STATEMENT FILED BY THE COMPANY WITH THE SEC HAS BEEN QUALIFIED BY THE SEC. ANY SUCH OFFER MAY BE WITHDRAWN OR REVOKED, WITHOUT OBLIGATION OR COMMITMENT OF ANY KIND, AT ANY TIME BEFORE NOTICE OF ACCEPTANCE GIVEN AFTER THE DATE OF QUALIFICATION. AN INDICATION OF INTEREST INVOLVES NO OBLIGATION OR COMMITMENT OF ANY KIND. A COPY OF OUR PRELIMINARY OFFERING CIRCULAR MAY BE OBTAINED HERE, <https://www.sec.gov/Archives/edgar/da...>

00:07  
[Music]  
00:08  
welcome  
00:09  
to the call to action podcast  
where we  
00:11  
bring you incredible people and  
even  
00:14  
more incredible stories with  
discussions  
00:16  
and topics about what it takes to  
00:18  
sacrifice everything to overcome  
00:21  
hardships and failures to achieve  
00:22  
success  
00:24  
our guests heard the call  
00:26  
now it's your turn  
00:30  
have you ever wondered how  
you could

00:31  
change the world by simplifying  
what we  
00:33  
know to be true  
00:35  
our next guest is doing just that  
with  
00:37  
the thing you spend the most  
time doing  
00:39  
being inside your house  
00:41  
he has led his startup to raise  
nearly  
00:43  
four million dollars via  
crowdfunding  
00:44  
and is completely changing the  
way  
00:46  
housing is mass produced it's  
called  
00:48  
boxable and in less than an hour  
after

00:51  
arrival a new homeowner can be  
enjoying  
00:53  
a glass of wine inside their  
boxable  
00:55  
home it's so popular now that  
elon musk  
00:57  
lives in one he's also the co-  
founder of  
01:00  
coinhub a popular crypto atm  
service  
01:03  
and if he never told this  
naysayers to  
01:05  
[ \_\_ ] off when telling him you  
don't need  
01:06  
to reinvent the wheel when it  
comes to  
01:08  
construction he wouldn't be on  
the way  
01:10

to creating the apple experience  
of the  
01:12  
housing market  
01:13  
with the efficiency of an amazon  
01:15  
fulfillment facility please  
welcome the  
01:18  
real life bob the builder and our  
next  
01:19  
guest  
01:20  
galiano tiramani  
01:23  
thanks for coming on the show  
01:24  
man hey thank you so much  
01:27  
for having me on the show i have  
told a  
01:29  
lot of people to [ \_ ] off  
01:31  
i i'm quite  
01:33  
that was just an absolute  
assumption but  
01:35  
you i don't know there's like a  
kindred  
01:36  
spirit i've watched some videos  
like man  
01:38  
he kind of seems like the guy  
that that  
01:40  
would just stay straight up tell  
you  
01:42  
what's on his mind but uh of  
course  
01:44  
welcome to called action  
podcast um  
01:46  
before we get into the reasons  
and we  
01:48  
got you only for a short period of  
time  
01:50  
today uh we're going to put you  
through  
01:53

a prefrontal cortex warm up like  
you've  
01:55  
never experienced it's a wild  
array of  
01:57  
random rapid fire questions it's  
called  
02:00  
the brain freeze frenzy are you  
ready  
02:02  
let's do it first reaction when you  
02:04  
heard elon musk was living in a  
casita  
02:08  
um  
02:09  
unfortunately my my reaction  
has to be  
02:11  
per my lawyers no comment  
02:14  
sorry  
02:17  
wow okay we should have  
started this  
02:19  
with shots of something who  
knows all  
02:21  
right moving on guys  
02:22  
morning routine  
02:24  
um  
02:25  
what i do first thing in the  
morning is  
02:27  
just hang out with my my kids  
and wife  
02:30  
um  
02:31  
because uh they're nicer to me in  
the  
02:33  
morning by the end of the day  
they're a  
02:34  
little bit tired and grumpy  
02:38  
i could say the same man i just  
had a  
02:39  
newborn about six months ago  
and uh it's

02:42  
about the same thing man we're  
all going  
02:44  
through that keith's got one  
thanks man  
02:46  
uh if you could get drunk or high  
with  
02:48  
anyone in history who would it  
be and  
02:49  
why  
02:50  
well i have not used drugs or  
alcohol  
02:53  
for about eight years  
02:55  
um  
02:57  
that  
02:57  
that may be contributing to my  
success  
03:02  
so uh i'll pass on that one um  
03:06  
uh maybe one of the founding  
fathers of  
03:09  
the of the country because i'm  
into  
03:11  
politics  
03:12  
let's say let's go with abraham  
lincoln  
03:14  
beautiful  
03:15  
what is the most single day pre-  
orders  
03:18  
for boxable  
03:19  
um in a day  
03:22  
um not i have no clue i'd have to  
pull  
03:24  
up the chart but it's probably it's  
03:26  
probably got to be you know i'm  
sure we  
03:28  
had a day with a thousand come  
in

03:31  
wow that's fine that's incredible  
we're  
03:33  
we're at 60 yeah they're not  
necessarily  
03:34  
pre-orders um because they're  
um  
03:38  
um they don't have deposits on  
them um  
03:41  
but we do have 60 000 people on  
that  
03:43  
list now you know most most of  
which  
03:46  
have come probably in the last  
year  
03:48  
that's so cool man congrats we'll  
jump  
03:50  
right into that as soon as we're  
done  
03:51  
with this cinnamon toast crunch  
or  
03:53  
reese's puff cereal  
03:55  
cinnamon toast crunch i have a  
serious  
03:57  
problem with that actually and  
my wife  
04:00  
she hides it every time it's in the  
04:01  
house because i end up eating  
the whole  
04:02  
box sometimes  
04:06  
that's awesome  
04:07  
i'd uh go with the same actually  
04:10  
yeah ditto  
04:12  
switching focus most surprising  
thing  
04:13  
about building a startup from  
ground  
04:15

zero since you have a couple of  
these  
04:18  
um well you know a lot of um  
04:21  
surprising stuff happens a lot of  
crazy  
04:24  
stuff that you know you wouldn't  
expect  
04:27  
comes along all of a sudden and  
and it's  
04:29  
pretty much on a regular basis  
04:32  
um i'm just like oh my god this is  
crazy  
04:35  
and certainly with boxable the  
the  
04:37  
trajectory we're on and the  
speed at  
04:39  
which things are happening have  
been  
04:41  
blowing our minds and the  
interest level  
04:44  
um you know you mentioned uh  
you know  
04:47  
money raising at the beginning  
04:49  
the we've now we've now raised  
you know  
04:51  
tens of millions of dollars  
04:53  
beyond the four million that you  
04:55  
mentioned so that's been pretty  
crazy  
04:57  
for me because none of my  
other projects  
04:59  
i ever raised money for  
05:01  
and now that we've kind of  
whipped up  
05:02  
all this interest through the good  
05:04  
marketing  
05:06

we've been able to to bring in  
this  
05:08  
money that we need that gives  
us the  
05:09  
ammunition  
05:10  
to execute right so  
05:13  
yeah all kind of crazy stuff  
happening  
05:15  
every day  
05:16  
one one big learning curve i'm  
having  
05:18  
now is  
05:19  
managing a really big team  
because i  
05:21  
think we're up to  
05:22  
over easily over 60 people so we  
are  
05:26  
just dealing with managing so  
many  
05:28  
different people  
05:30  
yeah and since that's such a  
hardware  
05:32  
intensive business that raise  
makes a  
05:34  
lot more sense in your industry  
i'm just  
05:36  
throwing that out there there  
yeah this  
05:38  
is no joke i'm sitting right now in  
a  
05:40  
170 000 foot building so you can  
imagine  
05:43  
what the rent is like on  
something like  
05:45  
that  
05:46  
not to mention all the equipment  
and  
05:48

everything else  
05:49  
that's insane was it built real  
quick is  
05:51  
it all big boxable  
05:54  
manufacturing or is it just uh  
05:56  
the the building you're actually in  
or  
05:58  
is it just standardized for a  
factory  
06:01  
i'd love a boxable factory man  
out of  
06:03  
boxables that builds boxables  
but this  
06:05  
is just a and that'd be cool  
06:07  
yeah this is just a concrete tilt-up  
06:09  
shell uh that was that was built  
here  
06:12  
and then we leased it and then  
we did  
06:13  
kind of a custom fit out of the  
whole  
06:15  
thing just a couple more real  
quick uh  
06:17  
any other famous or notable  
people with  
06:20  
uh pre-orders for boxable that  
you'd  
06:22  
like to market out there  
06:23  
um  
06:25  
i don't i don't know i haven't even  
06:27  
really  
06:28  
looked at looked at the list and  
uh i  
06:30  
don't want to speak out of  
school on  
06:32  
anyone  
06:33

so nothing to mention on that  
front  
06:38  
bentley defense i mean we're go  
we'll  
06:39  
have one yeah we've got to at  
sea tap at  
06:42  
some point you know we want to  
convert  
06:43  
our entire enterprise uh over to  
your  
06:45  
casitas man they're just you  
know they  
06:47  
they blow us away and and hey  
that and  
06:49  
to all of your other successful  
kind of  
06:51  
entrepreneurship all the  
businesses that  
06:53  
you have going what is one great  
and one  
06:57  
shitty piece of leadership advice  
you've  
06:58  
been given in your  
07:00  
lifetime uh advice i've been given  
07:05  
yes  
07:07  
you know  
07:08  
some  
07:10  
people  
07:11  
try to make me  
07:13  
be overly cautious and i really  
hate  
07:16  
that and that comes from people  
who  
07:19  
probably  
07:20  
you know had a career at an  
established  
07:22  
company

07:23  
so they want to be very careful  
and safe  
07:25  
and  
07:26  
and that's you just can't do that  
when  
07:28  
you're when you're starting  
something  
07:29  
new um because then you'll just  
you move  
07:32  
too slowly you have to you know  
right  
07:34  
you have to go fast and quickly  
and you  
07:37  
know have mistakes and and all  
that kind  
07:39  
of stuff so um you know i'm not  
very  
07:42  
risk-averse i've done a lot of risky  
07:44  
things and i'll continue to and it  
kind  
07:46  
of  
07:47  
pays off to to make mistakes  
07:49  
amen couldn't agree more man  
on that you  
07:52  
guys have  
07:54  
really really revolutionized like i  
said  
07:57  
in the intro kind of the way i think  
07:58  
people think about  
08:00  
housing and buildings and and  
just in  
08:02  
construction in general and man  
i can  
08:04  
now see the vision at like which  
you  
08:06  
could scale this to but  
08:09

where did it all start and how did  
this  
08:10  
concept to  
08:12  
attack probably one of the  
biggest uh  
08:15  
markets on planet earth and uh  
flip it  
08:17  
on its head  
08:19  
well  
08:21  
it was myself my father paulo  
and and  
08:25  
also kyle denman that started  
working on  
08:27  
this back in 2017 the original  
idea to  
08:31  
fold up the house came long  
before that  
08:34  
probably a decade before that  
08:36  
when paulo had actually built a  
modular  
08:39  
house he experienced the  
problems with  
08:41  
the with the wide load shipping  
and then  
08:43  
the cost and  
08:44  
you know ish and cumbersome  
nature of  
08:47  
shipping these wide loads and  
he just  
08:49  
thought you know there's got to  
be a  
08:51  
better way and so he he drew on  
a napkin  
08:54  
that the idea to fold  
08:55  
fold the house up um and back  
then he  
08:58  
had an intellectual property  
licensing

08:59  
company where he would  
basically invent  
09:01  
stuff and sell the sell the  
inventions  
09:04  
um but nothing really came of it  
uh not  
09:07  
not a ton of work was put into it  
uh and  
09:09  
then um you know 2017 i was  
actually  
09:13  
sitting up in in northern california  
uh  
09:16  
on my on my marijuana farm uh  
which is  
09:19  
what i was doing at that time  
09:20  
and uh and uh i was just thinking  
of new  
09:24  
new business ventures as usual  
and um  
09:27  
you know thought about his  
folding house  
09:30  
idea and you know called him up  
and said  
09:33  
hey what about that idea let's  
maybe  
09:35  
take another look at it and then  
we  
09:37  
started doing more research um  
a big  
09:40  
part of the research focused on  
like  
09:41  
what were the problems in the  
market  
09:43  
because it's not immediately  
obvious you  
09:45  
know what the what the  
problems are and  
09:46  
there's a lot of them and then we  
09:48

started just you know  
09:51  
chasing it down and doing  
research and  
09:54  
alternative building materials  
and  
09:56  
testing and building prototypes  
and got  
09:58  
more and more traction and at a  
certain  
10:00  
point i realized  
10:01  
this is a huge opportunity here  
like  
10:04  
bigger than anything else uh so i  
10:07  
totally bailed on on everything i  
was  
10:08  
doing up in northern california  
and i  
10:10  
moved down here to to chase  
this um  
10:13  
boxable down and now things  
are  
10:16  
accelerating quickly and to  
everyone who  
10:19  
hasn't seen those boxable  
movies go  
10:21  
check it out it's really stunning it  
10:23  
unfurls like an origami  
10:25  
piece  
10:26  
yet it's a house and it's real life  
and  
10:28  
it's real size and it's beautiful  
with  
10:30  
that too it's it's incredible you  
know  
10:32  
just watching it unfurl almost as  
if it  
10:34  
is once it's standing it's it's really  
10:36

beautiful  
10:37  
yeah yeah check out  
boxable.com and our  
10:40  
youtube there's lots of content  
out  
10:42  
there so people can get an  
understanding  
10:43  
of what this is and that fact that  
it  
10:46  
folds just just the fact that it's  
cool  
10:49  
and it catches people's attention  
has  
10:50  
been a huge advantage for us  
because  
10:52  
it's brought all this interest in  
10:54  
yeah your your marketing team  
has  
10:56  
absolutely like destroyed i think  
the  
11:00  
from the branding the you know  
the logo  
11:03  
the the name is super you know  
modern  
11:05  
and edgy and uh  
11:08  
without you know the e at the  
end it's a  
11:10  
lot of companies successful  
companies  
11:12  
are doing this and man you guys  
fit  
11:14  
right in the mold there um what  
11:17  
from from  
11:19  
its original conception is is paulo  
your  
11:22  
father  
11:23  
yes  
11:23

so  
11:24  
is is he you guys have obviously  
a very  
11:27  
i would guess an italian heritage  
is he  
11:30  
from italy or very close to it  
because  
11:33  
man i almost called you your last  
name  
11:35  
tiramisu the first time i uh said it  
out  
11:38  
loud in my house well he actually  
grew  
11:40  
up um in london  
11:42  
so he's british and  
11:45  
but his whole family's italian and  
from  
11:47  
italy so he spent a lot of time in  
italy  
11:49  
as a as a kid and  
11:52  
now  
11:53  
the  
11:54  
i think the only remaining relative  
we  
11:56  
have in italy is it is a an 80  
11:59  
probably more than 80 years old  
uh great  
12:02  
aunt who's a nun  
12:04  
and she lives in the nunnery  
12:06  
that's so cool man i've been i've  
been  
12:09  
to some of those up there yeah  
because  
12:10  
the design and whatnot is super  
modern  
12:12  
and it's very italian so i was  
wondering

12:15  
like just minimalistic and  
modern and i  
12:17  
was wondering if any of that  
played any  
12:19  
uh role in kind of how you guys  
have uh  
12:21  
developed the brand to where it  
is today  
12:23  
but um yeah man it's it's pretty  
cool  
12:26  
stuff so the idea came about  
12:28  
you realize that there was like  
this big  
12:30  
potential for this what was like  
the  
12:32  
next step really okay we've got to  
build  
12:34  
our first one kind of out of  
pocket you  
12:37  
know bootstrap it or did you  
guys go  
12:39  
straight to crowdfunding and or  
whatever  
12:42  
um route you guys took an issue  
uh no we  
12:44  
we funded it initially mainly  
paolo um  
12:47  
you know several million dollars  
of his  
12:50  
money uh went into this so he's  
we've  
12:52  
got you know quite a lot of uh  
skin in  
12:54  
the game and at first we just had  
you  
12:57  
know  
12:58  
websites some 3d renders and  
an idea and  
13:01

drawings and that was it  
13:03  
and and then one day i just  
happened to  
13:05  
get a call  
13:07  
from the  
13:10  
builder magazine  
13:12  
for the  
13:13  
international builder show and  
they  
13:15  
invited us to bring a house to  
13:18  
las vegas to the convention  
center um to  
13:20  
a little village they build outside  
13:22  
every year when they have this  
show that  
13:24  
it has modular houses in it um  
so okay  
13:27  
got this call and and they were  
like  
13:29  
yeah you want to bring one of  
your  
13:30  
houses down and i was like well  
we don't  
13:32  
really have any yet  
13:33  
but uh  
13:34  
and then and then so then i had  
a  
13:36  
meeting with paolo and kyle and  
said do  
13:38  
we want to commit to this and  
agree to  
13:40  
it can we do it um and then we  
said yeah  
13:42  
this is a big opportunity let's do it  
13:44  
and then we built the first  
prototype  
13:46

delivered it to the show on time  
not  
13:49  
without a lot of  
13:50  
issues  
13:52  
and then uh it was great and and  
um you  
13:54  
know things kind of went went  
from there  
13:57  
so some of those issues that we  
had are  
13:59  
pretty funny so i'll mention them  
for  
14:02  
example um  
14:04  
you know this is las vegas and i i  
14:06  
didn't live here at the time and  
my dad  
14:08  
had just moved here um  
14:10  
and  
14:11  
uh you know it's the desert it's  
it's  
14:13  
it's 120 degrees in the summer  
so the  
14:16  
prototype we built didn't have a  
14:17  
finished roof on it it had like  
14:20  
uh basically big gaps where you  
could  
14:22  
just see the sky  
14:24  
and then the morning of the  
show it  
14:26  
snowed in las vegas  
14:28  
and no  
14:30  
so we were like oh [ \_ ]  
14:32  
so i was out there like five in the  
14:33  
morning scraping snow off the  
roof  
14:36

meanwhile the sun was coming  
up the snow  
14:38  
was melting and water was  
pouring into  
14:40  
the unit so the whole unit was  
flooding  
14:42  
and this is like an hour before  
the show  
14:44  
starts the snow's melting the  
unit's  
14:46  
flooding i'm like oh [ \_ ] this is  
14:48  
terrible  
14:49  
but because  
14:51  
the units are very water resistant  
14:53  
because of the building  
materials we  
14:54  
used we managed to just dry it  
off and  
14:57  
no one knew  
14:59  
and i think it happened i think it  
15:01  
happened more than one  
morning as well  
15:02  
because the show was multiple  
days yeah  
15:04  
and it flooded so it flooded every  
15:06  
morning before the show  
15:08  
the more eyeballs on there you  
know like  
15:10  
the more things just inherently  
are  
15:11  
going to go wrong that's how it  
is with  
15:13  
every demo yep we're we're in  
software  
15:16  
and uh you know we and in fact i  
kind of  
15:19

thought of this uh this morning i  
was  
15:21  
like you guys are kind of like i  
don't  
15:23  
know if you've ever heard of  
webflow but  
15:25  
it's like a no code  
15:27  
website builder that's  
phenomenal and  
15:30  
it's like there's no need there's  
only a  
15:33  
certain subset of reasons why  
you would  
15:35  
have to do a very custom native  
website  
15:38  
whereas the majority of people  
are  
15:39  
either just trying to get  
information  
15:41  
out there or set up a kind of a  
15:43  
regular e-commerce store and  
that's kind  
15:46  
of like what boxable is for  
housing it's  
15:48  
like you it's a one-stop shop and  
you  
15:51  
just kind of like go boom order  
and it  
15:53  
shows up you know i'm  
assuming i haven't  
15:54  
done it yet um but it's pretty  
15:57  
incredible and the way that these  
types  
16:00  
of business models have  
evolved over the  
16:02  
last five years or so  
16:04  
and the successes in in the  
rapidity of  
16:07

which these companies are  
reaching these  
16:09  
successes i can i can see  
16:12  
this  
16:12  
already getting to that point and  
16:14  
especially after the new kind of  
16:15  
information on what you guys  
have raised  
16:17  
outside of crowdfunding and  
things like  
16:19  
that to get to where you are and  
we want  
16:21  
to get there real quick but can  
you talk  
16:23  
us through that uh because a lot  
of our  
16:25  
listeners are kind of like  
16:26  
entrepreneurial and have that  
bug or or  
16:28  
just maybe they want to  
eventually what  
16:31  
was the crowdfunding um  
16:33  
with  
16:35  
uh ray's look like how was it set  
up and  
16:37  
what's the what's the  
background to that  
16:39  
kind of look like so you know  
once we  
16:41  
got to the point where we had a  
product  
16:42  
that we said this product is  
ready to be  
16:44  
manufactured and sold we  
decided to  
16:46  
start raising money and at that  
point i  
16:48

started going out to like  
traditional  
16:51  
venture capital institutional  
investors  
16:54  
and i just really didn't like the  
16:56  
response or the vibe i got from  
them uh  
16:59  
it was not great  
17:01  
you know  
17:03  
and then i think uh kovid kind of  
hit  
17:05  
and uh a lot of the ones that i  
was  
17:07  
talking to were like you know  
what we're  
17:09  
not we're talk we're not doing  
anything  
17:11  
for a few months until we see  
what  
17:12  
happens to the world  
17:13  
and so i was like all right well let  
me  
17:15  
try something different um so i  
went  
17:16  
ahead and did the first  
17:18  
uh  
17:19  
reg cf  
17:21  
on we funder uh where basically  
we  
17:23  
created our our offer and we put  
it up  
17:25  
there and you know people came  
in and  
17:27  
and they invested and it worked  
and um  
17:30  
you know we sold you know uh  
as much as  
17:33



we we wanted to everything was  
great and  
17:34  
i said okay this is a good  
strategy here  
17:38  
um and you know regcf is for  
17:40  
unaccredited investors and you  
can also  
17:43  
do regulation d which is for  
accredited  
17:46  
investors there's less restrictions  
17:48  
around that on the amount you  
can raise  
17:49  
and and other restrictions so um  
17:53  
yeah and the reg d yeah um  
because  
17:55  
that's for only accredited  
investors who  
17:58  
meet a certain income threshold  
so  
18:01  
then after the the we maxed out  
the reg  
18:03  
cf which was a million dollars  
back then  
18:05  
uh i then said all right let's keep  
it  
18:07  
going  
18:08  
because a lot of the investors  
were  
18:09  
accredited so then i just posted  
18:11  
directly on our website uh an  
offering  
18:14  
that accredited investors could  
uh  
18:16  
invest in and  
18:18  
people kept investing and money  
kept  
18:20  
coming in and kept working right  
really

18:22  
so you can just leave that open  
18:24  
essentially and how does that  
process  
18:26  
work like if i make if i'm within  
the  
18:29  
threshold and i'm just joe schmo  
18:31  
how would that process work  
um they go  
18:33  
to the website and then how  
does that  
18:36  
work a really simple checkout  
process  
18:39  
just the same way as buying any  
other  
18:41  
product for the most part  
18:42  
and you know they go in there  
they read  
18:44  
the the deal the terms of the deal  
if  
18:46  
they like it and they like the  
company  
18:47  
then they go through the  
checkout i  
18:49  
think it's like five steps you can  
see  
18:50  
it on our website right now and  
then  
18:52  
they're they're investing they're in  
18:53  
there and i recommend this for  
any  
18:55  
company because you're  
basically you  
18:57  
know flipping the whole power  
dynamic  
19:00  
around because you know if  
what you have  
19:02  
is desirable for for investors you  
don't

19:05  
have to go out there and you  
know  
19:07  
um you know spend a lot of time  
pitching  
19:10  
people and kissing their ass and  
and all  
19:13  
this other uh stuff that  
sometimes  
19:15  
doesn't pay off at all um and  
then now  
19:18  
what we have is just the offering  
19:20  
sitting there our general  
marketing is  
19:22  
reaching people and it's reaching  
some  
19:24  
people that want to invest in  
stuff and  
19:26  
they're coming and they're  
investing in  
19:28  
it and it works and  
19:30  
so then you know we did the  
next reg cf  
19:33  
after they raised the limit to 5  
million  
19:35  
and that was for the  
19:37  
the four million  
19:39  
uh remainder  
19:40  
out of the total of five oh so it  
kind  
19:42  
of like just rolls into the the next  
uh  
19:46  
essentially version or iteration of  
it  
19:48  
correct yeah basically you know  
you have  
19:49  
to go through all these different  
19:50

exemptions to security laws uh  
and it's  
19:53  
really confusing and crazy to  
deal with  
19:56  
um but when we did that next  
reg cf  
19:59  
which is for unaccredited that  
one the  
20:02  
second time around sold out in  
13 days  
20:05  
and now there's a big wait list  
sitting  
20:07  
sitting behind that so  
20:09  
incredibly powerful and i  
recommend it  
20:11  
to anyone and there's pretty  
much no  
20:13  
downside to it and like some you  
know  
20:16  
institutional investors or  
traditional  
20:18  
investors will try to act like  
there's a  
20:21  
downside to it but in most cases  
there  
20:23  
isn't what's what's the upside  
what's  
20:25  
the difference in terms of  
dynamics for  
20:28  
um for from the business owner  
20:30  
standpoint i mean because when  
you go to  
20:32  
an uh you know an investment  
group if  
20:34  
you will uh vc firm or what you  
were  
20:37  
trying to do initially they're trying  
to  
20:38

bend you over backwards and  
essentially  
20:41  
take over  
20:42  
the company correct they were  
probably  
20:43  
wanting over 50 right off the bat  
or  
20:46  
whatever the case may be  
20:48  
versus the crowdfunding which  
i'm  
20:50  
assuming you more control is  
that what  
20:52  
it is exactly exactly now now  
now i'm  
20:55  
the one setting the terms you  
know take  
20:57  
it or leave it they're not setting  
the  
20:59  
terms right and  
21:01  
i'm not giving them any control  
of the  
21:03  
company because those are not  
the the  
21:04  
terms i set and then it's kind of a  
21:08  
self-fulfilling prophecy as well  
because  
21:10  
now when i go back to those  
guys because  
21:11  
we still talk to institutional  
investors  
21:13  
all the time because they'll they  
will  
21:15  
be part of this and they are part  
of  
21:16  
this correct but now i say to  
them if  
21:18  
they say oh your your valuation's  
too  
21:20

high we want a different deal i  
say well  
21:22  
you're wrong and i know you're  
wrong  
21:24  
because these people over here  
are  
21:25  
buying the investment every day  
and  
21:28  
price is only you know what  
someone's  
21:30  
willing to pay for something you  
know  
21:32  
supply and demand so guess  
what you know  
21:35  
these are the terms um if you  
don't like  
21:38  
it all these other people do so  
you're  
21:39  
gonna miss out goodbye  
21:42  
so they're still trying to weasel  
their  
21:44  
way into that  
21:46  
and try and downplay the  
credibility of  
21:48  
this crowdfunding huh definitely  
they  
21:51  
definitely do and and and the  
funny  
21:53  
thing is what's their endgame  
anyway  
21:55  
it's to flip the investments onto  
retail  
21:58  
investors through the stock  
market or an  
22:00  
acquisition so  
22:02  
we're basically skipping that step  
and  
22:03  
going straight towards straight  
straight

22:05  
to these retail investors for the  
most  
22:07  
part so  
22:09  
it's just everything about it we're  
22:10  
loving it and we're going to keep  
22:12  
running with it for as long as we  
can  
22:14  
yeah it makes so much sense  
and you know  
22:15  
the proof is in the pudding here  
which  
22:17  
platform did you guys use the  
the um  
22:20  
main platform we're using now is  
22:22  
actually called fundamerica.com  
22:24  
and all it is is it's a basically a  
22:26  
payment portal that has some of  
the  
22:28  
extra features that you need for  
22:30  
regulatory compliance because  
the  
22:32  
government's added in all of  
these extra  
22:35  
ridiculous rules about getting  
extra  
22:38  
documentation from people and  
checking  
22:40  
their ids and all this stuff so so  
this  
22:42  
platform just kind of does all  
that um  
22:44  
in in an easier way and and it  
creates  
22:46  
the checkout portal um and we  
absolutely  
22:50  
love them it's it's sweet we don't  
even

22:52  
have you know an investment  
bank on our  
22:54  
deal you know it's just  
22:57  
straight to us through  
22:58  
fund america which is hosted  
directly on  
23:01  
our platform and then you can  
go and  
23:04  
post on start engine or we  
funder or  
23:07  
republic and these other  
crowdfunding  
23:08  
portals and that's good as well  
23:11  
but i like having it directly on our  
23:13  
website because then we're  
controlling  
23:15  
the whole process we're  
capturing all  
23:16  
the information we're capturing  
the  
23:18  
pixel data for for facebook  
retargeting  
23:21  
ads and we're putting up um  
forms for  
23:23  
them to put their email in so we  
can hit  
23:24  
them with an email after so it's  
really  
23:26  
nice we are we are doing stuff  
on those  
23:29  
platforms as well to capture their  
23:31  
audience because they have  
ready  
23:32  
investor audiences sitting there  
who  
23:34  
want to invest so let's jump into  
that  
23:36

pre-qualified essential exactly  
but but  
23:38  
we're we're driving most of the  
traffic  
23:40  
we're driving most of the  
investment  
23:41  
through our own marketing and  
we're just  
23:43  
capturing it right on our website  
so  
23:44  
early on you were able to use  
your own  
23:46  
marketing  
23:47  
to get people interested into  
boxable  
23:50  
because you know figure before  
you had a  
23:51  
name for stuff you know i would  
think  
23:53  
those platforms you mentioned  
might be  
23:54  
the way to go because they're  
already  
23:56  
quite popular how did you guys  
go about  
23:58  
drumming up the support behind  
the brand  
24:01  
you know just before the brand  
really  
24:02  
existed  
24:04  
yeah and uh you know you  
mentioned the  
24:06  
good marketing department uh  
we have  
24:08  
here uh and and i like that  
compliment  
24:10  
because the i'm the i'm the  
marketing  
24:11  
department um

24:13  
at least at least for the next it's  
24:15  
working yeah at least for the  
next few  
24:17  
weeks i think we're hiring on  
some new  
24:20  
uh some new people now but  
really it's  
24:23  
it's been mostly social media  
and  
24:26  
back when i started i didn't really  
24:27  
understand anything about  
marketing and  
24:29  
i was trying to get just traditional  
24:31  
press from like you know the  
local news  
24:33  
or whatever or another big news  
24:35  
publication and we got it a few  
times  
24:37  
and it didn't really pay off that  
much  
24:39  
and then one day i was like you  
know  
24:40  
what let me try youtube so i  
made a list  
24:44  
of some channels with relevant  
audiences  
24:46  
i sent him a message said hey  
you want  
24:48  
to do a video on our product one  
of them  
24:50  
replied it was a lady named  
christina  
24:52  
smallhorn and she she has a  
video about  
24:55  
a channel about housing and she  
did a  
24:57  
video on us and all of a sudden i  
saw

24:59  
results that were better than  
anything  
25:01  
else we had gotten uh you know  
web  
25:03  
traffic's up email inquiries are up  
25:05  
everything so i was like all right  
this  
25:07  
works this is great let's double  
down um  
25:09  
at that point i i kind of went  
overboard  
25:11  
a little bit i i hired some people  
on  
25:15  
upwork to write a little script that  
25:17  
would scrape the contact  
information off  
25:20  
of youtube twitter instagram  
whatever if  
25:23  
a channel posts their  
25:24  
their emails  
25:26  
then we would scrape it off after  
25:28  
searching like relevant keywords  
so then  
25:30  
i created these big mailing lists  
with  
25:32  
like thousands of of uh emails  
for four  
25:35  
channels and i blasted them all  
with  
25:36  
emails and said hey you want to  
make a  
25:39  
video about us and a few of  
them did and  
25:42  
then things kind of started to  
spiral  
25:43  
pay them to make it or was it  
just like  
25:46

hey just make it in  
25:47  
no i i uh i didn't pay anyone to  
make it  
25:50  
um they just did it because they  
wanted  
25:53  
their own content and mostly  
they're  
25:54  
getting paid on their own  
through  
25:56  
youtube ads or whatever  
25:58  
some of them ask for money  
and i just  
25:59  
said no thank you and maybe  
maybe we  
26:01  
would do that in the future if it  
was uh  
26:04  
a big enough channel we maybe  
would pay  
26:06  
but we just didn't have to and  
then then  
26:08  
things started happening more  
26:09  
organically  
26:10  
and you know now people are  
mostly  
26:12  
coming to us wanting to you  
know feature  
26:14  
our stuff because and their  
audiences  
26:17  
like it too  
26:18  
it's a very unique idea and it  
stands  
26:20  
apart from so many of the other  
26:21  
manufactured homes it's very  
cool how  
26:23  
many people order boxable and  
then like  
26:26  
are there the day  
26:27

part of the unfurling ceremony  
because i  
26:29  
mean it's almost like the 50 you  
live in  
26:31  
it 50 of the time but then like  
watching  
26:33  
it unfurl is like the other  
excitement  
26:35  
you know  
26:36  
yeah it's kind of cool well well no  
one  
26:38  
just yet because we're just  
starting so  
26:41  
we basically have built three  
houses so  
26:43  
far and now we've set up this big  
26:45  
manufacturing facility and  
actually the  
26:47  
first production house is on the  
26:49  
assembly line right now going  
down the  
26:50  
assembly line okay wow so we're  
part of  
26:53  
history yeah you are uh i know  
this is a  
26:56  
podcast but  
26:58  
since you're on video no it's  
video as  
26:59  
well okay so look so this is the  
office  
27:01  
give us the tour so we got all  
these  
27:04  
people here working this whole  
office is  
27:07  
about as big as our entire  
warehouse was  
27:10  
before  
27:11  
and then

27:12  
this is the factory out here  
27:14  
oh perfect i i love that it's my  
27:16  
connection goodness back-to-  
back for  
27:18  
anyone listening it's like a home  
27:21  
[ \_ ] depot  
27:22  
of just responsible materials and  
27:25  
machines and it is dude that is  
27:28  
incredible how good do you feel  
looking  
27:30  
out there and knowing that  
you've been  
27:32  
there since day one essentially  
and  
27:34  
gotten it to this point like how  
27:36  
incredible is this feeling it's  
pretty  
27:38  
glorious it really is uh i'm in  
27:40  
disbelief your shits must be gold  
in the  
27:43  
morning  
27:44  
they are  
27:45  
i'm gonna take you i'll take you  
for  
27:50  
we'll do a quick tour  
27:52  
this is the first i love it dude this  
is  
27:54  
exciting this is badass wow  
27:58  
they're actually  
28:00  
we're having a nice uh a nice  
employee  
28:02  
lunch  
28:03  
uh in there right now so they're  
just  
28:04

setting up the tables  
28:06  
um  
28:08  
that is so sweet  
28:10  
so yeah what's up we're getting  
28:12  
listening he's on a motorcycle  
i'm on a  
28:14  
motorcycle one-handed holding  
a laptop  
28:18  
literally  
28:19  
quite literally  
28:21  
this is the uh badass this is a  
really  
28:23  
important piece of equipment  
here  
28:25  
this is a vacuum lamination  
system  
28:28  
so we basically have these  
layers of the  
28:30  
wall and we're not building these  
walls  
28:32  
using traditional materials like  
lumber  
28:35  
nails uh we're using uh that eps  
foam  
28:37  
blocks we're using sheets of  
steel and a  
28:40  
special type of ceramic uh wall  
board  
28:43  
and um basically it's  
dramatically  
28:45  
reduced components  
everything's  
28:47  
processed by computer  
controlled  
28:48  
equipment so that it's very  
precision  
28:50  
and can assemble together  
rapidly and be

28:52  
compatible with automation  
28:55  
so totally different than anything  
else  
28:57  
out there and it results in  
hopefully a  
28:59  
dramatically lower cost and um  
29:03  
you know better ratings on  
energy  
29:05  
ratings are off the charts on  
these  
29:07  
fires fire rating  
29:09  
water resistance wind resistance  
uh it's  
29:12  
it's really uh  
29:14  
i watched you take a torch  
29:17  
to the side panel of one of those  
houses  
29:19  
and it did not even charred even  
a  
29:21  
little bit that's incredible  
29:23  
yeah it's cool so so we picked  
um one of  
29:26  
the materials we picked is this  
uh  
29:27  
magnesium oxide board that  
actually um  
29:31  
is like totally non-combustible  
it's  
29:32  
better than sheetrock for fire and  
yet  
29:35  
it doesn't even turn black when  
you hit  
29:37  
it with a with a torch  
29:38  
so so here's our here's our paint  
booth  
29:43  
some cars  
29:44

some finished walls cool  
29:47  
here's um  
29:49  
these are cool to drive down  
there  
29:51  
that's so deep oh it's a it's a big  
29:53  
building yeah  
29:54  
that's why we have the  
motorcycles  
29:56  
um  
29:57  
these are actually folding these  
are  
29:59  
actually i-beams that fold up  
30:01  
and they're just as strong as if  
they  
30:03  
weren't folding um  
30:05  
but here's the important part i'm  
to  
30:07  
show you the uh  
30:09  
the house the first house on the  
line  
30:11  
[Music]  
30:13  
yes  
30:14  
it's history right here oh my god  
30:19  
that's so cool man  
30:21  
so there it is  
30:22  
we are literally part of history the  
30:24  
first freaking house yeah the the  
panels  
30:27  
they're assembling all the panels  
for  
30:28  
the first time you know we we  
we've gone  
30:31  
through a bunch of versions of  
the  
30:32

product um so the version we  
built in  
30:34  
the last prototypes is different  
than  
30:36  
this one and the version we  
actually  
30:38  
already have a next-gen after  
this um  
30:41  
production run that we're doing  
now with  
30:43  
some significant improvements  
on it um  
30:45  
so like you know we draw  
everything in  
30:47  
3d on the computer and then you  
know buy  
30:50  
stuff and put it together and  
hope hope  
30:51  
it all works um  
30:54  
but it's pretty amazing like you  
know  
30:56  
when you draw it on the  
computer and it  
30:58  
actually comes together like like  
you  
31:00  
planned um yeah so so yeah  
that's that's  
31:03  
the bottom  
31:04  
bottom floor that folds up and  
then  
31:06  
that's the fixed portion in the  
back  
31:08  
where the kitchen bathroom  
would go  
31:10  
okay  
31:11  
what does it take from start to  
finish  
31:13  
you know order to to  
manufacturing what

31:15  
does it take uh for that to go  
down the  
31:18  
assembly line  
31:20  
so uh we are estimating that we  
will be  
31:23  
able to produce one house uh  
final  
31:25  
output every 90 minutes and that  
it will  
31:27  
take about 200 200 labor hours  
per house  
31:31  
so hopefully this factory can  
produce  
31:34  
3000 or so per year  
31:36  
wow that's incredible and for  
everyone  
31:37  
listening right now knowing that  
they're  
31:38  
going to order their own boxable  
31:40  
what is the wait time  
31:43  
i don't know  
31:45  
because um we got to see  
31:47  
you know we have this huge wait  
list uh  
31:49  
2 000 people have paid a deposit  
60 000  
31:52  
people put their name on the list  
31:53  
without a deposit and we'll see  
how many  
31:55  
of those people follow through  
we'll see  
31:57  
how fast we can actually gear up  
to that  
32:00  
full production output and we'll  
kind of  
32:03  
see how it goes but  
32:04

i will be making the case for  
32:07  
you know the next level of scale  
uh  
32:10  
scale factory asap i think of this  
32:12  
factory just as a prototype and a  
proof  
32:15  
of concept as soon as i can i  
want to  
32:17  
flush this whole factory down  
the toilet  
32:19  
and go get into a billion dollar  
factory  
32:21  
because 3 000 houses the big  
factory but  
32:24  
it's nothing compared to the  
need for  
32:26  
the product you know we have a  
32:27  
multi-million house shortage in  
this  
32:29  
country and and elsewhere and  
no one's  
32:31  
able to keep up so we got to  
scale the  
32:33  
production as soon as we can  
and i think  
32:35  
we're proving all the basics out  
here to  
32:37  
make the case for that  
32:39  
that's incredible man  
32:40  
um amen but i know we gotta let  
you go  
32:44  
leave leave us and our listeners  
32:48  
a last bit of advice like when you  
first  
32:50  
started this journey down with  
boxable  
32:52  
man like what would you go  
back and tell

32:55  
yourself  
32:56  
to  
32:57  
essentially  
32:59  
either calm yourself or say hey  
man go  
33:01  
down this road not that or focus  
on this  
33:03  
or that what piece of advice  
would you  
33:05  
give yourself  
33:06  
um  
33:07  
you know i i would just say  
probably  
33:09  
don't listen to anyone who's  
telling you  
33:11  
you can't do something  
33:12  
you know can consider carefully  
what  
33:14  
they're saying but uh mostly you  
can  
33:17  
just do whatever you want in this  
life  
33:19  
and really you just have to work  
harder  
33:21  
than everyone else and then you  
can  
33:23  
achieve you know really a hell of  
a lot  
33:26  
and it's amazing  
33:27  
the other thing is just like brute  
force  
33:30  
persistence um because you  
know a lot of  
33:33  
people give up on the first or  
second or  
33:34  
third or tenth failure  
33:37

but you can't and it gets really  
33:39  
grueling sometimes you just  
gotta keep  
33:41  
going and keep going keep going  
this man  
33:43  
is truly an innovator and one of  
those

33:45  
kinds of people that make you  
rethink  
33:47  
the way we normally do things in  
life he  
33:49  
heard the call and took action  
galiano  
33:51

thank you for coming on the  
show man we  
33:53  
appreciate you and your story uh  
and  
33:56  
welcome to the ctaf family my  
man thank  
33:58  
you so much

# The Boxabl "Casita": Your Primary Home, or Backyard Rental

227 views

Oct 15, 2021

9

1

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What will it take to close the inventory gap for housing? A start-up in Nevada believes it has the answer with a unique, affordable, assembly line approach to housing. The company is manufacturing tiny homes for a tiny price tag that unfold for delivery and are move-in ready in about one hour. And, there are plans to go much bigger than just tiny homes. Hi I'm Kathy Fettke and this is The Real Wealth Show. Thanks for joining me and don't forget to hit the subscribe button for our podcast. In this episode, you'll hear from Galiano Tiramani, who's the Co-Founder of construction technology company Boxabl. He has a bachelor's degree in Business and has launched a few other successful start-ups, including one for cryptocurrency and one for cannabis. His latest endeavor began with an idea from Dad several years ago, and is now poised to shake up the housing world with a 375 square foot pre-manufactured "casita" that is folded up for delivery. It's even caught the attention of Elon Musk who reportedly lives in one, although Galiano was "mum" on those details. Check out this interview for a peek into what could be a new trend in residential construction. You can also check out new trends in real estate investing by joining our network RealWealth, for free, at <https://tinyurl.com/joinrealwealth>. As a member, you'll have access to the Investor Portal where you can view sample property pro-formas and connect with our network of resources, including experienced investment counselors, property teams, lenders, 1031 exchange facilitators, attorneys, CPAs and more. And please remember to subscribe to our podcast and leave a review if you like what you hear! Thank you!

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00:00  
[Music]  
00:02  
you're listening to the real well  
show  
00:04  
with kathy fetke the real estate  
00:06

investors resource  
00:08  
[Music]  
00:11  
what will it take to close the  
inventory  
00:13

gap in housing i'm kathy fettke  
and  
00:16  
welcome to the real wealth show  
our  
00:18  
guest today thinks he's got the  
solution



00:20  
in this episode you'll hear from  
00:22  
galliano tiramani who's the co-  
founder  
00:24  
of construction technology  
company  
00:26  
boxable he has a bachelor's  
degree in  
00:28  
business and has launched a  
few other  
00:30  
successful startups and his  
latest  
00:32  
endeavor began with an idea  
from dad  
00:34  
several years ago it even caught  
the  
00:36  
attention of elon musk it's  
basically a  
00:40  
375 square foot pre-  
manufactured casita  
00:43  
that can fold up for delivery  
00:46  
galliano welcome to the real well  
show  
00:50  
i i can tell you that our uh team is  
00:52  
really excited to hear what you  
have to  
00:54  
say because i think everybody  
wants to  
00:55  
run out and buy a 50 000  
boxable so  
00:59  
tell me  
01:00  
what what is flexible  
01:03  
yeah uh thank you so much for  
having me  
01:06  
um so yeah my name is galiano  
tiramani  
01:09  
i'm one of the founders of  
boxable and  
01:13

they are houses uh we are uh  
setting up  
01:16  
a big factory to mass produce a  
01:18  
different type of housing  
01:21  
well and it's already you've  
already had  
01:23  
some really good publicity from  
one of  
01:25  
the best marketers in the world  
um i did  
01:27  
read that elon musk is living in a  
01:29  
boxable is that true  
01:32  
that's the rumor that's there i  
cannot i  
01:35  
cannot comment sorry you can't  
comment  
01:38  
all right  
01:39  
well uh that would be quite a  
change if  
01:42  
it's true uh living going from a  
few  
01:44  
mansions into  
01:45  
uh how how much square  
footage is in a  
01:47  
typical boxable  
01:50  
yeah it's it's been cool we've  
gotten  
01:51  
you know  
01:53  
so much press on on that and a  
lot of  
01:55  
people have become aware of  
the product  
01:57  
um essentially what it is  
01:59  
uh the first product that we're  
starting  
02:01  
with is a 400 square foot house  
so it's

02:05  
about 20 feet by 20 feet with  
nine and a  
02:07  
half foot high ceilings it's got a  
02:09  
kitchen bathroom a bedroom  
and a couch  
02:12  
we are planning to to retail it for  
02:15  
fifty thousand dollars and  
02:17  
one of the cool things that  
everyone  
02:18  
notices if you want to go to  
boxable.com  
02:20  
boxable.comboxabl.com  
02:24  
is that the house actually folds  
up  
02:26  
and the reason it folds up is so  
that it  
02:28  
can ship more affordably  
02:30  
because  
02:31  
that's one of the big reasons why  
02:34  
most houses are not built in the  
factory  
02:36  
most of them are built on site uh  
so  
02:38  
it's it's very slow and expensive  
and  
02:40  
cumbersome to build something  
on site uh  
02:42  
by hand in kind of a custom  
manner uh  
02:46  
versus everything else all the  
other  
02:47  
modern products that are mass-  
produced  
02:49  
in the factory and the reason  
that uh we  
02:53  
are still building houses on site  
02:54

instead of on an assembly line is  
02:55  
they're just so big so they're hard  
to  
02:57  
ship so that was like the first  
problem  
02:58  
that we had to solve um here to  
make it  
03:01  
compatible with the with the  
mass  
03:03  
production factory assembly line  
03:06  
so basically you can just  
someone orders  
03:08  
it and  
03:10  
it's brought in a truck and  
03:12  
you just unfold it i mean how  
does that  
03:14  
work  
03:15  
yeah it's  
03:17  
we spent a lot of time making  
things  
03:18  
really simple we've got the bulk  
of the  
03:21  
the work done for the building in  
the  
03:23  
factory so really all you need on  
site  
03:25  
is uh some type of foundation  
03:28  
actually you don't need a  
foundation but  
03:30  
in most cases like the local  
03:31  
government's gonna require it so  
you're  
03:33  
gonna need a foundation and  
you're gonna  
03:34  
need some utilities connection  
uh you  
03:37

know water electric uh whatever  
so  
03:40  
essentially uh our unit shows up  
uh it  
03:43  
gets placed on the foundation  
03:46  
it unfolds you know the floor  
comes down  
03:48  
the walls come out they all lock  
into  
03:50  
place  
03:51  
they connect to those utilities  
that are  
03:53  
ready prepared on site in  
advance and  
03:56  
you're done and you have a  
house and  
03:57  
that means kitchen bathroom  
flooring  
04:00  
electrical  
04:02  
air conditioning all of that's done  
at  
04:04  
our factory before it arrives on  
site so  
04:06  
you go from maybe uh uh  
04:09  
seven eight months to build a  
house to  
04:11  
an hour to build a house oh my  
gosh  
04:14  
that's incredible  
04:16  
all right so zoning appears to be  
04:18  
changing in california allowing  
04:21  
residents to potentially subdivide  
their  
04:23  
property and and put another  
property on  
04:26  
there  
04:27

are you seeing an uptick in  
phone calls  
04:29  
because of this  
04:31  
well um  
04:33  
just because of kind of the good  
04:34  
marketing we've done from the  
beginning  
04:36  
we've always had crazy amount  
of phone  
04:38  
calls and interest good for you  
04:41  
uh the way things are are going  
in  
04:43  
california is very friendly towards  
what  
04:45  
we're doing and it actually  
started  
04:47  
before the the your what you're  
04:50  
mentioning what you're  
referencing i  
04:51  
think is a new law that just came  
into  
04:52  
effect like last week that  
newsome  
04:55  
but there was even some before  
that that  
04:57  
have all you know been great for  
us so  
05:00  
the first one was accessory  
dwelling  
05:02  
units they basically legalized  
accessory  
05:04  
dwelling units in almost every  
backyard  
05:06  
in the whole state accessory  
dwelling  
05:08  
unit just means uh  
05:10  
an extra house on the same  
property so

05:12 usually it's like a granny flat  
05:15 just a small house  
05:17 and people want to do that  
because you  
05:19 know you have a site that's  
already  
05:20 developed a lot that's already  
developed  
05:22 you have a backyard and you can  
just  
05:24 throw down a little apartment  
little  
05:26 house there the numbers really  
crunch  
05:28 for rentals maybe they want to  
put their  
05:30 family members in there so  
05:33 that's been a really big one and  
that's  
05:36 why we decided to start with the  
casita  
05:38 product because our grand  
vision is a  
05:40 building system where different  
size  
05:42 room modules will stack and  
connect so  
05:44 the first one that you see on the  
05:45 website is 20 feet by 20 feet we  
can  
05:47 also do 20 by 30 20 by 40 we  
can do  
05:49 bigger modules with different uh  
05:51 configurations inside so maybe  
one  
05:53 module would be a a  
05:55

kitchen only one would be a  
bedroom only  
05:57 and then you can kind of start  
stacking  
05:58 connecting and arranging them  
to build  
06:00 hopefully almost every building  
type on  
06:02 the planet a thousand unit  
apartment  
06:04 building down to this little casita  
and  
06:07 then  
06:09 but we thought how do we start  
let's  
06:11 start with the smallest room  
module  
06:13 target it towards backyard adus  
06:16 california incredibly friendly  
towards  
06:18 that they've done things like  
prohibited  
06:20 the local governments from  
blocking  
06:23 people from building these so  
the state  
06:25 has said to local governments  
you must  
06:26 allow  
06:28 the backyard units they've  
reduced  
06:30 setback requirements a whole  
bunch of  
06:31 different stuff and then  
06:33 last week or so  
06:34 the new rules that they've done  
now go  
06:37

even further so now they're  
letting  
06:39 people i think subdivide their lots  
06:41 uh and do all kind of different  
stuff so  
06:44 it's pretty pretty good timing for  
us  
06:47 you know i'm in the coastal  
commission  
06:49 area and i think that there's  
certain  
06:51 still certain parts of california  
where  
06:53 it's going to be tough to get this  
06:54 through but i'm not sure have  
you have  
06:55 you heard anything about that if  
you're  
06:57 closer to the coast  
06:59 i  
07:00 don't know too many details on it  
um all  
07:03 i know from my perspective is  
there's so  
07:06 much demand for  
07:07 housing all over and so much  
need for it  
07:09 yes like i'm good to go i think  
07:12 everything we make in this  
factory will  
07:13 sell out we'll just be looking oh  
yeah  
07:16 to scale and in general the  
attitude  
07:18 towards increasing housing  
availability  
07:21 is is very positive people want to  
do

07:23  
this they want to they want to  
open it  
07:25  
up and that's why these new  
laws are  
07:26  
happening not just in california  
but  
07:28  
elsewhere around the country  
and does  
07:30  
your team work on the permit  
side of it  
07:33  
or does that have to be done by  
someone  
07:34  
else  
07:35  
our goal is just to be the  
07:38  
manufacturer of the remodule  
and to sell  
07:40  
that to builders and developers  
to  
07:43  
speed up and simplify their  
process get  
07:45  
all the heavy lifting done for  
them  
07:48  
but we will have resources on  
our  
07:49  
website where people can get  
help with  
07:53  
permitting they can get help with  
07:54  
financing and they can get help  
with  
07:55  
finding a contractor to do  
whatever it  
07:58  
is they want to do with the  
building and  
08:00  
then we'll just focus on cranking  
out  
08:02  
these room modules and they'll  
usually  
08:04

be a contractor in between us  
and the  
08:06  
end user who helps with the  
setup and  
08:09  
the permits and all that  
08:10  
okay and are they customizable  
08:14  
um yes and no uh  
08:16  
especially early on we want to be  
very  
08:18  
standardized and have this very  
uh  
08:20  
repeatable product so that our  
08:22  
manufacturing is efficient um  
but uh you  
08:26  
can definitely customize them  
when they  
08:28  
get to the field uh and  
08:30  
eventually when we have these  
different  
08:32  
modules that connect together  
at that  
08:34  
point we kind of have endless  
08:36  
configurations if we had um 20  
different  
08:39  
rooms types and then you start  
stacking  
08:42  
connecting them  
08:43  
arranging them you can kind of  
get a  
08:46  
huge  
08:48  
for the most part a huge range of  
08:50  
buildings  
08:52  
okay  
08:53  
uh so but  
08:54  
if you wanted to so let's say i  
wanted a

08:56  
bigger window i could carve that  
out and  
08:58  
do it on my own  
09:00  
yes um the contractors who  
install the  
09:02  
unit should have no problem  
doing that  
09:04  
uh one cool thing about the way  
our  
09:05  
actual buildings work is our  
innovations  
09:08  
go beyond the shipping solution  
we've  
09:10  
also picked all new building  
materials  
09:11  
and manufacturing methods so  
these are  
09:14  
not lumber frame houses like  
you would  
09:16  
see traditionally in north america  
they  
09:18  
don't use pieces of wood and  
nails it's  
09:21  
a laminated panel system and  
that has  
09:23  
many many benefits but one of  
the  
09:25  
benefits related to what you just  
said  
09:27  
is yeah you can actually just cut  
a hole  
09:29  
anywhere on the wall anywhere  
you want  
09:30  
any shape and not worry about  
anything  
09:33  
that's amazing  
09:35  
wow well you know obviously we  
know that  
09:37

lumber prices have uh you know  
were  
09:39  
insane and then they dropped  
back down  
09:41  
were you seeing those kinds of  
issues on  
09:43  
your materials  
09:44  
yeah it's been really crazy time  
09:46  
especially starting a  
manufacturing  
09:48  
startup  
09:50  
all kind of supply chain issues uh  
i  
09:53  
think the lumber one was a little  
bit uh  
09:56  
you know kind of tricky because  
it was  
09:58  
more about like uh futures  
speculation  
10:01  
and trading so it was just a spike  
it  
10:03  
went up and down but overall  
10:05  
everything is going up there are  
delays  
10:08  
everywhere  
10:09  
you see manufacturing issues at  
many  
10:11  
major companies  
10:14  
we have been buying  
10:16  
all kind of stuff to build hundreds  
of  
10:18  
houses and had a hard time  
getting it uh  
10:20  
you know a shipping container  
from china  
10:22  
has gone from 2 000 up to 10  
000 or  
10:25

maybe even more and um  
10:28  
you know pretty much every  
single  
10:29  
supplier we have has hit us with  
price  
10:31  
increases  
10:33  
and it's just total madness  
10:36  
i don't know what happens but i  
believe  
10:38  
that boxable is well equipped  
more well  
10:40  
equipped to handle it than others  
10:42  
because you know everyone has  
to buy the  
10:45  
same stuff for the most part um  
but we  
10:48  
we enjoy these other  
10:49  
efficiencies and benefits by  
being in  
10:51  
the factory and having this  
simplified  
10:53  
product design with reduced  
components  
10:55  
and being able to  
10:56  
purchase things because we're  
building a  
10:58  
scale and using automation and  
using low  
11:00  
skilled labor and having an  
assembly  
11:02  
line process so we believe that  
like all  
11:04  
those principles uh put us ahead  
of  
11:06  
everyone else who will be still  
buying  
11:08  
the same  
11:09

you know piece of steel or toilet  
or  
11:12  
piece of wood  
11:14  
now i know that in la there's  
been  
11:16  
initiatives to provide housing for  
for  
11:18  
the homeless and uh the first  
round of  
11:20  
houses it's my understanding it  
cost  
11:22  
hundreds of thousands of  
dollars have  
11:24  
you had cities reaching out for  
for that  
11:27  
purpose  
11:29  
oh um  
11:31  
yeah i heard about those sheds  
that they  
11:33  
put up that were like two  
hundred  
11:35  
thousand each or something  
11:37  
hilarious  
11:38  
uh awful yeah you know another  
you know  
11:41  
story of government government  
waste  
11:44  
yeah um  
11:45  
but yeah we we um  
11:47  
we definitely have had a huge  
amount of  
11:48  
inquiries for every use case  
under the  
11:50  
sun we've had uh inquiries from  
many  
11:53  
many different types of  
governments all  
11:55

over the place in fact our first  
11:57  
customer is the government  
12:00  
for military-based housing and  
um i  
12:03  
think you know the grand plan  
for us is  
12:06  
is a very big scale so like this  
first  
12:08  
factory that i'm sitting in now it's  
a  
12:09  
170 000 foot building it should  
be able  
12:12  
to produce  
12:13  
several thousand houses per  
year but we  
12:15  
need to go way past that with a  
way  
12:17  
bigger factory after we prove the  
12:18  
concept here and hopefully  
being able to  
12:22  
supply that that quantity of  
houses you  
12:25  
know brings price down for  
everyone and  
12:27  
makes a big uh impact uh on on  
the  
12:30  
homeless side it's pretty  
complicated  
12:33  
it's not really about housing uh  
12:35  
housing's a component there but  
there's  
12:37  
more issues surrounding mental  
health  
12:40  
and drugs  
12:41  
of course yeah  
12:43  
okay well um so you're sitting in  
your  
12:46

factory in nevada  
12:48  
yes uh we are in city of uh north  
las  
12:51  
vegas we have 170 000 foot  
building we  
12:54  
moved in here maybe a month  
ago and  
12:58  
after spending several months  
setting it  
12:59  
up now we are rapidly hiring  
people and  
13:03  
actually the first house is just  
moving  
13:05  
down the assembly line  
13:06  
right now  
13:07  
and so that's very very exciting  
13:09  
milestone for us oh my gosh it's  
so  
13:11  
exciting so our audience is  
mostly real  
13:14  
estate investors but a lot of  
business  
13:15  
owners too  
13:16  
uh tell me about you know how  
you got  
13:20  
here  
13:21  
with a concept there's so many  
of us who  
13:23  
are visionaries and we've got  
great  
13:25  
ideas but man making those  
ideas come  
13:27  
true is a whole nother process  
so um you  
13:30  
know how did that start were you  
all  
13:32  
sitting around having a  
13:34

glass of wine and somebody  
said i want a  
13:36  
folding house i mean you know  
like whose  
13:37  
idea was it  
13:39  
well um  
13:41  
yeah it's been a pretty pretty  
crazy  
13:43  
journey and pretty quick as well  
but  
13:45  
basically back in  
13:47  
2017 i was actually living in  
california  
13:51  
my father was had just moved to  
vegas  
13:53  
and there's another guy kyle  
13:55  
um  
13:56  
and  
13:57  
i my father had the idea for the  
folding  
14:00  
house many years before when  
he built a  
14:02  
traditional modular and  
experienced  
14:04  
problems with the wide load  
shipping  
14:06  
where he was just so ridiculous  
and  
14:08  
didn't work at all  
14:10  
and was not scalable  
14:12  
and so he had the original idea  
to fold  
14:14  
the house up  
14:15  
and then you know 2017 i said  
hey what  
14:17  
about that folding house idea  
because as

14:20  
usual i was just looking for ideas  
and  
14:22  
businesses to start and stuff and  
and  
14:24  
then  
14:25  
um we just dove in and started  
14:28  
developing it again and started  
uh  
14:30  
exploring what the problems  
were  
14:32  
in the market  
14:33  
and  
14:35  
um  
14:35  
you know we built a little website  
and  
14:38  
started doing uh research and  
testing  
14:41  
and  
14:42  
development and engineering  
and it just  
14:45  
uh got more and more traction  
and uh  
14:48  
eventually  
14:49  
we got invited to go to the  
14:51  
builder show  
14:53  
which is like a trade show one of  
the  
14:54  
biggest ones  
14:57  
we got invited to bring a house  
to put  
14:59  
outside at what they call show  
village  
15:02  
where they have modular houses  
outside  
15:04  
and uh we sat down and said all  
right

15:06  
well we haven't built anything yet  
we  
15:08  
just have a bunch of drawings  
15:09  
can we do this should we  
commit to it  
15:11  
and we say yep let's do it and  
pull the  
15:13  
trigger i agreed to do it and then  
built  
15:15  
the first prototypes went to the  
show  
15:17  
and  
15:18  
from there just kept kept going  
and  
15:21  
going and uh and now we're  
sitting in a  
15:23  
big factory and it's it's happening  
15:25  
that's that's just so incredible uh  
so  
15:27  
it's a whole new uh learning of  
okay you  
15:29  
learn how to create the product  
now you  
15:31  
got to learn how to hire people  
and you  
15:33  
know  
15:34  
everything that goes in into that  
15:36  
process  
15:37  
yeah  
15:39  
yeah good for you um so  
15:42  
once you went to the builder  
show what  
15:43  
you had like an initial investor to  
help  
15:45  
you with that prototype  
15:48  
no um

15:49  
uh paul loeb funded it um  
15:52  
several million dollars um  
basically  
15:54  
getting us through the r d  
15:57  
and  
15:58  
um to the point where we had a  
product  
16:01  
that we thought was ready to sell  
and  
16:03  
manufacture and that came the  
year after  
16:06  
we got invited to go back to the  
16:07  
builder's show on the first show  
we went  
16:09  
with a big house like a big 1400  
square  
16:11  
foot house uh and then we we  
said all  
16:13  
right well where's a good better  
place  
16:15  
to start and we came up with  
let's start  
16:17  
with the smallest unit we have  
uh and um  
16:20  
and then once we and then the  
next year  
16:22  
we went back to the show with  
those  
16:23  
prototypes  
16:24  
and said um  
16:26  
all right we're ready to do it let's  
do  
16:28  
a factory and then started  
started  
16:30  
raising money um and really the  
way i  
16:33  
raised money

16:34  
uh was all through general  
marketing  
16:37  
sending web traffic to the  
website and  
16:40  
allowing people anyone to or  
accredited  
16:43  
investors to invest through the  
website  
16:46  
and we've raised all the money  
to date  
16:48  
uh through that that method and  
it's um  
16:52  
basically for the last year we've  
been  
16:54  
raising money and that's got us  
here  
16:56  
into this  
16:57  
very big factory um so oh my  
gosh so you  
17:00  
didn't have to bring in a  
institutional  
17:02  
investor who kind of takes  
control of  
17:04  
things  
17:05  
yeah and i've had many  
discussions with  
17:07  
guys like that and i still do  
17:09  
and often exactly what you said  
uh they  
17:11  
just they ask for too much and  
17:14  
we love the strategy we've used  
because  
17:16  
we're still in full control we're  
17:18  
calling all the shots and we now  
have an  
17:20  
army of of supporters uh  
cheerleaders  
17:23

who are investors and hopefully  
will do  
17:26  
very well  
17:27  
also and it's really  
17:31  
really great strategy  
17:33  
i'm sure those institutional  
investors  
17:34  
will come into play eventually  
17:36  
eventually hopefully when they  
do i will  
17:38  
have much more leverage uh to  
shop  
17:40  
around and get a better deal  
17:42  
oh yeah good for you so it's like  
a 506  
17:44  
c kind of  
17:46  
offering yeah exactly right um  
and  
17:49  
curious because we do  
syndications too  
17:51  
is it sort of like a note a  
convertible  
17:53  
note or  
17:55  
um well it so it is a note but  
really  
17:57  
it's it's a fixed share price um  
18:01  
the reason it's a note was just as  
a way  
18:03  
to discount the share price  
18:06  
and  
18:07  
um  
18:08  
you can read more about it on  
the  
18:10  
website  
18:12  
the plan of the company is is to  
18:14

eventually ipo so really we're just  
you  
18:17  
know selling shares to people  
and then  
18:19  
hopefully we're you know very  
successful  
18:22  
and they eventually get liquidity  
at a  
18:24  
higher share price only ipo  
18:27  
well  
18:28  
i'm so thrilled i got to talk to you  
18:30  
before that happens  
18:32  
it'd be probably a lot harder to  
get you  
18:34  
on the show afterwards  
18:37  
uh well taliano ceremony it's just  
such  
18:39  
a pleasure to have you on the  
real well  
18:40  
show i'm certain there will be a  
lot of  
18:42  
our investors calling you to  
figure out  
18:43  
how they can get one of these in  
their  
18:44  
backyard or build a whole  
subdivision of  
18:46  
them who knows  
18:48  
but very exciting all right thank  
you so  
18:50  
much any last comments any  
tips or  
18:52  
places that people should find  
out more  
18:54  
about you  
18:55  
uh yeah um they can definitely  
go to  
18:59



boxable.com  
19:01  
doxabl.com uh check out  
youtube we have  
19:03  
lots of videos on there social  
media we  
19:05  
do a lot of you know  
19:07  
ongoing updates um people can  
also email  
19:10  
me directly if if they want to it's a  
g  
19:14  
boxable.com and and then and  
also the  
19:16  
general inbox  
19:18  
hello at boxable.com and we'll  
reply uh  
19:21  
pretty fast  
19:22  
great well once again thank you  
so much

19:24  
for being here on the real well  
show and  
19:25  
wishing you  
19:26  
the greatest of success  
19:28  
thank you for having me and  
thank you  
19:30  
for joining me here on the real  
well  
19:31  
show this is an exciting time in  
history  
19:34  
with so much new technology  
coming down  
19:36  
the line and we'll keep you  
posted here  
19:38  
on the real well show and on my  
other  
19:40  
podcast real estate news for  
investors

19:42  
have a great day i'm kathy fetke  
and  
19:44  
thanks for joining me  
19:45  
[Music]  
19:49  
the views and opinions  
expressed in this  
19:51  
podcast are provided for  
informational  
19:53  
purposes only and should not be  
19:55  
construed as an offer to buy or  
sell any  
19:57  
securities or to make or consider  
any  
20:00  
investment or course of action  
for more  
20:02  
information go to  
20:05  
dot realwealthshow.com

# Boxabl Founder Interview w/ Galiano Tiramani

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Interview with Boxabl Founder Galiano Tiramani, about the new Casita foldable home concept, and rumors that Elon Musk is living in a Boxabl unit in Texas. Boxabl's goal is to revolutionize the manufacturing process behind homebuilding, and by doing so reduce housing costs and make buildings more energy efficient. What are your thoughts on the startup Boxabl? Leave it in the comments below! Boxabl: <https://www.boxabl.com/> 0:00 Boxabl and the Casita 4:42 Boxabl Funding/Raising Capital 7:09 Prototypes are easy, scaling is hard 9:55 Elon/Tesla Connection 10:45 Solarroof and Sustainable Housing 16:47 Boxabl HVAC system 18:21 Boxabl Long-Term Vision Support me on Patreon to get the weekly HyperChange Newsletter! <https://www.patreon.com/hyperchange> Twitter: <https://twitter.com/HyperChangeTV> IG: <http://instagram.com/Hyperchange> Music by Marko: <https://soundcloud.com/markothedon> & Fritz Carlton: <https://soundcloud.com/fritzcarlton> Disclaimer: This video is purely my opinion and should not be regarded as factual information. I am not a financial advisor. This is not a recommendation to buy or sell securities. Do not assume any facts and numbers in this video are accurate. Always do your own due diligence.

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00:01  
what up hyper change welcome to  
another  
00:03  
episode today we've got an  
00:04  
epic interview lined up uh with the  
00:06  
co-founder of boxable um  
00:08  
galliano i think i'm saying that right  
00:10  
what's up welcome to the show  
00:12  
not bad uh nice to meet you i i really  
00:15  
like your name as well  
00:17  
yeah so um boxable has been uh  
making  
00:20  
you know really cool startup that i've  
00:21  
actually heard about  
00:22  
i feel like in the past couple years  
00:23  
been bubbling up this pre-fabricated  
00:25  
home concept but more recently  
00:27  
has taken the news by storm because  
00:28  
there's a rumor that elon musk is living  
00:30  
in one there's one in starbase texas  
00:31  
um tesla i just came out that article  
00:34  
and just a lot of focus on affordable  
00:36  
housing housing on mars  
00:37  
and so and i just made a moonshot  
monday  
00:39  
about should tesla buy boxable  
00:41  
because of their hvac products so um  
00:43  
just so happy to connect with you and  
00:44  
kind of just learn more about the  
00:46  
startup you're building  
00:46  
and really dive deep into what's going  
00:48  
on here um so maybe you could start  
by  
00:50  
just telling us you know what is boxable

00:52  
um and the casita your first product  
00:55  
yeah absolutely so um at boxable we  
are  
00:58  
trying to  
01:00  
uh change how the whole world builds  
uh  
01:02  
buildings you know  
01:03  
every building um we've what we've  
done  
01:06  
is we've kind of solved  
01:07  
the different problems that have  
stopped  
01:09  
buildings from being mass-produced in  
a  
01:11  
factory  
01:12  
just the same way we build everything  
01:15  
else so  
01:16  
we are boxable it's uh going to be a  
01:19  
modular house  
01:20  
manufacturer we're going to mass  
produce  
01:22  
room modules  
01:23  
that get shipped to site and then  
01:25  
stacked and connected to build  
01:27  
basically any any building type so  
01:31  
you know what what we see is that you  
01:33  
know every single  
01:34  
product in in the modern world is built  
01:36  
in a factory  
01:38  
on an assembly line they have  
automation  
01:40  
they have all these  
01:41  
great efficiencies um but housing is not  
01:43  
housing is really the last big  
01:45

product category that i can think of  
01:47  
that has  
01:48  
um you know is still built by hand  
01:52  
uh and and you know the the the  
problems  
01:55  
show i mean that that's why there's  
01:57  
affordability problems with housing  
and  
01:59  
availability problems with housing  
02:01  
and all that so you know one example i  
02:03  
like to give is  
02:04  
you know imagine uh since uh since  
you  
02:07  
guys are tesla fans imagine you you  
02:09  
ordered a tesla  
02:10  
and uh some guys showed up in your in  
02:12  
your driveway  
02:13  
uh with some uh metal and welding  
02:16  
torches and  
02:17  
uh hammers and started like banging it  
02:19  
and like building in a driveway  
02:20  
that would just be like crazy and of  
02:22  
course it would be like uh  
02:24  
of course it would be you know  
expensive  
02:26  
and poor quality  
02:27  
um but that's just what they do with  
02:29  
housing and everyone's  
02:30  
used to it love it hyper changing the  
02:33  
way uh houses are built  
02:34  
and how how would you or how did you  
02:36  
come on the casita because this is your  
02:38  
first product i guess the mvp sort of  
02:40

02:41 speak of this boxable concept  
02:41 um sort of like a small single home for  
02:43 fifty thousand dollars that i believe i  
02:45 saw on like this fundraising page you  
02:46 were doing  
02:46 has huge traction like oh twenty 000  
02:49 people ordered it multi 100 million  
02:50 dollar  
02:51 potential order backlog it sounds like  
02:52 you've really uh sort of found  
02:54 something  
02:54 in terms of product market fit with that  
02:56 so i'm curious how did you come up  
02:57 with  
02:57 that and why was this the first product  
02:59 to uh you know push box bulls  
03:01 technology  
03:01 out into the world with  
03:03 yeah um you know i think i think that  
03:05 number's up now to almost  
03:06 40 000 people have put their name on  
03:09 on  
03:09 the wait list for this thing so  
03:10 pretty cool i mean more more than we  
03:13 ever imagined  
03:14 more interest than we ever imagined  
03:16 um  
03:16 we always thought  
03:17 the grand vision for boxable was very  
03:19 big and that grand vision is  
03:21 uh stacking connect room modules to  
03:23 build any building type  
03:24 anything from that little casita up to a  
03:26 thousand unit multifamily  
03:27 um but uh the casita alone we never  
03:31 thought we would get this much  
03:33 interest  
03:33 and it's been totally  
03:34 crazy we're getting like you know

03:35 hundreds of emails a day  
03:37 on this thing and uh you know the  
03:39 original idea  
03:40 just came from looking at the california  
03:43 market and the laws that they've  
03:45 passed surrounding backyard housing  
03:48 so  
03:48 they've basically you know legalized it  
03:51 so that  
03:52 you can put a backyard adu in every  
03:54 single backyard  
03:55 in all of california they've reduced a  
03:58 whole bunch of  
03:59 requirements like setbacks the state  
04:01 has  
04:01 prohibited the city  
04:03 from stopping people from putting  
04:04 these  
04:04 backyard houses in so it's just a huge  
04:06 you know growing demand for that type  
04:09 of  
04:09 product and  
04:10 originally we started with a bigger  
04:12 building system our first prototypes  
04:14 were  
04:14 uh you know a 1400 square foot house  
04:17 and  
04:17 then we just  
04:18 you took a step back and thought about  
04:20 it a little more and it made so much  
04:21 sense there was this huge growing  
04:23 demand  
04:23 for adus  
04:24 and it was a physically smaller product  
04:26 for us that we could really  
04:28 define very well and it just seems like  
04:30 a great place  
04:31 to start uh for our company we're  
gonna

04:34 start small with these little  
04:35 casitas prove everything out and then  
04:37 and grow it from there  
04:38 awesome and um and i i'm curious if  
04:42 you  
04:42 are you're a startup are you venture  
04:43 backed or  
04:44 i noticed a little bit there's like kind  
04:45 of details about funding rounds online  
04:47 but it's sort of hard to find any  
04:48 information so  
04:49 can you tell us about like when the  
04:50 company was founded and and how  
04:52 you guys  
04:52 have scaled  
04:53 uh kind of in terms of raising capital  
04:55 yeah  
04:56 so uh back in uh 2017 we started  
boxable  
04:59 it was  
05:00 uh uh myself my father paulo and  
05:03 another  
05:03 guy named  
05:04 kyle um we had the idea for  
05:07 kind of the the folding house but not  
05:10 much more  
05:10 and just started working on it and uh  
05:13 you know quickly  
05:14 uh the product as we developed it it  
05:16 became apparent that  
05:17 it was it was a big deal we had a lot of  
05:19 very significant  
05:21 innovations so um you know through  
05:23 that  
05:23 kind of r d  
05:24 phase uh paulo funded the company  
05:27 putting in you know several million  
05:28 dollars of his own

05:29  
uh money uh and we all worked away  
until  
05:33  
we felt like all right  
05:34  
now we're ready the products ready  
we're  
05:36  
ready to to produce these and  
05:38  
sell them and at that point we started  
05:40  
uh raising money  
05:41  
uh outside um so to date that's  
05:44  
consisted of  
05:45  
uh really only individual investors we  
05:47  
have not  
05:48  
uh taken money from any uh venture  
05:51  
capital or or anything else it's just  
05:53  
all being  
05:54  
fueled by uh individual investors so  
05:57  
uh pretty cool um you know a lot of  
05:59  
people out there kind of looking at what  
06:01  
we're doing and recognizing  
06:02  
you know the the improvements we  
have  
06:04  
and how significant they might be  
06:07  
so yeah and uh i think um  
06:10  
you know the laws are really tricky  
06:13  
surrounding you know raising money  
from  
06:14  
individuals  
06:15  
so we can raise money from accredited  
06:17  
people accredited means that you have  
06:19  
a net worth of uh you know over  
06:22  
over a million million dollars or an  
06:24  
income of several hundred  
06:26  
thousand dollars annually um and then  
06:29  
we're also allowed to raise money  
06:30  
through these  
06:31  
uh securities exemptions from the  
06:33  
general public  
06:34

so um we've done a few of those that  
06:37  
were very successful  
06:38  
for example we did what's called a reg  
06:40  
cf on start engine just a few weeks ago  
06:43  
for  
06:43  
four million dollars and we sold that  
06:45  
out in just uh 13 days  
06:47  
so um you know pretty pretty cool for  
us  
06:50  
that so many people are enthusiastic  
06:52  
about this  
06:52  
yeah i love that you're going the route  
06:54  
of kind of doing that letting your early  
06:55  
adopters and customers fund the  
company  
06:57  
and just thinking outside the box and  
06:59  
like frankly it's  
07:00  
i feel like that's even more impressive  
07:01  
to see a company like yours like get all  
07:02  
the hype get the funding make all these  
07:04  
moves without going the traditional vc  
07:05  
route that's so awesome  
07:07  
and kind of refreshing and on that note  
07:09  
you also just bought i think this huge  
07:11  
factory because like what elon says like  
07:12  
you know prototypes are easy scaling  
is  
07:14  
hard that's kind of  
07:15  
to me the bread and butter of this  
07:16  
business is like the prototypes dope  
but  
07:18  
like can you really pump these out  
07:19  
profitably and like  
07:20  
meet all that demand and make the  
07:21  
customers happy so walk us through  
07:23  
what's going on now like you bought  
this  
07:25  
factory how's the scale up going  
07:27

yeah you know and he's right about that  
07:29  
you know you can have a few guys  
07:30  
tinkering in a shed and create a cool  
07:32  
prototype  
07:33  
but but turning that into a massive  
07:36  
operation is certainly a big undertaking  
07:38  
so  
07:38  
um you know things are going well for  
us  
07:41  
on that front uh it's been  
07:42  
very quick ramp up and yeah we are  
going  
07:45  
to be turning on a really big factory  
07:47  
soon so  
07:48  
the building that we have it's uh about  
07:50  
170  
07:51  
000 square feet so to put that in  
07:54  
perspective i think that's like  
07:56  
you know three football fields or  
07:57  
something inside a building so very  
very  
07:59  
large building  
08:00  
um we've just spent the last few  
months  
08:03  
uh you know setting up installing  
08:05  
electrical plumbing hvac  
08:08  
um bolting in equipment all that stuff  
08:11  
and um we're getting really close to  
08:13  
getting in there  
08:14  
i think that in the next month or so  
08:16  
we're going to get our  
08:17  
final inspections and approval from  
from  
08:19  
the city you know our building permit  
08:21  
certificate of occupancy and then we're  
08:23  
going to move in and turn this thing on  
08:25  
um there's some videos of it on social  
08:27  
media uh  
08:28

and then we're gonna publish a youtube  
08:31  
update as well about the new factory  
but  
08:33  
uh pretty amazing it's um projected to  
08:36  
produce  
08:37  
at kind of full speed um basically one  
08:40  
one house every 90 minutes  
08:42  
uh should be you know 300 or so  
08:45  
a month you know 3 000 or so in a year  
08:49  
and um yeah it's very very different  
08:53  
uh than a traditional house uh  
08:56  
builder uh we're not using the lumber  
08:59  
framing that's common in  
09:00  
in most of buildings in north america  
09:02  
we're using you know different  
09:04  
material building materials different  
09:05  
manufacturing methods  
09:07  
we spent a long time re-engineering the  
09:09  
building the  
09:10  
shipping solution was the first step  
09:14  
and once we had that figured out we  
said  
09:15  
all right now this makes sense now we  
09:17  
can innovate in other areas so  
09:19  
we ended up just throwing away  
09:21  
traditional building construction  
09:22  
altogether really and have opted for  
09:25  
these different  
09:26  
building materials different  
09:27  
manufacturing methods um  
09:29  
tried to to dial everything in there's a  
09:31  
lot of different  
09:32  
variables at play here you know you  
know  
09:35  
you're trying to hit the price you want  
09:37  
you're trying to make it energy  
09:38  
efficient you're trying to make it fire  
09:39

resistant  
09:40  
and you know all those different  
09:41  
requirements aren't always the same  
09:43  
thing  
09:44  
so it's kind of like a big balancing act  
09:47  
but  
09:47  
uh what we've come up with i think is  
09:49  
pretty amazing yeah and  
09:51  
while you're saying i'm like 3 600 a  
09:53  
year is your peak capacity for your  
09:54  
plant you're building now you already  
09:56  
have a 40k demand and you barely got  
any  
09:57  
out the door that's already a 10-year  
09:59  
backlog it sounds like you need  
10:00  
i don't know somebody help  
somebody's  
10:01  
help to scale maybe like tesla i don't  
10:03  
know  
10:05  
but kind of not joking all right i guess  
10:08  
i am kind of curious like the elephant  
10:09  
in the room like this article came out  
10:10  
about elon musk living in a boxable it's  
10:12  
kind of  
10:13  
appears to be confirmed like if i if i  
10:15  
was betting i would say he is but like  
10:17  
do you guys have an official  
10:18  
comment on that or uh the official  
10:21  
comment  
10:22  
is that um box bowl has no comment  
um  
10:25  
and you know unfortunately i can't  
10:26  
really i can't really talk about that  
10:28  
at all um you know lots of lots of  
10:32  
rumors and and stuff kind of coming  
out  
10:34  
um so we'll see how that uh progresses  
10:37  
but

10:38  
no i'm not at liberty to speak about  
10:40  
that right now  
10:41  
yeah i had to try and shoot my shot so  
10:43  
um but yeah  
10:45  
but in that vein like i think the really  
10:46  
interesting part what caught my eye at  
10:47  
box bowl is just thinking through  
10:49  
you know how do we become more  
10:50  
sustainable as a human species and  
and  
10:52  
housing is a big piece of that with no  
10:54  
innovation in terms of construction  
10:55  
but also in terms of like the heating  
10:57  
and cooling and just environmental  
10:59  
footprint of sort of operating a house  
11:00  
and so i'm curious about through that  
11:02  
lens how is boxable transforming  
11:04  
uh the way that humans live and sort of  
11:06  
where do you you know what are the  
big  
11:07  
improvements you're making on the  
11:08  
sustainability front  
11:11  
yeah well um that's you know energy  
11:13  
efficiency was a very big consideration  
11:16  
when you know developing the product  
11:17  
and you know what we've come up with  
i  
11:20  
think it  
11:20  
knocks every other type of building out  
11:22  
of the water  
11:23  
um so basically this is a laminated  
11:27  
panel so we have different you know  
11:29  
substrates that are uh laminated  
11:31  
together with a polyurethane adhesive  
11:32  
that creates a  
11:33  
mechanical bond so mechanical bond  
means  
11:36

the glue kind of seeps into the  
11:38  
to the the crevices and hardens  
11:41  
irreversibly  
11:42  
so you kind of have like a million  
11:44  
little nails kind of sticking in there  
11:45  
so  
11:46  
by building it that way we end up with  
11:47  
these big rock solid  
11:49  
panels made out of different materials  
11:52  
um  
11:52  
basically we uh the the core of the of  
11:56  
the wall  
11:57  
is this eps foam that is very energy  
12:00  
efficient  
12:01  
so um basically you know we we have  
the  
12:05  
um the uh  
12:08  
two main things uh one is kind of the  
12:10  
tightness of the building envelope so  
12:12  
because it's a laminated panel there's  
12:14  
no air escaping from there unless you  
12:16  
unless you want to unless  
12:17  
it's controlled as part of the hvac  
12:19  
system um so it's not a case where  
12:21  
a traditional house you know there's air  
12:23  
moving in and out of the wall like  
12:25  
i'm sure you've seen inside of a wall  
12:26  
it's basically like hollow with this  
12:28  
insulation there  
12:29  
that's not the case for hours  
12:31  
additionally um  
12:32  
we have uninterrupted insulation  
12:34  
throughout the entire wall so if you  
12:36  
look at a traditional wall  
12:37  
assembly you're going to see a lumber  
12:39  
stud every like 18 inches or something  
12:41

that lumber stud is not able to  
12:44  
to stop energy from from transmitting  
so  
12:47  
it has a low  
12:48  
r value so you know if you looked at  
12:51  
like a house  
12:52  
with heat vision goggles you would see  
12:54  
energy escaping through all those  
stunts  
12:56  
uh because we don't have that we we  
have  
12:58  
very little uh thermal bridging  
13:00  
so it just performs incredibly well on  
13:03  
the energy efficiency front  
13:05  
and so in layman's terms that's  
13:06  
basically like the seal is really well  
13:08  
so the amount of energy it would take  
to  
13:10  
heat or cool because of the less leaks  
13:12  
is is reduced sort of and it maintains  
13:14  
the temperature you want for longer  
13:17  
yeah yeah and you know like a  
13:19  
traditional wall  
13:20  
let's say there's insulation in there  
13:22  
that helps insulate and then there's  
13:23  
these lumber studs the lumber studs  
are  
13:25  
not good at insulating  
13:26  
so then when you average that out  
across  
13:28  
the whole wall you know it's not that  
13:30  
energy efficient  
13:30  
we've taken out those those lumber  
studs  
13:33  
entirely  
13:34  
and now you know that that heater cold  
13:37  
that you're trying to keep in  
13:38  
has nowhere to escape through um so  
13:42  
yeah and so and what about like energy  
13:44

production like i saw on your website  
13:46  
there was one with a solar panel on it  
13:48  
so does it come with the solar panel is  
13:50  
that easy to install  
13:51  
can my solar panel on my casita power  
my  
13:53  
whole casita how does that work  
13:56  
yeah um we right now we  
13:59  
wanted to keep the product as just kind  
14:01  
of a neutral  
14:02  
product where utilities are connected  
14:06  
to it on site and box bowl has nothing  
14:09  
to do with utilities  
14:10  
so that means you can connect these  
to  
14:13  
the grid or you can connect them to  
14:15  
solar or whatever  
14:16  
you want to use and it's going to be  
14:18  
compatible uh in the future  
14:20  
we may do a kind of off-the-grid model  
14:23  
that comes with those  
14:24  
solar panels um but for now we think  
14:26  
it's  
14:28  
just too far down the line so covering  
14:31  
the roof of the boxable with solar  
14:33  
panels  
14:33  
is more than enough area to to power  
the  
14:36  
whole unit  
14:36  
um because of the energy efficiency  
and  
14:38  
the led lighting and all that kind of  
14:40  
stuff  
14:41  
yeah and i would be really curious to  
14:42  
walk through that more because when i  
14:43  
think about like this whole theory that  
14:44  
of like the solar roof like  
14:46  
we have all this energy hitting our

14:48  
thing like it seems to me crazy we  
would  
14:49  
just design new construction without  
the  
14:51  
ability to harness that energy  
14:53  
and be that sort of off the grid model  
14:55  
if when we're looking towards this new  
14:56  
decentralized energy system so to me  
14:58  
it's like boxable like  
14:59  
that is where you're all going right  
15:01  
like correct me if i'm wrong but the  
15:02  
vision of boxable would be like  
15:04  
i'm able to be off the grid or is that  
15:06  
not part of the huge  
15:07  
a big part of the vision i would love  
15:10  
being off the grid it's it's really  
15:11  
going to come down to a numbers  
thing i  
15:13  
think  
15:14  
um you know what are the costs to to  
15:16  
throw solar on it versus  
15:18  
you know trench in electrical wires  
from  
15:19  
from the grid um  
15:21  
so that's kind of up to up to the end  
15:23  
user in our case we're not really  
15:24  
we're not really providing a kind of a  
15:26  
finished product we're kind of providing  
15:28  
a  
15:29  
architecturally neutral universal  
15:31  
building box that we provide to  
15:34  
builders and contractors it gets 90 of  
15:36  
the hard work done for them  
15:37  
and then they can kind of install it  
15:39  
tweak it um  
15:40  
you know modify it okay yeah totally  
15:43  
makes sense and someone who  
15:45

like i'm a total noob when it comes to  
15:46  
this but i've heard my friends it's like  
15:47  
oh they're like there's a cabin or like  
15:49  
you have your thing here and there's  
15:50  
like this whole septic system  
15:52  
thing like you know you're you're  
15:54  
plumbing essentially so like  
15:55  
i build my casita does it need to be  
15:57  
hooked up into a plumbing system or  
like  
15:59  
how does that all work  
16:00  
and like with the water yeah yeah um  
16:03  
so all that stuff is just ready to be  
16:06  
connected so  
16:07  
on the exterior wall of the unit there's  
16:09  
a connection for  
16:11  
electrical you know water in and waste  
16:13  
out  
16:14  
and you know you could same same  
way as  
16:17  
you know you  
16:18  
you could do electric to the grid or to  
16:20  
solar uh you can kind of do the same  
16:22  
thing with  
16:22  
with the waste in the water you know if  
16:24  
you have your own water source  
16:25  
you know you pull from that if you have  
16:27  
a septic tank  
16:28  
uh you put your waste in that uh or you  
16:31  
connect it all to  
16:32  
the city and uh it just kind of comes  
16:34  
down i think to the to the location of  
16:36  
the building and you know is it is it  
16:39  
accessible  
16:40  
you know are they in the middle of the  
16:41  
woods in the middle of nowhere are  
they  
16:42

in the middle of the city  
16:43  
uh and they'll just connect uh to  
16:45  
whatever way makes sense  
16:46  
hey this one thing i have to ask that's  
16:48  
kind of out there is the hvac  
16:50  
system can you tell us anything about  
16:51  
your hvac system in particular and  
16:53  
i've been thinking a lot about this  
16:54  
theory of like an hvac system that  
16:56  
filters the air a lot  
16:58  
um and i'm curious if that's something  
16:59  
you guys have thought of are built in  
17:00  
because i know you have the mars  
17:02  
ho version of the boxable or something  
17:04  
like um  
17:05  
that you guys put out and it's kind of  
17:06  
like a joke it's like are we building  
17:08  
affordable housing on earth are we  
17:10  
building like the future of mars housing  
17:11  
maybe both and i was like okay this i'm  
17:13  
i'm listening  
17:14  
you know yeah um  
17:18  
you know i think uh what our solution  
17:22  
for  
17:22  
hvac is not what's used in a traditional  
17:25  
house  
17:26  
in the us most most houses use  
ducting  
17:29  
system  
17:30  
uh we're using a mini split system and  
17:33  
uh  
17:34  
i think the the best way to explain the  
17:36  
difference is  
17:37  
um the the the coolant lines  
17:40  
that cool the the air um instead of  
17:44  
you know cooling cooling the air and  
17:45

then sending that cool air  
17:47  
through a ducting in the house  
17:51  
we just have the actual cooling  
17:53  
occurring right in the room  
17:55  
so you have refrigerant lines that go  
17:58  
from a little blower in the room out to  
18:01  
a  
18:01  
condenser that cools them on the  
18:03  
exterior of the house  
18:05  
so it's good for us because it's  
compact  
18:08  
and it's also a little more energy  
18:11  
efficient  
18:12  
and it's also a little more sanitary too  
18:14  
because you don't have dust filled  
18:16  
ducting you know that's kind of weird  
18:18  
and gross so  
18:20  
totally and and what's the vision with  
18:22  
boxable i've seen some really cool  
18:23  
videos on your website and stuff that  
go  
18:25  
beyond  
18:26  
um just this single home like really  
18:28  
full buildings  
18:29  
so can you expand a little bit uh for us  
18:31  
on like this full vision of boxable like  
18:33  
really  
18:33  
it sounds like the manufacturing is the  
18:35  
game changer there  
18:36  
and then it's really just this crazy  
18:38  
modular system where like your you  
know  
18:40  
imagination can really come up with  
any  
18:41  
sort of configuration  
18:43  
yeah that's that's what we want we  
think  
18:45  
we think we can build  
18:46

you know almost any any building type  
on  
18:49  
the planet  
18:50  
um and we think uh we're eventually  
18:52  
going to have like an online  
18:53  
configurator  
18:54  
where you'll have our stock room  
modules  
18:56  
maybe we'll have  
18:57  
let's say uh five different kitchen  
18:59  
boxes five different bedroom boxes five  
19:01  
different living  
19:02  
room boxes each one in a few different  
19:05  
sizes  
19:06  
and you know we'll be mass producing  
19:07  
those those fixed repeatable units that  
19:10  
are the same  
19:10  
over and over but then the end user can  
19:13  
arrange them  
19:14  
with you know kind of infinite  
19:16  
possibilities so we  
19:17  
it gets us the best of both worlds where  
19:19  
we have a standardized factory and  
then  
19:20  
we also have  
19:21  
custom buildings so that's you know  
19:25  
further down the line  
19:26  
uh the the goal right now is just to get  
19:28  
this first factory turned on  
19:30  
um and then prove the concept and  
19:34  
what i want to do is um you know this  
19:37  
this first factory you know it has a lot  
19:39  
of a lot of manual labor in it  
19:41  
um things are you know pretty basic  
19:43  
we're trying to keep things as simple as  
19:44  
we can as we get started  
19:46  
but as soon as we prove the concept in  
19:48

this first factory  
19:49  
i'm going to be looking to scale  
19:52  
into the fully automated  
19:56  
you know factory where we have  
something  
19:58  
that looks more like like an automobile  
20:00  
manufacturer um you know if you if you  
20:03  
go  
20:03  
if you look on youtube for for any any  
20:06  
auto manufacturer look at their  
20:07  
factories  
20:08  
i mean it's it's totally amazing so why  
20:10  
has no one done that with housing yet  
20:12  
it's ridiculous  
20:12  
this is this is like a massive market  
20:15  
and no one's doing it uh if  
20:17  
if you if you go to uh a tesla factory  
20:20  
you're going to see  
20:21  
you know amazing manufacturing  
20:24  
processes and then you go down the  
20:26  
street to any housing factory  
20:28  
you're going to literally see guys in  
20:30  
there with hand saws  
20:33  
like i don't think you would ever see  
20:34  
like a handsaw in it in a tesla factory  
20:37  
i went in toward  
20:37  
a manufactured housing plant and  
there  
20:40  
was a guy i just like sawing a piece of  
20:42  
wood with with a hand saw and i'm like  
20:44  
like why are you doing it like that so  
20:47  
um  
20:48  
you know huge opportunity here for us  
to  
20:51  
just  
20:51  
bring this in line with modern  
20:53  
manufacturing practices  
20:55



and uh you know hopefully we'll get some  
20:56 help from the big boys when we're ready  
20:58 yeah no i mean i'm like damn i tesla  
21:00 moonshot they want to be the best  
21:01 manufacturing company on earth i'm  
21:02 really i'm really seeing the synergies  
21:04 here  
21:04 um and it's crazy because your video you  
21:06 have like all these kuka robots that are  
21:07 like i think they look like the kuka  
21:09 robots that are in the tesla factory  
21:10 like moving all the sheets  
21:12 so when you say that it's like like i  
21:14 totally get where you're going with that  
21:15 and i think it's  
21:16 um and the reason why i guess this  
21:18 is even more exciting is if you pull  
21:19 this off  
21:20 like we're really bringing the cost of  
21:22 new housing down by a huge factor and  
21:24 that's what i  
21:25 kind of coming back to like you know the  
21:26 mission invest in the future you believe  
21:28 in  
21:28 um that's why i think boxable is doing  
21:30 something so cool like no matter what  
21:31 city i go to in the u.s there's a  
21:33 massive homeless problem  
21:34 like housing is just this huge crisis  
21:36 that people are almost afraid to talk  
21:38 about because it's growing so quickly  
21:39 and nobody knows how to tackle it and so  
21:41 if you can really drop the cost of you

21:43 know awesome housing by like  
21:45 i don't know how big of a reduction in  
21:47 cost it would be but i'm assuming it's  
21:48 it's really meaningful um by having  
21:50 these new manufacturing methods and just  
21:52 bringing it you know hyper changing this  
21:53 whole industry from the back end  
21:55 so i'm just so so pumped and i kind of  
21:57 wanted to end it there but if you have  
21:58 any comments on like that kind of last  
22:00 vision piece about how  
22:02 um this will really transform that that  
22:03 piece of the economy um that's just what  
22:05 gets me so excited  
22:07 yeah i mean that's the goal here is to  
22:10 dramatically dramatically reduce housing  
22:12 costs  
22:13 for the whole world uh you know  
22:15 mass-produced housing  
22:16 on a scale that hasn't been done yet and  
22:20 make housing extremely affordable  
22:22 extremely available  
22:24 and really fast so you know build a  
22:26 house you know in a month not  
22:28 not a year kind of thing um so you know  
22:31 i think  
22:32 we have the potential here to really you  
22:34 know change the world in a huge way  
22:36 really change the quality of life for  
22:39 you know people  
22:40 all around the world uh you know in the  
22:42 future if  
22:43

when we're successful um it could just  
22:45 have a huge impact i know  
22:47 a lot of people spend a large percentage  
22:49 of their total income on housing  
22:51 uh it doesn't need to be that way and  
22:53 that's that's the problem we're trying  
22:54 to fix  
22:55 and to do what to drop the costs in such  
22:57 a big way while also  
22:59 dramatically changing the sort of carbon  
23:00 footprint as well by tying in all these  
23:02 technologies that are finally ready to  
23:03 be there like  
23:04 the solar panels the battery basically  
23:06 the off-grid version of your house like  
23:08 just so so exciting so um i'll i'll  
23:10 leave it there and every i'll tell  
23:11 everybody to go  
23:12 you know check out the boxful website  
23:14 play with it maybe do a pre-order if you  
23:15 want to it sounds like the wait list is  
23:17 huge and only getting longer so  
23:19 i mean um but yeah congrats on all the  
23:21 success and i honestly just think this  
23:23 is like we're just scratching the  
23:24 surface on such an exciting story and  
23:26 industry  
23:26 and uh that the product that you have is  
23:28 really onto something big here so i just  
23:30 can't wait to follow it  
23:31 and huge thanks for coming on the show  
23:32 taking the time  
23:34 yeah thank you so much for having me  
23:37 nice to meet you

23:38  
uh we are we are just getting started  
23:39  
here this is the very beginning so

23:41  
hopefully exciting things to come  
23:43  
awesome all right peace out

24:03

# Boxabl - Live with Galiano Tiramani

6,188 views

Streamed live on Jun 28, 2021

385

12

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00:04

hello hello hello

00:05

this is warren redlich i am here with

00:07

galiano tiramani

00:09

from boxable i really want to thank him

00:10

for coming on my channel

00:12

uh galliano had a couple of interviews

00:14

recently with

00:16

uh golly from hyperchange and with meet

00:20

kevin i actually may meet kevin in

00:21

person myself soon i'm really excited

00:23

about that

00:24

um so i watched both of those interviews

00:27

that helped me figure out what i wanted

00:29

to ask you

00:30

so i have a whole bunch of questions for

00:32

you but before i get started

gagliano do

00:34

you want to give an

introduction of

00:35

yourself

00:36

who you are and what boxable is

00:40

yeah absolutely uh thank you so much for

00:42

having me on your show

00:44

uh as you said my name is galiano

00:46

tiramani i'm one of the

00:47

founders of boxable we are here in

00:50

las vegas nevada trying to set up what

00:53

we think will become

00:55

the world's most advanced modular

00:57

housing factory

00:58

so um you know

01:02

we we are doing this this company

01:05

with the goal of dramatically reducing

01:07

housing costs

01:08

and we hope to achieve that by just

01:11

making building construction compatible

01:13

with the

01:14

factory mass production and  
assembly  
01:15  
line because currently  
01:17  
you know ninety percent of  
buildings are  
01:18  
built uh by hand  
01:20  
one at a time factory built  
housing  
01:23  
exists but it hasn't really  
worked well  
01:25  
or caught on that's for a  
number of  
01:26  
reasons uh  
01:28  
primarily we think that the  
shipping  
01:29  
problem that they have where  
they're  
01:31  
shipping these  
01:32  
wide loads that are very  
expensive and  
01:33  
cumbersome so our initial  
01:35  
innovation that we needed  
before we  
01:37  
could do anything else was to  
fix that  
01:38  
shipping problem  
01:39  
so the results are pretty cool  
you can  
01:41  
see it on the website  
boxable.com  
01:44  
these are a 20 foot wide house  
that  
01:46  
folds up to eight feet so it can  
ship  
01:48  
highway legal and then when it  
arrives  
01:49  
on site it just sets up quickly  
01:51

and then you've got your little  
house  
01:53  
and uh right now we are early  
stage yep  
01:56  
let me just explain that for  
people  
01:57  
because i think it's important  
and i you  
01:59  
explained it with with me kevin  
02:01  
if you're driving down the road  
and you  
02:03  
see a vehicle that says wide  
load  
02:05  
it costs a lot more for that to  
be done  
02:09  
and a lot of modular homes  
maybe is the  
02:12  
right term  
02:12  
a lot of other manufactured  
homes are  
02:15  
shipped that way and it's very  
expensive  
02:17  
to get them  
02:18  
to the this home site from the  
factory  
02:20  
your approach makes that  
much less  
02:22  
expensive  
02:24  
exactly that's that's perfect  
02:26  
explanation and i'm sorry for  
cutting  
02:27  
you off there i just want to  
explain  
02:28  
that point  
02:29  
yeah yeah no problem um i  
guess uh  
02:33  
what i was about to say was  
just that

02:35  
you know what we're a new  
company  
02:37  
with a new idea and we're  
setting up our  
02:39  
first uh manufacturing plant  
02:41  
right now and hopefully we'll  
be  
02:43  
cranking out you know  
02:44  
thousands of houses soon but  
things are  
02:47  
just kind of getting started in  
02:48  
early days for us cool so  
02:52  
you mentioned las vegas i was  
just  
02:54  
actually in las vegas the  
02:56  
the day before the plaid event  
for tesla  
02:58  
for people who know that  
02:59  
for you may not know this my  
channel is  
03:01  
like uh i'm sort of an e i'm  
basically  
03:03  
an elon musk fanboy  
03:05  
um but but i'm broader than  
that i like  
03:07  
talking about  
03:08  
uh people who are trying to  
people in  
03:10  
businesses that are  
03:11  
pursuing revolutionary change  
so i don't  
03:14  
know if you're familiar with like  
beyond  
03:15  
meat and impossible foods i  
think there  
03:17

there are companies that are  
trying to  
03:18  
revolutionize how we gen how  
we create  
03:20  
meat  
03:21  
i think that i agree with you  
very  
03:23  
strongly that the housing  
industry is  
03:25  
right for disruption i would love  
to see  
03:26  
somebody do it  
03:27  
i'm not sure you're it and that's  
why i  
03:29  
wanted to talk to you  
03:30  
so um but i wanted to ask you  
about las  
03:33  
vegas i was just there  
03:34  
and i wrote in the boring  
company  
03:36  
tunnels did you get have you  
experienced  
03:38  
that yet are you aware of it  
what have  
03:39  
you seen  
03:41  
no i haven't gone and checked  
it out but  
03:43  
i heard that i think the new  
03:44  
resort world's uh hotel has has  
access  
03:47  
to that and i'm definitely going  
to head  
03:48  
over there when i get a free  
moment  
03:50  
yeah i mean it's coming i i  
don't know  
03:53  
where your location is  
03:54

i know you built you have a  
new factory  
03:56  
location is it are  
03:58  
was it north las vegas yeah it's  
city of  
04:00  
north las vegas it's about 20  
minutes  
04:02  
from the strip in the airport  
04:04  
okay so i don't know whether  
the boring  
04:05  
company's long-term plan for  
the vegas  
04:07  
loop  
04:08  
extends close to where you're  
located  
04:10  
but it can make  
04:12  
transportation a lot more  
convenient for  
04:14  
you and your workers  
depending on where  
04:15  
they have to go  
04:16  
so you know not just for the  
strip you  
04:18  
know but hopefully it can  
actually help  
04:20  
people get from home to work  
and work to  
04:22  
home and all that  
04:23  
and i'm i'm really excited about  
that i  
04:24  
think that's a revolution in  
04:26  
transportation along with what  
tesla's  
04:27  
doing  
04:28  
so i wanted to ask you  
04:32  
people who follow my channel  
really

04:33  
closely know i'm working on  
building a  
04:34  
cabin  
04:36  
and i live in a place where the  
zoning  
04:39  
requirements are  
04:40  
minimum of 750 square feet or  
not i live  
04:42  
the place where i'm going to  
build my  
04:43  
cabin  
04:44  
has a minimum zoning of 750  
square feet  
04:47  
so a casita would be too small  
04:49  
and as far as i know right now  
you're  
04:51  
just building one of them you  
don't have  
04:52  
like combined units yet it's  
coming  
04:55  
and of course i'm far from las  
vegas so  
04:57  
the shipping to get that to vega  
to  
04:59  
florida would be high  
05:01  
but i've been looking at a steel  
05:02  
building um  
05:04  
and the steel building planned  
uh uh  
05:07  
quote that i have which is out  
of date  
05:09  
because you know materials  
costs have  
05:10  
gone up we might talk about  
that later  
05:12  
um was around 17 000  
05:16

built not including the concrete  
pad not  
05:18  
including plumbing not  
including  
05:20  
installation you guys do a lot  
more in  
05:21  
your units than  
05:22  
what i'm gonna have this but  
this is  
05:23  
about a thousand square feet  
it's gonna  
05:25  
cost me about seventeen  
thousand dollars  
05:27  
so i've seen people ask you  
about  
05:30  
manufactured homes  
05:32  
what do you think about steel  
buildings  
05:34  
as competition for what you're  
doing  
05:38  
um yeah i mean it sounds like  
what  
05:40  
you're describing is more of a  
more of a  
05:42  
shed structure it doesn't have  
05:43  
insulation so not really uh  
05:47  
it doesn't really make too  
much sense to  
05:49  
compare that you know price  
price-wise  
05:51  
um but you know at the end of  
the day  
05:55  
uh pretty much every building  
type  
05:57  
whether it's steel or anything  
else  
05:59  
that is site built i think is  
06:02  
uh not gonna win the race for

06:06  
the future of housing because  
it's just  
06:09  
incredibly inefficient to build  
anything  
06:11  
on site  
06:12  
uh it's and it's very expensive  
and you  
06:14  
don't get any of the uh  
06:16  
advantages that that we get in  
all our  
06:18  
other products as a result of  
the  
06:21  
factory so i i looked at the um  
06:25  
the regulation d um  
06:28  
what do you call it prospectus  
is that  
06:29  
the right term for it yeah i read  
06:31  
through that  
06:32  
you have a a a deal with the  
department  
06:36  
of defense to build 156 casitas  
06:39  
they're going to pay you in the  
ballpark  
06:40  
of 60 000 a unit  
06:42  
and according to what i read in  
your  
06:44  
perspectives if i understood it  
your raw  
06:46  
materials cost  
06:48  
for those 156 casitas is about  
three  
06:50  
million dollars  
06:52  
which works out to about 20  
thousand  
06:53  
dollars a unit do my numbers  
sound close

06:55  
to right  
06:57  
um well you know that's kind  
of a tricky  
07:01  
discussion nowadays uh  
because of  
07:03  
commodities pricing  
07:04  
so when we started this is very  
07:06  
different than where we're at  
now  
07:08  
now we're seeing you know  
multiple  
07:10  
hundred percent increases in  
07:11  
in steel and lumber and  
shipping costs  
07:15  
it's not three thousand dollars  
to get a  
07:16  
container from china anymore  
it's  
07:18  
fifteen thousand  
07:19  
i mean the world is really crazy  
when it  
07:21  
comes to  
07:22  
logistics and manufacturing uh  
we've  
07:25  
been trying to source  
07:26  
uh i think millions of tons of  
steel and  
07:28  
we just can't even find it  
07:30  
uh even though we're paying  
crazy prices  
07:33  
on the steel  
07:34  
uh it's just so hard to to find  
07:36  
availability  
07:37  
um so all a lot of the different  
07:40

manufacturers the raw  
materials have  
07:42  
companies on what's called i  
guess  
07:43  
allocation where they say  
07:45  
all right you guys want a  
thousand  
07:48  
pounds  
07:49  
we're only getting 100 because  
that's  
07:50  
all we have and that's what  
we're giving  
07:51  
you so  
07:52  
we'll see if these things um  
we'll see  
07:54  
if we see relief in this  
07:55  
in the next year maybe we  
catch up maybe  
07:58  
the prices come down  
07:59  
or maybe it's caused by you  
know  
08:00  
inflation and money printing  
and maybe  
08:02  
the prices keep going up  
08:04  
um no matter what though i'm  
not worried  
08:07  
at all about raw material  
pricing  
08:09  
because  
08:10  
everyone has to pay for raw  
materials  
08:12  
and  
08:13  
boxable will pay the same as  
the other  
08:16  
guys  
08:17  
but we have these principles  
that they

08:19  
don't and that includes  
08:21  
a radically simplified design  
with  
08:24  
dramatically less  
08:25  
components includes  
standardization  
08:28  
repeatability scale  
08:30  
bulk purchasing power uh  
automation  
08:33  
which will  
08:34  
get better and better over time  
of  
08:37  
course the shipping solution  
08:38  
so all of these things that you  
know we  
08:40  
get from the assembly line  
08:42  
that uh these these site  
builders uh  
08:45  
will never have  
08:47  
um i i appreciate that and i  
actually i  
08:49  
think we're seeing  
08:50  
really really widespread supply  
chain  
08:53  
issues all across the economy  
in all  
08:55  
kinds of ways it's not  
08:56  
like i know manufacturers are  
seeing it  
08:58  
but i feel like  
09:00  
we've been seeing it for a long  
time in  
09:01  
a lot of different ways um  
09:04  
but the the regulation d  
prospectus was  
09:07

dated like may 23rd 2021 so  
that's  
09:11  
about a month ago um  
09:14  
was that i mean maybe the  
numbers were  
09:16  
were drafted before  
09:17  
and that wasn't updated for  
may 23rd i  
09:20  
don't know but you know it  
seems oh  
09:22  
i suspect you're correct i i think  
09:24  
you're probably right that the  
09:26  
the materials costs have gone  
up since  
09:27  
whenever those numbers were  
generated  
09:30  
yeah so so um the date on that  
offering  
09:32  
memo you looked at  
09:34  
is just because we swapped  
out the terms  
09:37  
of the investments um a few  
days ago uh  
09:40  
that offering memo  
09:42  
was actually written uh you  
know quite a  
09:44  
while ago so  
09:45  
you know we'll we'll update  
that so  
09:47  
that's just a suggestion then  
you should  
09:48  
update it  
09:49  
maybe it was clear and i  
missed it but  
09:51  
that's just a suggestion make  
sure  
09:52  
that's clear

09:53  
um no and i but the point i was  
going  
09:55  
for there was  
09:57  
my dream for for what you're  
doing for  
09:59  
what i've talked to a friend in  
miami  
10:01  
uh he and i are like constantly  
talking  
10:03  
about what are we going to  
start up what  
10:04  
business are we going to do  
and then  
10:05  
we never do anything but we're  
talking  
10:07  
about it we talked about doing  
a housing  
10:09  
startup and  
10:10  
to me it's like well okay and  
you  
10:11  
actually really touched on  
something  
10:13  
really crucial you said fewer  
parts i  
10:16  
don't know how closely you  
follow elon  
10:18  
but elon has this famous line  
the best  
10:20  
part is no part the best  
process is no  
10:22  
process  
10:23  
exactly and sandy monroe  
talks about  
10:25  
this if you can reduce the  
number of  
10:26  
parts and reduce the number  
of process  
10:27

like they give bonuses to if  
somebody  
10:30  
figures out a way to save a  
gram  
10:31  
in a car that's like a bonus you  
know  
10:33  
just once save one gram a day  
and you've  
10:35  
just reduced the weight of your  
vehicle  
10:36  
there's all kinds of great things  
like  
10:37  
that i love the way  
10:38  
that you think like that um but  
10:42  
ultimately the the your ability  
to  
10:44  
deliver  
10:45  
a product to a customer at  
cost getting  
10:47  
the cost down  
10:48  
hinges on you can't get lower  
than your  
10:51  
materials costs  
10:52  
right there's an asymptote no  
matter how  
10:54  
good you are your processes  
10:56  
no matter how automated you  
get your  
10:58  
material costs are sort of like a  
11:00  
fundamental limit on how low  
you can go  
11:02  
does that make sense yeah but  
um  
11:05  
that's not really the whole  
picture for  
11:08  
boxable because  
11:09

we have innovated on the  
types of  
11:12  
building materials  
11:13  
so we are actively going  
through the  
11:15  
product and refining it and  
trying to  
11:17  
reduce the number of  
components  
11:18  
and swapping components  
that aren't  
11:21  
uh don't make sense for the  
price so  
11:25  
what what that has resulted in  
is that  
11:26  
this product is not built  
11:28  
using the traditional methods  
that you  
11:30  
would see in north america  
north america  
11:32  
is all  
11:32  
stick frame lumber  
construction that's  
11:34  
not what boxable is we have a  
11:36  
laminated panel system that  
uses totally  
11:39  
different materials  
11:41  
very little uh traditional lumber  
and so  
11:44  
you know it's it's fun for us we  
get to  
11:47  
keep tweaking this thing and  
i'm sure  
11:48  
we'll do it for years i'm sure  
every  
11:49  
couple of years we'll come out  
with a  
11:51  
new version of the product



11:52  
and we have a road map for uh  
upgrades  
11:56  
or modifications to the design  
that  
11:59  
we think are gonna continue to  
lower the  
12:02  
cost dramatically  
12:03  
so you know there's a whole  
big long  
12:05  
list of different things we can  
we can  
12:07  
tweak on this  
12:08  
to bring the cost down and you  
know some  
12:10  
of those things have different  
you know  
12:12  
capital requirements there's  
there's  
12:14  
different  
12:14  
considerations there and you  
know we're  
12:17  
doing everything we can to  
bring the  
12:18  
price down because that's  
what this is  
12:20  
all about and one cool thing  
about our  
12:22  
product is by kind of  
12:24  
throwing out the traditional  
stuff and  
12:25  
starting from scratch we were  
able to  
12:28  
very carefully  
12:29  
pick and choose every single  
material  
12:31  
and manufacturing method in  
this thing  
12:33

to meet all the requirements  
and for a  
12:36  
building there's an incredible  
amount of  
12:37  
requirements  
12:38  
you have uh not just the the  
tests you  
12:41  
have to pass  
12:42  
the strength the fire resistance  
weight  
12:45  
uh  
12:45  
water resistance material  
costs all  
12:48  
these different variables and  
they don't  
12:49  
always  
12:50  
align you know so you're kind  
of  
12:52  
sometimes working against  
each other  
12:53  
like you know one material that  
might  
12:55  
make it stronger will make it  
too heavy  
12:57  
and  
12:57  
so you kind of gotta um keep  
keep doing  
12:59  
that and what we've come up  
with is  
13:01  
is very different and uh  
hopefully a  
13:04  
game changer  
13:05  
you know kevin said that he  
was going to  
13:06  
get you statewide to prove if  
he gets to  
13:08  
be governor  
13:09

and i was thinking that that  
you know  
13:10  
whenever you want to do  
anything there's  
13:12  
so many and you actually  
mentioned  
13:13  
something  
13:13  
you like tweaked my libertarian  
bone you  
13:15  
said something about too  
many  
13:16  
governments doing too much  
or something  
13:18  
but  
13:18  
it's almost like if we had like a  
13:20  
federal standard that you know  
hey we've  
13:22  
just decided this meets federal  
approval  
13:23  
for the entire country  
13:24  
i don't know if that would  
violate the  
13:26  
principles of federalism  
13:28  
but it would be a lot easier for  
13:30  
companies to produce  
13:31  
products for the you know we  
do that  
13:32  
with cars generally speaking if  
the if  
13:35  
the federal government says a  
car is  
13:36  
good it's good in every state  
13:38  
uh yeah you know go ahead  
sorry  
13:42  
sorry uh yeah yeah so there is  
um a  
13:44  
version of that

13:45  
um there's a few different  
ways to get  
13:47  
these types of buildings  
approved uh one  
13:49  
is on the state level with the  
modular  
13:51  
program  
13:51  
and the other is a federal 50  
state uh  
13:54  
hud code  
13:55  
that's for manufactured  
housing that's  
13:56  
how  
13:58  
trailer homes you know double  
wides are  
14:00  
approved um  
14:01  
unfortunately they've created a  
bad  
14:04  
stigma for themselves  
14:05  
right so the the 50-state hud  
approval  
14:07  
which is way better because  
trust me i'd  
14:09  
rather  
14:10  
get one regulatory approval  
than 50  
14:13  
but unfortunately um you know  
that  
14:16  
the 50-state hud approval uh is  
14:19  
you know frowned upon  
everywhere because  
14:20  
you know everyone thinks oh  
it's a  
14:22  
trailer park you know  
14:22  
zoning's zoning will it say it  
probably  
14:25

restricts yourself  
14:26  
it probably restricts your  
zoning yep so  
14:28  
we will end up getting our  
products  
14:30  
approved i believe under um  
the modular  
14:33  
program  
14:34  
under the manufactured  
housing program  
14:36  
and under the rv  
14:37  
codes so you know that's  
that's the goal  
14:40  
we're starting with modular  
14:41  
but i just want to give our  
customer as  
14:43  
many options as they need  
14:44  
and and if it's easier for them  
to get  
14:46  
something approved because  
it's  
14:47  
x and we have that possibility  
and we  
14:50  
can provide it to them then  
we're going  
14:51  
to do it  
14:52  
so um somebody asked this  
question i  
14:54  
thought it was a good question  
14:56  
like for my cabin i'm probably  
gonna do  
14:57  
a poured concrete foundation  
is that  
14:59  
necessary uh for  
15:02  
uh boxable or is there some  
other option  
15:04  
that would still work

15:06  
you know um our units are  
compatible to  
15:09  
any foundation  
15:10  
and the foundation uh  
becomes important  
15:14  
because it transitions a  
building  
15:17  
from being personal property  
into real  
15:19  
property so when it becomes  
permanently  
15:20  
affixed  
15:21  
to the foundation then it's real  
15:24  
property it's real estate you  
can get  
15:26  
more more loan programs on it  
but our  
15:29  
product doesn't need a  
foundation you  
15:31  
know we could set it up  
15:32  
on on cinder blocks we could  
throw it on  
15:34  
the grass on in the parking lot  
15:36  
you know pretty much uh  
anywhere you  
15:38  
know it needs to be and  
15:40  
um you know one one thing um  
15:43  
that goes back to the these  
regulations  
15:45  
that exists for every single  
15:47  
thing imaginable and i'm a  
libertarian  
15:49  
too by the way  
15:51  
um uh is you know uh you can  
kind of  
15:54

start to think about housing a  
little  
15:56  
bit differently  
15:57  
when they're when we have  
these factory  
15:58  
built units because uh a  
traditional  
16:01  
house  
16:01  
is you know built off of that  
foundation  
16:03  
if you take the foundation  
away  
16:04  
it's gonna fall apart um but our  
houses  
16:07  
are not so  
16:08  
do they always need to be  
permanent  
16:10  
buildings permanently fixed is  
that  
16:11  
always practical does that  
always  
16:13  
make sense uh you know  
maybe not okay  
16:16  
so one of the questions i had  
was  
16:18  
looking back like at a 2019  
article in  
16:21  
the las vegas review  
16:22  
journal i think early on  
boxable's plan  
16:24  
was only to sell to builders and  
16:26  
contractors and developers  
16:28  
and not sell direct to consumer  
and it  
16:30  
seems like there's been a shift  
like  
16:31  
your dad  
16:32

contract is effectively you're  
selling  
16:36  
direct i mean it's direct to  
customer  
16:38  
but it's not to an individual it's  
to a  
16:40  
government agency um  
16:43  
when did the switch happen  
where you  
16:45  
decided we're going to sell  
direct to  
16:46  
consumer as well  
16:48  
and what complications does  
that add  
16:51  
yeah so originally um kind of a  
16:54  
different  
16:55  
idea we were planning to just  
mass  
16:57  
produce the  
16:58  
kind of the room shells and not  
finish  
17:00  
them out inside with it with a  
kitchen  
17:02  
or bathroom and we had  
started  
17:03  
originally with a bigger  
prototype that  
17:06  
was a 1400  
17:07  
square foot home with two 20  
by 40  
17:10  
units but um you know we  
went to the to  
17:13  
the first builder show with that  
with  
17:14  
those units  
17:15  
and then we came back to the  
office  
17:17

after the show and we thought  
about him  
17:18  
he said all right  
17:20  
what's what's a good plan of  
attack how  
17:22  
do we start i mean this is a  
huge  
17:24  
undertaking and i had noticed  
what was  
17:26  
going on in california with  
accessory  
17:27  
dwelling unit laws  
17:29  
and it just seemed like a huge  
17:30  
opportunity that made so  
much sense  
17:32  
so then could you tell people  
what that  
17:35  
means  
17:36  
yeah so uh in california they  
are now  
17:38  
very friendly towards  
17:40  
backyard houses so if you  
have a house  
17:42  
in california pretty much every  
single  
17:44  
house in the state  
17:45  
you are now allowed to put a  
little  
17:48  
house in the backyard  
17:49  
i think in many cases yep i  
think in  
17:51  
many cases you're allowed to  
put more  
17:52  
than one in the backyard  
17:54  
they've gone so far as to  
prohibit  
17:58

local cities and counties from  
banning  
18:00  
these types of buildings  
18:01  
at the state level they've  
reduced  
18:03  
setback requirements  
18:04  
uh all kind of things to to make  
this  
18:06  
more friendly so  
18:08  
as a result you know  
everyone's doing it  
18:09  
if you if you live in la  
18:11  
and you you own a house and  
you have a  
18:14  
backyard with space  
18:15  
uh and you can throw down  
another unit  
18:17  
in there and your site's already  
18:19  
developed and your utility is  
already in  
18:20  
because you have a house  
there  
18:21  
uh the numbers crunch on that  
and it's a  
18:24  
great rental return for people  
18:26  
or to put a family member in  
so we were  
18:28  
just looking at that  
18:29  
and we said let's make this  
really  
18:32  
simple  
18:32  
let's create a product that  
people can  
18:34  
understand where there's a big  
market  
18:36  
for it  
18:36

and we said you know casita  
and we  
18:38  
finished that little  
configuration  
18:40  
and uh we kind of announced it  
and  
18:42  
people just went  
18:43  
crazy for it crazier than we  
ever  
18:45  
expected because  
18:46  
we always thought you know  
our concept  
18:48  
of a building system where  
different  
18:49  
size room modules can stack  
and connect  
18:51  
to build  
18:51  
any building type on the planet  
was a  
18:53  
big deal but we didn't  
necessarily think  
18:55  
these little casitas were that  
big of a  
18:57  
deal uh until we announced it  
18:59  
and we just got viral response  
19:03  
uh you know thousands and  
thousands of  
19:05  
emails and product  
reservations  
19:07  
so i guess it was a good call  
and uh  
19:09  
it's it's nice you know a nice  
place to  
19:11  
start  
19:12  
lower barrier to entry um  
physically  
19:14  
smaller  
19:15

product to deal with so lots of  
19:18  
different considerations there  
19:19  
so the original plan was to sell  
direct  
19:22  
to builders or developers  
19:23  
and now there's this direct to  
consumer  
19:25  
version but  
19:26  
when you sell to builders or  
developers  
19:29  
there's going to be a markup to  
the  
19:30  
ultimate home buyer right  
19:32  
well um that still kind of is the  
case  
19:35  
because  
19:36  
what we're selling is not  
necessarily  
19:38  
like a finished product  
19:39  
it needs some level of  
installation and  
19:42  
finishing  
19:43  
although we work very hard to  
get  
19:45  
everything we possibly could  
done in the  
19:47  
factory you know 90  
19:48  
of it we're still handing over a  
product  
19:50  
that really always needs a  
contractor  
19:52  
in the middle there so i think  
even in  
19:54  
the cases where  
19:56  
the end user reaches out  
directly to  
19:57

boxable we'll still be  
connecting them  
20:00  
to the contractor and the  
contractor  
20:02  
will be the ultimate  
20:03  
real customer to boxable so  
um  
20:07  
that that's kind of you know  
what we're  
20:09  
thinking of the process is  
going to be  
20:11  
with the with the dod contract  
are are  
20:13  
you guys delivering finished  
product or  
20:15  
is somebody else coming in  
and finishing  
20:16  
it up  
20:18  
so uh boxable will always  
deliver um  
20:21  
you know drop off a folded up  
house  
20:24  
um you know this casita has a  
kitchen  
20:27  
bathroom in it uh  
20:28  
when we drop it off uh it has  
flooring  
20:31  
it has uh heating cooling  
windows  
20:35  
you know electric everything  
ready to  
20:37  
just kind of bolt to a  
foundation  
20:39  
and connect to utilities um and  
then  
20:41  
there's you know  
20:42  
uh for the for the end retail  
customer  
20:45

there's a degree of  
customization that  
20:46  
they might request they might  
want to  
20:48  
tweak it  
20:49  
they might want to build a  
deck a  
20:50  
driveway whatever it needs  
20:52  
and these contractors are just  
going to  
20:55  
you know charge for their  
services i  
20:56  
think to do that kind of stuff  
20:57  
but i mean i mean on the 156  
units  
20:59  
you're doing for the  
department of  
21:00  
defense you're dropping off at  
a  
21:02  
military base  
21:03  
is there another contractor  
that's  
21:04  
coming in to do the finishing is  
the dod  
21:06  
doing it then  
21:07  
the setup is it like a project for  
the  
21:09  
soldiers to all right  
21:10  
today we're fixed we're  
finishing this  
21:12  
up how is that going to get  
done  
21:14  
yeah i think so i think we're  
going to  
21:16  
be providing just  
21:17  
providing the room modules  
and that's it  
21:19

and they'll  
21:21  
be in charge of the setup and  
you're not  
21:23  
interacting with whoever's  
going to be  
21:24  
doing the  
21:25  
final uh finishing  
21:28  
um just providing you know  
instructions  
21:31  
and  
21:31  
be there available to answer  
questions  
21:33  
but i mean you don't have an  
existing  
21:35  
relationship with whoever that  
21:36  
contractor is or  
21:38  
whoever at the dod is going to  
be doing  
21:40  
that final steps  
21:41  
no we don't and boxable just  
wants to  
21:44  
remain as the room module  
manufacturer  
21:46  
we want to be really good at  
that really  
21:47  
efficient  
21:48  
we don't ever want to get  
involved with  
21:49  
any site work any  
21:51  
any installation anything like  
that we  
21:53  
don't think we'd be able to  
scale if we  
21:54  
were  
21:55  
you know kind of bonked down  
bogged down  
21:56

with all that custom stuff  
21:59  
okay um i want to ask you  
something  
22:02  
um kind of into the financial  
world  
22:05  
a little bit um and it's hard i  
think  
22:08  
it's gonna be hard to predict  
this  
22:09  
because like you said material  
prices  
22:10  
are hard to predict but  
22:12  
do you have in some sense a  
vision of  
22:14  
what the average selling price  
for a  
22:16  
casita will be in say  
22:18  
2022 and what the cost of  
goods sold  
22:21  
will be  
22:22  
so you can get a sense of what  
margins  
22:23  
look like  
22:26  
um you know  
22:29  
i don't really want to like give  
any  
22:30  
specific numbers because it's  
just  
22:32  
such a you know crazy world  
right now uh  
22:35  
all i know is  
22:36  
we're planning to probably  
charge you  
22:38  
know  
22:39  
double uh retail price of double  
our raw  
22:42  
materials cost

22:43  
um we think that um we're  
coming in way  
22:46  
under the competition  
22:48  
uh we just did another  
competitor  
22:50  
analysis the other day  
22:51  
and we could not find uh really  
an adu  
22:54  
solution in california that was  
22:56  
under a hundred thousand i  
mean most of  
22:58  
them were over 150  
23:00  
000 so i think we're in such a  
good spot  
23:03  
where we're going to be able to  
sell a  
23:05  
product that's way cheaper  
than anyone  
23:07  
else out there  
23:08  
especially in california and  
also have  
23:11  
great margins and you know  
there's a lot  
23:13  
of unknowns and there's a lot  
of  
23:14  
unknowns in setting up this  
factory  
23:16  
there's a lot of unknowns in  
23:17  
even our our labor costs and  
how those  
23:21  
pan out early  
23:22  
on and of course you know raw  
materials  
23:24  
is just like an external  
23:26  
variable as well but you know  
for me  
23:29

i just believe in these  
principles that  
23:31  
we have and i think that no  
matter what  
23:32  
these principles are putting us  
ahead of  
23:34  
everyone else out there  
23:35  
even the other factory built  
housing  
23:36  
guys because i just see  
23:38  
critical flaws in what they're  
doing uh  
23:41  
whether it's related to  
23:42  
the shipping or the use of  
lumber frame  
23:45  
stick construction  
23:46  
in factory modular plants okay  
23:54  
if you don't mind i'm going to  
share  
23:55  
screen for a second and i want  
to show  
23:58  
there's this is from the crowd  
funding  
24:00  
this is from the the regulation  
d  
24:02  
document see if i know see if i  
know how  
24:05  
to share screen  
24:07  
that's always a question i'm  
not good at  
24:09  
zoom yet so  
24:10  
i don't know if you can see this  
here it  
24:11  
says can you see this  
24:14  
yes so this is page 33 it says  
um  
24:18

this is giving three million  
dollars for  
24:20 acquisition of raw materials  
for  
24:21 150 casita boxes i think it's  
really 156  
24:24 but that's in the ballpark  
24:26 you're expecting to spend 1.6  
million  
24:28 for warehouse space  
24:29 9 million for labor um when i  
look at  
24:32 these numbers  
24:34 and i compare it to what you  
have in  
24:36 terms of  
24:38 uh the money you've raised so  
far  
24:43 you know where's all the  
money i mean is  
24:44 the dod paying in advance  
24:46 are they paying how do you get  
all this  
24:48 money together to pay for all  
the stuff  
24:50 that you're doing  
24:51 to build 150 casita boxes i  
don't think  
24:53 you have the money that's  
listed there i  
24:54 don't think you have that cash  
on hand  
24:56 right now  
24:58 um yeah so to date um  
25:01 i've you know brought in  
25:04 maybe 13 14 million plus in  
25:08

uh investor uh money uh  
additionally  
25:12 um we did negotiate a 75 uh  
prepayment  
25:15 on that contract  
25:17 and um um on another front  
25:20 uh myself or paolo are  
25:24 always ready to step in and  
fund the  
25:26 company more  
25:28 if we need to but but i don't  
think we  
25:30 will because we're just getting  
a lot of  
25:31 traction okay except i mean in  
other  
25:34 words the dod is because  
25:36 when i i'm let me see if i can  
find the  
25:38 the page  
25:40 um it's it was close to that  
there's  
25:43 there's some numbers on how  
much cash  
25:44 you had on hand at the end of  
2019 and  
25:46 that  
25:47 and what what the expenses  
were in 2019  
25:49 and i'm just trying to get a feel  
for  
25:51 what the numbers are  
25:53 uh going forward into what the  
numbers  
25:55 were for 2020 because i don't  
see those  
25:57 numbers

25:57 in the prospectus like yeah  
how much  
26:00 cash on hand did you have at  
the end of  
26:02 2020  
26:03 you know i i'm i'm guessing we  
have 10  
26:06 million in the in the bank right  
now  
26:08 that's just a guess and it  
should be  
26:10 right around there and  
26:11 does that include some money  
from dod on  
26:13 that contract  
26:15 yeah it includes some uh of  
that  
26:17 prepayment that i  
26:19 mentioned we had negotiated  
okay so like  
26:22 here's use of proceeds and  
this is like  
26:24 you're trying to raise fifty  
thousand  
26:25 dollars in this uh  
26:27 regulation d uh is that what it's  
called  
26:30 regulation d  
26:31 funding uh yeah it's a reg d  
26:34 506 c for credit investors i  
should i  
26:37 should know this stuff better  
and i  
26:38 don't  
26:39 but you know there's there's if  
you  
26:40

succeed in raising 10 million  
this is  
26:42  
where the money goes  
26:43  
there's three columns here for  
people  
26:45  
are looking at this there's a if  
you  
26:46  
succeed in raising 10 million  
26:48  
that's where the money goes if  
you  
26:50  
succeed in raising 25 million  
then  
26:52  
you spend more money and  
yeah if you get  
26:54  
the 50 million  
26:55  
have is that ongoing this  
regulation d  
26:59  
uh funding i think i think you  
told  
27:00  
kevin you'd raise a total of 13  
million  
27:02  
dollars so far  
27:03  
i don't think that includes the  
money  
27:04  
that you guys have contributed  
27:06  
do you personally contribute  
no it  
27:08  
doesn't that's outside capital  
27:10  
um yeah so you know um  
27:13  
there's a number of uh first of  
all  
27:16  
this numbers are showing me  
right here  
27:18  
these are just rough rough  
estimates  
27:20  
right right or early stage rough  
27:22  
estimates but um

27:24  
it's it's really a function of you  
know  
27:27  
how  
27:27  
how much how big how big  
can we start so  
27:31  
you know we get in there start  
work  
27:33  
figure out the assembly line  
27:35  
start scaling up and then you  
know how  
27:37  
fast do i hire  
27:39  
uh 200 people for two shifts  
27:42  
um how how much raw  
materials do we  
27:45  
bring in if we're if we're  
building a  
27:46  
factory that can produce  
27:48  
uh you know 180 million in  
revenue at  
27:51  
full speed  
27:52  
uh how much of that money  
the cost of  
27:55  
raw materials has to be out  
there at  
27:57  
one time you know based on  
you know  
28:00  
payment terms with suppliers  
and lead  
28:02  
times and all those  
28:03  
issues so uh you know we  
could get in  
28:06  
there right now and  
28:07  
i could not raise another dollar  
and we  
28:09  
could um  
28:10

start you know production uh  
but it  
28:13  
would be slower than if we had  
28:14  
you know more money and  
could run a  
28:16  
little faster so uh  
28:18  
right now you know we really  
don't have  
28:20  
all the money  
28:21  
we need but we are running uh  
full speed  
28:24  
ahead and  
28:25  
and um everything seems to  
be falling  
28:27  
into place no and it seems like  
28:29  
i've seen that with i remember  
one of  
28:31  
the co when the investor calls  
to  
28:32  
i everything relates to tesla to  
me it's  
28:34  
almost like everything relates  
to either  
28:36  
seinfeld or tesla for me  
28:38  
and um i remember that uh  
zach kirkhorn  
28:41  
was talking about that they  
had more  
28:43  
money than they expected and  
they  
28:45  
invested more  
28:46  
in the factory early in berlin so  
that  
28:49  
it would be  
28:50  
basically coming up to  
production  
28:51



quicker and producing higher  
volumes  
28:53  
quicker and they  
28:54  
if you have more money you  
could get  
28:55  
more done you could be more  
ready for  
28:57  
the future you want to achieve  
28:59  
yeah exactly and uh you know  
for us  
29:02  
the plan here is a really big  
grandiose  
29:05  
plan  
29:06  
we're trying to you know build  
you know  
29:09  
more buildings than any other  
single  
29:11  
entity uh all over the entire  
planet and  
29:14  
and take over so you know the  
money we  
29:16  
need for this first factory  
29:18  
that's not the end of the the  
money we  
29:19  
need i'm gonna go  
29:21  
and set up this first factory  
and we are  
29:24  
gonna  
29:24  
start selling units and then i'm  
gonna  
29:26  
come back and say look  
29:28  
everything's proven uh we're  
selling  
29:30  
we're rocking and rolling  
29:31  
let's do this the risk is gone uh  
now we  
29:34

need you know more capital to  
scale this  
29:36  
more  
29:36  
and this first factory we're  
doing it's  
29:38  
very very limited  
29:40  
automation there but it's all  
planned  
29:42  
out to be compatible with that  
29:43  
automation and  
29:44  
getting from what we have  
now this 170  
29:47  
000 foot factory  
29:48  
to a real you know  
29:52  
factory based off automotive  
29:53  
manufacturing principles  
which  
29:55  
you know in my opinion is the  
coolest  
29:57  
thing out there um  
29:58  
you know that's a huge leap  
um that's  
30:01  
going to require an  
30:02  
incredible amount of capital  
but the  
30:04  
money will be there because  
this is a  
30:06  
huge problem  
30:06  
in probably the biggest market  
around i  
30:09  
mean this is a trillion dollar  
problem  
30:10  
that  
30:11  
we're trying to solve yeah i  
think  
30:12

something you said really  
struck me was  
30:14  
i think you were saying  
30:15  
ultimately this factory should  
be able  
30:17  
to produce maybe 3 000 or 3  
600 units a  
30:19  
year  
30:20  
and if it's only fifty thousand  
dollars  
30:22  
at  
30:24  
at three thousand units i think  
you're  
30:25  
talking or maybe thirty six  
30:27  
thirty six hundred i think you're  
30:28  
talking about 180 million  
dollars a year  
30:30  
correct that's not bad and then  
it may  
30:32  
end up being sixty thousand  
dollars a  
30:33  
unit with the increased  
30:34  
cost increase in material costs  
so you  
30:37  
may be over 200 million  
dollars a year  
30:38  
in revenue just on this first  
factory  
30:40  
that's that's a promising start  
30:42  
yeah yeah and then and then  
one more  
30:44  
thing is um  
30:45  
it's it's a big factory it's a big  
30:47  
undertaking it's a big place to  
start  
30:49  
for especially for a company  
that hasn't

30:51  
really produced many houses  
yet  
30:54  
but uh in the grand scheme of  
housing  
30:57  
demand  
30:58  
3 600 units is nothing it's it's a  
drop  
31:00  
in in the bucket that could all  
go to  
31:02  
a few apartment developments  
here in  
31:04  
vegas so  
31:05  
you know the real opportunity  
here is  
31:07  
just so incredibly  
31:09  
big uh to even start making a  
dent in  
31:12  
that  
31:12  
those housing shortages uh  
you know  
31:14  
whether it's in california or in  
another  
31:16  
country  
31:17  
yeah all right let me sorry i just  
31:19  
stopped sharing i want to go  
back to  
31:21  
that screen  
31:21  
that i had up um so  
31:26  
in 2019 obviously you hadn't  
really  
31:28  
gotten started yet limited  
revenue  
31:30  
you know very common for a  
comp a  
31:32  
startup company you know  
31:34

incurred a net loss for 2019.  
i'm going  
31:36  
to guess that 2020 was also a  
net loss  
31:39  
or am i wrong about that oh  
yeah  
31:42  
we're just we're lighting money  
on fire  
31:44  
right now we're you know we're  
hiring  
31:45  
people we're doing  
31:47  
uh we're buying you know  
millions of  
31:48  
dollars in equipment et cetera  
et cetera  
31:50  
and  
31:50  
we're not selling anything yet  
and you  
31:52  
know that's kind of  
31:54  
being the issue from day one  
is uh you  
31:56  
know i would talk to an  
investor and  
31:57  
they would say well  
31:58  
you know have you sold any  
yet blah blah  
32:00  
blah and i'm like well you know  
this is  
32:02  
a little bit different than a little  
32:03  
widget or a software company  
32:05  
the pitch here is assembly line  
factory  
32:08  
production so  
32:09  
that's what we need we need  
you know an  
32:11  
assembly line factory so  
32:13

um until we get that factory  
turned on  
32:15  
and we get up to a certain  
amount of  
32:17  
units per month um you know  
32:20  
we'll be losing money until  
then but uh  
32:23  
i do think that  
32:24  
you know this first factory will  
you  
32:26  
know be be  
32:27  
profitable relatively early on  
once it's  
32:30  
just once it's up and running  
32:31  
okay so here on this page in  
the second  
32:33  
paragraph it relates  
32:35  
i think paulo is your father  
correct  
32:38  
yeah so paulo was at that  
point it  
32:40  
chipped in 1.6 million dollars  
roughly  
32:42  
to the company one of the  
things that  
32:45  
i'm going to ask you i'm going  
to get a  
32:46  
little tougher on you for a  
second but  
32:47  
maybe you have answers and i  
want  
32:49  
i want to hear them um if  
paulo's  
32:51  
chipped in 1.6 million  
32:54  
but your valuation as far as i  
see it i  
32:56  
think in the in the  
32:58

in the crowdfunding round  
valued the  
32:59  
company at 226 million dollars  
33:02  
so yeah about five million  
dollars from  
33:04  
uh  
33:05  
crowdfunding investors and i  
think you  
33:08  
said  
33:08  
total raise was 13 million  
dollars so  
33:10  
they contributed about 40  
33:12  
of the capital the company but  
they only  
33:14  
own two percent of the  
company and they  
33:15  
only get preferred stock  
33:17  
what what and i think the same  
issue i  
33:19  
don't know how it's going to  
work with  
33:20  
the the regulation d  
33:22  
financing because it's really  
more of a  
33:24  
what was the word for it  
33:26  
it's a subordinated convertible  
33:27  
promissory note there people  
aren't  
33:29  
getting common stock when  
they buy  
33:30  
when they invest in your  
company yeah so  
33:34  
the plan here is to eventually  
list this  
33:38  
or do an ipo or some  
mechanism so that  
33:40  
it's

33:41  
tradable and people get  
liquidity so  
33:43  
they are getting  
33:44  
preferred shares that convert  
to common  
33:46  
in the events of an ipo  
33:48  
and that protects their  
liquidation  
33:51  
preference  
33:52  
by keeping them as preferred  
shares so  
33:54  
you know if we close the  
company  
33:56  
tomorrow even though uh me  
and paulo own  
33:59  
you know 85 percent let's say  
34:01  
um we don't get 85 of money it  
goes back  
34:03  
to those  
34:04  
investors first because they're  
uh  
34:06  
preferred  
34:07  
so um and then on on the  
valuation front  
34:10  
uh you know this is uh two i  
think that  
34:13  
the last offering was a 26  
million  
34:16  
valuation um and yeah it's a  
high  
34:19  
valuation but  
34:20  
what we're doing is very big  
what we're  
34:22  
starting with yep  
34:24  
i mean i i actually have a vision  
for my  
34:27

i have an idea for a startup  
unrelated  
34:28  
to housing  
34:29  
and i kind of see where you're  
coming  
34:31  
from and look we're putting  
our  
34:33  
uh you know 100 of our time  
into this  
34:35  
we're risking our capital on this  
and  
34:37  
much larger you know i doubt  
you have  
34:38  
any other investors invested  
1.6 million  
34:40  
right  
34:42  
uh no paulo's put in more than  
that and  
34:44  
he is the biggest  
34:45  
sole investor so he's putting  
his money  
34:47  
anywhere his mouth is  
34:48  
right also we've devoted years  
of our  
34:50  
time to this as well  
34:51  
right right so that's what i  
mean so but  
34:53  
you know  
34:55  
is it i mean maybe you're not  
getting  
34:57  
pushback from investors but i  
can guess  
34:58  
you're you're not having that  
much  
35:00  
problem  
35:00  
you're selling investments i  
think am i  
35:02

correct that the crowdfunding  
round sold  
35:04  
out at 3.9 million or am i  
reading that  
35:05  
wrong  
35:07  
yeah so you know ultimately  
price is  
35:09  
determined by  
35:10  
what someone's willing to pay  
for  
35:11  
something and as it turns out  
35:13  
uh in just 13 days people were  
willing  
35:16  
to pay  
35:17  
that price for 4 million of our  
shares  
35:19  
because we sold out really fast  
and now  
35:21  
have  
35:22  
uh you know more sitting in an  
35:24  
oversubscription  
35:26  
uh wait list as well so really  
the bet  
35:29  
that investors are making is  
you know  
35:31  
what happens  
35:32  
if this factory is successful  
and these  
35:35  
guys uh  
35:36  
do an ipo where is the price  
then and  
35:39  
um you know once we prove  
that this  
35:42  
company is worth an incredible  
35:44  
amount of money because you  
know if i  
35:46

can sit here and say  
35:47  
yeah we can mass produce  
housing at  
35:48  
below market rates for  
construction  
35:51  
that's incredibly valuable  
incredibly  
35:53  
valuable so  
35:54  
um you know right now there's  
risk  
35:56  
involved in that that's why the  
share  
35:58  
price is you know  
35:59  
71 cents and then once that  
risk is gone  
36:02  
because we've proven it  
36:03  
uh price is going to go up way  
higher  
36:05  
and that that's the bet that  
36:06  
investors are are making on  
this um and  
36:09  
you know that valuation is  
based off of  
36:12  
a number of things uh you  
know including  
36:15  
analysis of of the revenue of  
this first  
36:17  
factory so this is  
36:18  
a factory that's sized to  
produce you  
36:20  
know 200 million  
36:21  
in revenue in in with a product  
that has  
36:24  
the potential to  
36:25  
disrupt an incredibly you know  
outdated  
36:28  
and massive

36:29  
industry okay do you does um  
36:34  
do you does paolo get a salary  
do you  
36:36  
get a salary  
36:37  
um how many salary  
employees are there  
36:40  
well i'm not asking you for the  
amount  
36:41  
i'm just asking if you are salary  
36:43  
yeah we just recently started  
taking a  
36:45  
salary and i think we've we've  
got about  
36:48  
uh 20 20 employees or so right  
now we're  
36:51  
hiring people  
36:52  
every week um you know  
things are  
36:54  
kicking into high gear because  
we're  
36:55  
about to move into this  
36:57  
new building so um you know  
that  
37:00  
kind of overhead will continue  
to to  
37:02  
increase as we  
37:03  
bring people on board and  
scale up okay  
37:06  
so  
37:07  
i looked and you had a chief  
37:10  
um the the other key employee  
that was  
37:13  
listed in the prospectus was  
kyle denman  
37:15  
um senior engineer i you know  
a lot of  
37:18

times they these  
37:19  
i see you guys as sort of the  
reverse  
37:21  
like i don't know if you know if  
you're  
37:22  
familiar with lucid motors  
37:23  
i'm like this massive skeptic of  
lucid  
37:25  
motors i'm like the world's  
biggest  
37:26  
biggest critic of lucid  
37:28  
and i look at them and they  
have this  
37:30  
like slate of like  
37:32  
19 people on their uh on the  
spac merger  
37:34  
document  
37:36  
and i just feel like you're too  
hot  
37:38  
you're too top-heavy and  
there's all  
37:39  
these people who have all  
these great  
37:40  
credentials but i'm like i don't  
believe  
37:42  
that the company's really  
gonna produce  
37:44  
a car that's i'm very extreme on  
that  
37:47  
um and i look at yours and it's  
almost  
37:50  
the opposite that i don't see  
37:52  
like they've got all these guys  
with all  
37:53  
these credentials and i'm like  
yeah but  
37:54  
i don't buy it  
37:56

i don't know is there anybody  
in your  
37:58  
company who has experience  
delivering a  
38:00  
product at scale  
38:01  
manufacturing a product at  
scale um  
38:04  
yeah i mean we have uh we  
have uh  
38:07  
a factory guys who's in charge  
of the  
38:09  
the factory and uh  
38:11  
you know but really i mean we  
don't have  
38:14  
anyone with it with a fancy  
resume  
38:16  
and you know i don't  
necessarily put a  
38:18  
lot of weight into that and you  
know  
38:20  
we're very  
38:21  
frugal and we're trying to get  
good  
38:22  
value um  
38:24  
i'm not trying to you know uh  
blow all  
38:27  
our money  
38:28  
paying paying a salary for  
someone who's  
38:30  
right just for their name  
38:32  
right that's kind of the point to  
make  
38:33  
it look cool for investors to  
attract  
38:35  
investors so  
38:37  
um you know i i i want to get  
um  
38:40

you know fresh people who are  
uh  
38:44  
unproven um who are going to  
work  
38:46  
incredibly hard  
38:47  
because they have something  
to gain and  
38:49  
uh  
38:50  
you know i think we're making  
good  
38:51  
decisions so far on our on our  
employees  
38:53  
and we're building a great core  
team  
38:55  
yeah i would say i would say to  
some  
38:57  
extent and i hope this isn't  
offensive  
38:58  
but  
38:59  
i think building a car that has  
to move  
39:01  
and go 100 miles an hour and  
corner and  
39:03  
break and  
39:04  
there's a whole lot more  
moving parts in  
39:05  
a car so  
39:07  
maybe manufacturing a car is  
a heck of a  
39:09  
lot harder than manufacturing  
39:11  
a 400 square foot casita i  
mean not to  
39:13  
say that it's not hard  
39:15  
i'm just saying right i think  
you're  
39:16  
right i i think you know you  
know  
39:18

you got to have the battery  
management  
39:19  
system and there's all the  
39:21  
you know their hvac system  
really has to  
39:24  
work well  
39:25  
because of all the load they  
put on it  
39:27  
so all right that's  
39:29  
that yeah that's that's the joke  
i've  
39:30  
said before i've said look this  
isn't a  
39:32  
car this is much simpler why  
has no one  
39:34  
put this into the mass  
production yet  
39:37  
yeah no i i see that um  
39:40  
in the prospectus there's also  
this  
39:42  
technology license that  
39:44  
some of the technology the  
patents or  
39:46  
whatever are licensed from  
build ip  
39:47  
which is owned by paolo  
39:49  
the ceo licensed to boxable the  
car the  
39:52  
corporation  
39:54  
does that license and then it's  
39:55  
exclusive license but is there a  
time  
39:57  
limit on the license  
39:59  
uh no there's no time limit um  
paolo's  
40:02  
background  
40:03

is intellectual property  
licensing so  
40:05  
for you know the past 30 years  
or so  
40:06  
he's  
40:07  
invented products patented  
then and then  
40:10  
licensed or sold those  
40:11  
patents usually for a royalty  
fee of you  
40:14  
know five percent  
40:15  
so that's just kind of his mo so  
that's  
40:17  
how he thinks of things  
40:18  
and um so he decided to put a  
one  
40:21  
percent royalty on the  
intellectual  
40:23  
property from boxable  
40:25  
and then assign those that ip  
to this  
40:27  
holding company  
40:28  
to protect it from uh liability  
and it  
40:32  
is uh an exclusive um  
40:36  
license agreement in in  
perpetuity  
40:38  
forever  
40:39  
it's really just as good as as  
ownership  
40:41  
uh  
40:42  
the holding company can't  
terminate or  
40:44  
anything um  
40:46  
so uh yeah and uh you know  
40:50

we thought it was a good idea  
from the  
40:52  
protection  
40:53  
side as well to kind of add a  
layer of  
40:56  
insulation to protect those  
patents  
40:58  
you know in case something  
uh you know  
41:01  
happens to boxable  
41:02  
okay so i have i have other  
41:06  
questions that i wrote down  
but i feel  
41:08  
like we've covered them so i  
don't want  
41:09  
to dig into those anymore i'm  
i'm really  
41:11  
impressed with your answers  
so far to be  
41:12  
frank so  
41:14  
i really enjoy it i guess no i um  
41:17  
like i have questions about like  
florida  
41:19  
wind rating but of course that  
doesn't  
41:20  
really make sense because i  
don't think  
41:21  
you have any plans to ship to  
florida  
41:23  
anytime soon right  
41:25  
uh yeah um we you know are  
keen on the  
41:28  
california market at first  
41:30  
but the product does have  
really good  
41:32  
wind ratings because of the  
41:34

type of materials we're using  
uh for the  
41:36  
walls  
41:37  
so um i believe that it's going  
to be  
41:39  
able to withstand  
41:40  
the worst uh hurricane wind  
conditions  
41:43  
in the country  
41:44  
which is like miami florida  
okay i just  
41:46  
want to say to the people in  
the chat if  
41:47  
you have specific questions  
you want me  
41:49  
to ask  
41:49  
i'm going to continue talking to  
41:51  
gagliano but if i see a good  
question  
41:53  
and i'm not saying every  
question is a  
41:55  
good question but if i see a  
good  
41:57  
question i'll ask it  
41:58  
but you mentioned the  
structure so what  
42:01  
is it about the structure of a  
boxable  
42:04  
home that makes it so sturdy i  
think you  
42:06  
we're talking to meet kevin you  
said for  
42:07  
earthquakes and  
42:09  
i know there's something  
about a steel  
42:10  
frame but what it's not just the  
steel  
42:12

frame what is it that makes it  
so sturdy  
42:15  
um we're using uh laminated  
panel  
42:19  
principles so it's pretty cool  
42:22  
um basically we lay out the  
different  
42:25  
substrates  
42:26  
and they are glued together  
using a  
42:29  
polyurethane  
42:30  
adhesive that creates an  
incredibly  
42:32  
strong  
42:33  
irreversible bond and then you  
just have  
42:37  
this huge rock  
42:38  
solid panel so like if you look  
at a  
42:40  
traditional house  
42:41  
it's held together by by nails  
you know  
42:44  
you look at a traditional  
modular house  
42:46  
when they go down the road it  
shakes and  
42:48  
jiggles and there's  
42:49  
pretty much all this damage  
when it  
42:50  
arrives um but  
42:52  
ours you know this this uh  
lamination  
42:55  
technology is amazing and  
we've explored  
42:57  
uh every type of material for  
walls  
43:01

that we could and just honed  
in on the  
43:03  
best one you know we have the  
shipping  
43:05  
solution which is there and  
that'll  
43:08  
exist you know no matter what  
building  
43:09  
materials we use for the wall  
43:11  
and then the actual building  
materials  
43:12  
are a whole separate thing  
43:15  
so we're going through an  
incredible  
43:16  
amount of third-party testing  
on that  
43:18  
it's uh it's wind rating you  
know  
43:21  
transverse loading axial  
43:23  
loading uh fire resistance  
43:26  
uh water intrusion uh just  
43:29  
everything you can imagine so  
um you  
43:32  
know instead of having  
43:33  
hundreds of little pieces of  
wood and  
43:35  
thousands of nails we have  
43:37  
uh bigger bigger blocks of  
materials  
43:39  
less total materials  
43:41  
that are all processed by  
43:42  
computer-controlled  
equipment down to  
43:45  
precision you know accurate  
within a  
43:47  
millimeter  
43:48

sub-components that then  
assemble  
43:51  
together rapidly  
43:53  
on our assembly line and can  
be  
43:55  
assembled with unskilled labor  
43:57  
and because these things all  
of our  
43:59  
parts they all just kind of  
44:00  
clip together and if you put it in  
44:01  
upside down it's not going to  
fit  
44:03  
um so yeah it's pretty cool it's  
44:07  
basically uh  
44:08  
we have steel we have a  
special type of  
44:10  
ceramic board  
44:11  
we have uh eps foam uh that  
makes up the  
44:14  
core of the wall for the  
insulation  
44:16  
uh and that kind of makes the  
sandwich  
44:17  
panel and then around the  
perimeter of  
44:19  
that panel is a pvc extrusion  
that  
44:21  
serves as  
44:22  
as just like an end cap to the  
panel and  
44:24  
a hinge  
44:25  
so it can fold where it folds  
and a  
44:26  
gasket so that it can seal up  
44:28  
just like a car door and uh you  
know  
44:31

that's  
44:31  
that's you know our main  
innovation in  
44:34  
those building materials in the  
forest  
44:35  
walls and ceilings  
44:36  
and then the rest of the stuff  
that goes  
44:38  
inside the building you know  
44:39  
kitchen cabinets toilets mostly  
standard  
44:42  
stuff  
44:43  
we are uh starting to innovate  
on that  
44:45  
side as well  
44:46  
to try to reduce the cost okay  
um  
44:49  
jessica i'm gonna ask your  
question  
44:51  
about cybertruck in a minute  
but um  
44:54  
you described the structure of  
the walls  
44:56  
and uh will bradbury's in the  
chat he  
44:58  
has the channel boring  
revolution  
44:59  
jessica kirsch is another  
youtuber and  
45:01  
she i think she wants one of  
your  
45:03  
casitas and uh starbase area  
okay  
45:06  
but um that's why that's her  
sorry her  
45:08  
cyber truck question is going  
to lead to  
45:10  
that

45:10  
um but will was talking i was  
45:13  
communicating with will the  
other day  
45:15  
and he mentioned this concept  
called  
45:16  
structural  
45:17  
insulin is it sip structural  
insulated  
45:19  
panels  
45:20  
is that the right term and there  
is and  
45:22  
that's  
45:23  
there is an approach where  
people build  
45:24  
those on site  
45:27  
yeah um so that is those are  
the  
45:29  
principles that we're using  
45:31  
most commonly you'll see osb  
wood with  
45:34  
eps foam  
45:35  
we're not using that we're  
using  
45:36  
different stuff but it is still  
45:38  
structurally insulated panel  
45:39  
um you know you have these  
different  
45:42  
substrates  
45:43  
with different um  
characteristics and  
45:45  
then  
45:46  
you know you laminate them  
together and  
45:47  
you kind of get all the  
characteristics  
45:49



in one so it's it's really  
amazing stuff  
45:52  
uh yes that that is done  
45:54  
in on-site construction uh  
generally  
45:57  
it's more expensive um there's  
a big  
45:59  
learning curve because it's a  
different  
46:01  
way of building it but it's  
incredibly  
46:04  
energy efficient so that's why  
46:05  
it's popular i think that's the  
main  
46:06  
reason sips are popular  
46:08  
for us it was it was different  
reasons  
46:11  
you know it was uh  
46:14  
you know simpler to design it  
like that  
46:17  
but um yeah the uh the we we  
have a lot  
46:20  
of improvements on the site  
built sips  
46:22  
um even on the energy  
efficiency front  
46:24  
because a site-built set  
46:26  
generally has a lumber spline  
every four  
46:29  
feet  
46:29  
where they connect the panels  
together  
46:31  
which is not as strong as what  
we have  
46:33  
and not as energy efficient as  
what we  
46:34  
have  
46:35

we don't have those lumber  
splines our  
46:36  
whole entire panels are already  
46:38  
pre-built and laminated in one  
big  
46:40  
block and because they don't  
need to be  
46:42  
handled by a person on site  
they can be  
46:43  
handled by  
46:44  
equipment in a factory um we  
could be  
46:46  
able to simplify that design  
and improve  
46:48  
it  
46:49  
and you also have like maybe  
there's  
46:51  
plumbing built into the walls or  
46:52  
electrical wiring built into the  
walls  
46:54  
which means  
46:55  
if i build an sip home on site i  
still  
46:57  
got to put the plumbing and  
the wiring  
46:59  
in  
47:00  
oh yeah you guys know what to  
do and you  
47:02  
guys already have that covered  
47:04  
so just that's that's go ahead  
47:07  
sorry uh yeah so that's why i  
don't  
47:10  
believe in any other  
47:11  
solution but a factory solution  
um  
47:14  
because  
47:15

you know there's guys out  
there doing  
47:16  
panelized uh solutions where  
47:18  
they prefab the wall panels and  
assemble  
47:20  
them on site but then you're  
just stuck  
47:22  
you know still doing site work  
still  
47:24  
bringing out the plumber  
bringing out  
47:25  
the electrician  
47:27  
you know we cannot do that in  
a custom  
47:29  
manner and the example i use  
is just  
47:31  
imagine  
47:32  
any other product buying it and  
it comes  
47:34  
like that imagine you ordered  
47:36  
a tesla and some guys show  
up at your  
47:38  
house with a bunch of  
47:39  
pieces of metal and welding  
torches and  
47:41  
hammers and just start  
building this  
47:42  
thing in the driveway and  
they're  
47:43  
they're making a noise and  
they're  
47:45  
making a mess and they build  
47:46  
they build the car and it's and  
it's all  
47:49  
you know [ \_\_ ] up and  
47:50  
and uh it took you know six  
months uh  
47:52

that's what they're doing with  
houses  
47:54  
you're we're just used to it  
because  
47:55  
it's like the normal way to do it  
but if  
47:57  
we if we switch cars all of a  
sudden and  
47:59  
start building them the way we  
build  
48:00  
houses it would seem  
48:01  
crazy so we've got to move  
this stuff  
48:03  
into the factory okay so  
jessica's  
48:05  
question i'm going to ask the  
question  
48:07  
in a different way if i want to  
tow  
48:13  
a casita from your factory to  
my home  
48:19  
how much weight towing  
capacity do i  
48:21  
need for my vehicle  
48:24  
um so it weighs 12 000 pounds  
48:27  
so if you have 12 000 pounds  
you should  
48:29  
be good there are some  
48:30  
other considerations as well  
when  
48:32  
loading a trailer like um  
48:34  
tongue weight so um the  
weight pushing  
48:38  
down on the hitch um so you  
know  
48:41  
really i think we need uh dually  
pickup  
48:43  
trucks

48:44  
uh with the correct trailering  
system  
48:47  
but in theory  
48:48  
there's a there's a chance that  
a  
48:50  
tri-motor cyber truck with 14  
000 pound  
48:52  
towing capacity  
48:54  
with the right trailer could  
actually  
48:56  
pull it off  
48:58  
i think 100 that truck can can  
pull this  
49:02  
unit um we would just need the  
trailer  
49:04  
system that we have in the  
works that  
49:06  
gives that zero you know push  
down  
49:09  
tongue weight  
49:10  
um but yeah so there you go  
jessica you  
49:13  
need a tri-motor  
49:15  
and then you'd be able to make  
it happen  
49:16  
oh she says is that is that  
49:19  
is that the weight limit that  
they're  
49:20  
going for 14 000 the the  
49:22  
the single motor is a 7 000  
pound towing  
49:25  
capacity the dual motor is a 10  
000  
49:27  
pound towing capacity and the  
tri-motor  
49:29  
is supposed to be a 14 000  
pound toy

49:30  
capacity yeah  
49:32  
love it that's just what we need  
that's  
49:34  
just enough  
49:35  
so jessica says she needs the  
ability to  
49:37  
tow a boxable away  
49:39  
should a hurricane roll into the  
49:40  
starbase vicinity jessica i think  
that's  
49:42  
incorrect  
49:43  
i think you need to build your  
49:44  
foundation high enough  
49:46  
that the boxable won't get  
flooded and  
49:49  
then  
49:49  
leave it there it'll survive the  
49:51  
hurricane it's wind rated  
49:52  
right yeah it's also pretty water  
49:56  
resistant too because we're  
not using  
49:57  
the sheetrock in the interior  
and we  
49:59  
have  
49:59  
very little common lumber that  
can  
50:03  
rot so i think that if our units  
get  
50:06  
flooded  
50:06  
they dry out and they'll for the  
most  
50:08  
part be good to go  
50:10  
so i'm just going to address  
this  
50:12

because i knew this was  
coming  
50:14  
everyone is asking about elon  
and his  
50:16  
boxable and i just want to say  
50:18  
i've seen you interviewed twice  
before  
50:20  
your answer was no comment  
so i'm not  
50:21  
asking you about elon  
50:23  
okay i saw kevin kevin danced  
around it  
50:26  
like two or three times trying to  
get an  
50:28  
answer for you  
50:28  
i'm not even if you have  
something you  
50:30  
want to say i'll let you say it  
but i'm  
50:31  
not going to ask you and i've  
got other  
50:33  
things to ask you so yeah  
thank you i i  
50:36  
needed to steer clear of that  
50:38  
okay now um so yeah  
50:41  
so doge army asks and i think  
this is  
50:43  
related to jessica's question i  
think  
50:45  
the answer to this is no but i'll  
let  
50:46  
you answer it  
50:47  
can the house be picked up  
and moved to  
50:49  
another location easily after  
it's been  
50:51  
set up i think  
50:52

once the house has been set  
up there was  
50:53  
a lot of work done to set it up  
in  
50:55  
its location it's not so easy to  
undo  
50:57  
all that right  
50:58  
um so uh you know the units  
we have we  
51:02  
pack them and unpack them  
and take them  
51:03  
all over the place  
51:04  
and that's totally possible with  
our  
51:06  
system it just depends  
51:08  
on you know what you're going  
to do with  
51:09  
it when you set it up are you  
going to  
51:11  
start modifying it are you  
going to  
51:13  
build a deck are you going to  
build a  
51:14  
foundation  
51:14  
if if you're going to do stuff  
that you  
51:16  
know costs a lot of money to  
51:18  
to modify it or build a  
foundation do  
51:20  
you want to pick it up later and  
take it  
51:21  
away  
51:22  
no but you know that's totally  
51:25  
should be easy to do with our  
system if  
51:27  
you plan ahead and you say  
you know what  
51:28

i'm just going to unload  
51:29  
unfold this thing in my  
backyard plug in  
51:31  
a hose plug in an extension  
cord  
51:33  
and that's it i'm not going to  
get a  
51:34  
permit because i don't care uh  
51:36  
and then and then they come  
back and  
51:38  
bust you for it and then you  
just fold  
51:40  
it up and take it away  
51:42  
one thing we're exploring is  
51:45  
permanently fixing these to a  
trailer  
51:48  
and  
51:48  
certifying them under the rv  
laws which  
51:51  
uh would help people  
circumvent a lot of  
51:53  
those requirements because  
then  
51:55  
you know a lot of places will  
allow an  
51:56  
rv uh in which case you don't  
need a  
51:59  
foundation you don't need  
52:00  
utilities hookups and there's  
some  
52:02  
pretty cool financing options  
52:04  
for uh rvs which is uh 25-year  
52:07  
credit check only type  
financing so we  
52:10  
think that's going to be a great  
52:11  
you know path for this product  
but a

52:14  
little bit down the line  
52:15  
and then would you maybe do  
like an  
52:16  
incinerator toilet or some other  
kind of  
52:18  
system for disposing of waste  
52:22  
yeah um you know the off-grid  
stuff  
52:25  
is going to be really cool when  
we get  
52:26  
there we'll eventually do an off-  
grid  
52:28  
model hopefully  
52:29  
that'll be uh for a big customer  
like  
52:32  
maybe fema or something  
where they need  
52:33  
an off-grid solution but yeah  
we could  
52:36  
throw solar panels on we could  
throw the  
52:37  
special toilet on or whatever  
else  
52:39  
but that's probably i mean my  
52:41  
understanding is this year  
you're  
52:42  
working on getting the casitas  
to the  
52:44  
dod  
52:45  
we we just need we need to  
focus on the  
52:47  
basics right now  
52:48  
um there's a million different  
paths we  
52:51  
could go down and we will  
52:52  
um but right now we're just the  
goal is

52:54  
to just get this factory turned  
on and  
52:56  
start  
52:56  
putting out houses and refine  
it from  
52:58  
there okay and uh  
52:59  
sorry but then you get the dod  
contract  
53:02  
done and then you're gonna  
start  
53:04  
delivering to consumers  
hopefully in  
53:05  
2022 am i in the ballpark of  
correct  
53:08  
yeah that's the plan and i think  
that as  
53:10  
soon as a few houses start  
coming off  
53:12  
the assembly line  
53:13  
we'll have a better idea of what  
the um  
53:16  
the factory output you know  
schedule  
53:18  
might be and then we'll  
probably start  
53:19  
reaching out to people  
53:21  
to get started on next steps  
because  
53:23  
there's a significant amount of  
53:24  
preparation involved in buying  
our  
53:25  
product you know it's not just  
a little  
53:27  
widget you can go buy at the  
store  
53:29  
right so somebody asked this  
question  
53:31

suppose somebody buys a  
casita  
53:33  
in the early days is the first  
casita  
53:36  
that they buy  
53:38  
set up so that you could stack  
another  
53:39  
one on top are they built that  
way like  
53:42  
like right out right of the get-go  
or is  
53:43  
that really you'd have to order  
one  
53:45  
that's designed to be stacked  
53:47  
yeah they're all rated now to go  
53:49  
multi-story uh  
53:50  
we'll find out how many stores  
we can go  
53:53  
um  
53:54  
the last version we we got  
three stories  
53:56  
kind of approval based on the  
testing  
53:58  
and we've made a few tweaks  
to to  
54:00  
hopefully make it stronger and  
once we  
54:01  
go through that testing again  
54:03  
we'll know what it can do but  
yeah i  
54:05  
mean we've stacked them  
already there's  
54:07  
a video i think on youtube of it  
54:09  
um there's a question i  
wouldn't have  
54:11  
thought of this question but i  
kind of  
54:12

like it  
54:13  
the factory space that you  
have is it  
54:15  
leased or is it bought is it if it's  
a  
54:17  
lease how long is the lease  
what's the  
54:19  
status of that  
54:21  
yeah so it's a brand new  
construction  
54:23  
with i think a five-year  
54:25  
lease uh full custom ti  
54:28  
tenant improvement fit out we  
don't plan  
54:31  
to stay there forever because  
we plan to  
54:33  
be successful and grow into  
something  
54:36  
ten times bigger  
54:38  
and is is supercar systems  
using the  
54:39  
same space  
54:41  
somebody said this i don't  
know where  
54:42  
you got it yeah so that's that's  
my  
54:43  
dad's uh kind of side project so  
54:46  
boxable as the the tenant is  
subleasing  
54:48  
a little corner of that building  
54:50  
um to paolo okay  
54:55  
jessica wants to know if you  
will ship  
54:56  
to south texas i think the  
answer to  
54:58  
that is eventually but not yet  
55:00

am i am i close to correct once  
we're  
55:03  
producing these things we'll  
we'll ship  
55:04  
them anywhere you want them  
55:05  
yeah i think i i definitely think  
i'm  
55:08  
i'm detecting there's a lot of  
55:09  
excitement  
55:10  
among a lot of people that  
they want to  
55:12  
see this happen i  
55:13  
i kind of wonder in the end i  
mean let  
55:15  
me turn this back to  
55:17  
you say it's a 50 000 thing but  
we know  
55:20  
it's like from from you talking  
to kevin  
55:22  
i think with the raw materials  
cost  
55:24  
going up it's going to be more  
than 50  
55:26  
000 the dod price is 60 000  
55:29  
but you know when you added  
everything  
55:30  
that has to be done  
55:32  
at the site to install it are we  
are we  
55:35  
talking closer to a hundred  
thousand  
55:36  
dollars for a lot of these things  
55:39  
uh oh yeah the the the site  
install  
55:41  
costs are you know not to be  
55:43  
overlooked so that that can  
range

55:46  
dramatically  
55:47  
based on the site location is it  
55:49  
difficult to access  
55:51  
what is the deal with the local  
55:52  
permitting is the local  
government  
55:54  
going to really rip you off and  
beat you  
55:56  
up are they going to make it  
easy for  
55:58  
you  
55:59  
how are our utilities already  
56:02  
established on your lot  
56:03  
how easy are they to connect  
um the  
56:06  
foundation type you need  
56:08  
so yeah you know what we're  
providing  
56:10  
isn't necessarily like a final  
56:11  
ready to do turnkey thing it's  
it's a  
56:14  
building  
56:15  
material kind of where we're  
providing  
56:18  
uh this this  
56:18  
building material that you  
know people  
56:20  
use to to complete the house  
with and  
56:22  
and it takes a lot of the  
headache out  
56:24  
of there it takes a lot of the  
time  
56:26  
out of there um but you know  
even if it  
56:29

was  
56:30  
total cost like 150 200 000 i  
mean  
56:34  
i mean this is the reality in  
california  
56:36  
of what they're dealing with  
56:37  
um although i think i think  
we're going  
56:39  
to have a price so low  
56:40  
one day that no one can ignore  
boxable  
56:43  
that it's competitive  
56:44  
all around the country let's go  
there  
56:46  
what's your dream where what  
does it end  
56:48  
up costing  
56:49  
five years from now you've  
everything's  
56:51  
gone right let's  
56:52  
i realize that when you go  
along the way  
56:54  
you always hit bumps in the  
road elon  
56:56  
always has these dreams for  
solar roofs  
56:58  
going to be cost competitive  
with  
56:59  
premium roofs and i can tell  
you so far  
57:01  
tesla has failed to deliver on  
that  
57:03  
i'm going to make a video  
about that  
57:05  
soon but supposing everything  
goes well  
57:08  
um where do you see that  
going

57:12  
how low could a casita cost if  
57:14  
everything went great  
57:16  
oh i don't know about that but  
but you  
57:18  
know my dream is that we  
have a  
57:21  
you know a million square feet  
out here  
57:24  
in the desert you know 100  
acres  
57:26  
we're cranking out room  
modules uh  
57:29  
putting them in inventory  
57:30  
people can go online use a  
configurator  
57:33  
to stack and connect room  
modules  
57:35  
build their own custom house  
click order  
57:38  
and it arrives  
57:39  
next day on their job site and it  
is  
57:42  
uh not only a higher rated  
higher  
57:45  
quality product than what  
57:46  
they can get but also a lower  
cost than  
57:49  
what  
57:50  
what they can get and i think  
that's all  
57:52  
you know totally achievable it's  
it's a  
57:54  
big  
57:55  
it's a big undertaking but it's it  
seems  
57:57  
uh  
57:58

pretty reasonable to me you  
know it's  
58:00  
just it's going to be a lot of  
work to  
58:02  
get there  
58:02  
um there's a question about  
the  
58:04  
regulation d offering that i kind  
of  
58:05  
like and i don't i'm not sure i  
even  
58:07  
know how you answer this  
question but  
58:08  
is there a time window on the  
regulation  
58:10  
d offering where it closes at a  
certain  
58:12  
point  
58:15  
we don't have one planned  
right now um  
58:18  
we will probably close it in the  
future  
58:20  
but for now it's just going to  
stay open  
58:22  
it's not a fixed state it's like  
when we  
58:24  
raise enough money  
58:26  
yeah it's something along  
those lines  
58:27  
whatever whatever i feel like  
yes i i  
58:29  
when we feel comfortable that  
you know  
58:31  
we have enough money to to  
58:33  
execute we'll probably stop  
accepting  
58:36  
funds or something at some  
point  
58:37

and i'm really sure i don't  
understand  
58:38  
this question so because i read  
the  
58:40  
regulation  
58:41  
document but maybe i didn't  
read it  
58:42  
carefully enough david asks  
how is the  
58:44  
share price in the regulation d  
58:46  
calculated what is it i didn't  
see  
58:48  
that there was a share price  
58:50  
that i missed so yeah so it's a  
bit  
58:53  
confusing and  
58:54  
you know unfortunately there's  
a lot of  
58:56  
regulation around  
58:57  
it um and i'll probably yell that  
for  
59:00  
even like talking in this detail  
about  
59:03  
securities offerings but that  
reg d  
59:06  
is a convertible note that  
converts to  
59:09  
stock  
59:11  
when the reg a offering is  
qualified so  
59:13  
um  
59:16  
that share price um  
59:19  
um should hopefully be uh of  
that  
59:22  
convertible note uh  
59:23  
79 cents times the discount  
amount so

59:26  
the discount is from 10 to 30  
59:29  
so um you know based on the  
dollar  
59:32  
amount that you invest  
59:33  
you'll end up that convertible  
note will  
59:34  
convert to a share price  
59:36  
around 70 cents or so for  
those who  
59:38  
didn't see it and the larger  
59:40  
the smaller investors in the  
regulation  
59:42  
d round  
59:43  
when there's a conversion they  
get a 10  
59:45  
discount on the share price on  
the  
59:47  
they get the shares with a 10  
discount  
59:50  
the  
59:51  
there's another level where you  
get a 20  
59:53  
discount on the highest level  
investors  
59:54  
get a 30  
59:55  
discount so let's see  
59:58  
boxable food truck trailer i  
don't know  
60:00  
if i see that do you see that as  
an  
60:02  
application doing boxable as a  
food  
60:03  
truck  
60:06  
on a trailer you know i think i  
think  
60:07

i've people have been emailing  
us for a  
60:10  
year with every single  
60:11  
use case you could possibly  
imagine and  
60:13  
i'm sure there'll be  
60:14  
all kinds of stuff for it okay  
jkemo  
60:17  
asks can you still invest i think  
there  
60:19  
were  
60:19  
there were two ways of  
investing there  
60:20  
was the crowdfunding round  
and there's  
60:22  
the regulation d is the  
crowdfunding  
60:24  
round closed  
60:26  
uh yes but get on the wait list  
and then  
60:28  
you'll just be first in line  
60:30  
okay and then the the the  
regulation d  
60:33  
and  
60:34  
uh offering is still open if you  
go to  
60:35  
boxable.com there's a  
60:37  
i think there's an invest button  
right  
60:40  
yeah  
60:41  
exactly just just go to the  
invest  
60:42  
button and uh you're just going  
to  
60:44  
follow the steps there and read  
through  
60:45  
everything and people can

60:47  
see what's going on but yeah  
people can  
60:49  
definitely still invest we haven't  
60:50  
really  
60:51  
uh raised any money from  
institutions  
60:53  
it's all being  
60:54  
individual investors yeah it's  
funny  
60:56  
will bradbury asks  
60:58  
i don't know if he's kidding or  
not he  
61:00  
asks have you considered  
going public  
61:02  
via a spec  
61:03  
and my guess is i would  
phrase the  
61:06  
question differently there's  
these facts  
61:07  
out there  
61:08  
are any of them like calling you  
61:12  
are you or maybe you can't  
even talk  
61:13  
about that i don't even know  
61:16  
um you know i i'd rather not  
talk too  
61:19  
much about the security stuff  
because  
61:21  
you know i'm just really scared  
that i'm  
61:23  
going to say something i'm not  
supposed  
61:25  
to say  
61:25  
uh while we have this uh  
offering and  
61:29

the sec and all that kind of  
stuff elon  
61:32  
musk fans totally understand  
being  
61:34  
careful with the effie with the  
sec  
61:35  
oh yeah this was a question i  
love this  
61:37  
question your hvac solution i  
believe is  
61:40  
a mini split  
61:42  
yeah have you looked at heat  
pumps is  
61:44  
that an option because tesla  
61:45  
has been talking about doing  
an hvac  
61:47  
system with heat pump  
61:49  
is it mini split is a heat pump  
yeah  
61:51  
yeah so basically it's an ac unit  
61:54  
uh when it's air conditioning  
it's air  
61:56  
conditioning and when it's heat  
pump it  
61:57  
just kind of goes in reverse  
61:59  
okay and so that unit heats  
and cools  
62:02  
all right so  
62:03  
you know are you aware that  
tesla's been  
62:05  
talking about coming out with  
a heat  
62:06  
pump based  
62:07  
uh hvac product i think relying  
on the  
62:10  
heat pump that they use in the  
tesla  
62:11

model y  
62:13  
yeah i've heard that i'm not  
familiar  
62:15  
with what the actual  
innovation is there  
62:17  
i'd love to take a look  
62:18  
um the mini splits are great  
they are uh  
62:21  
more energy efficient they're  
more  
62:22  
sanitary  
62:23  
and they're more compact so  
that's why  
62:24  
we picked them and my  
impression and i  
62:27  
could be wrong about this is  
many splits  
62:28  
work really well for smaller  
spaces  
62:31  
but maybe they're not good for  
really  
62:32  
large spaces and that maybe  
that's why  
62:33  
they're called the mini split or  
62:35  
because like we have one in  
my house  
62:36  
actually we the  
62:38  
the previous owner uh had a  
room where  
62:42  
he i think he had a lot of  
computer  
62:43  
equipment and he installed a  
mini split  
62:44  
to keep that room cool  
62:47  
so i actually have one and i it it  
does  
62:50  
a pretty good job of cooling  
62:52



um but is it is it is there a  
reason why  
62:55  
we're not all using mini splits  
on our  
62:56  
large homes  
62:58  
um maybe it's because uh you  
know people  
63:02  
are set in their ways i think  
that's the  
63:04  
reason for a lot of  
63:06  
why we do things in  
construction i know  
63:07  
those units are much more  
popular  
63:09  
overseas in other countries  
and they  
63:11  
haven't caught on as much in  
the u.s  
63:13  
um maybe it is ends up more  
cost  
63:15  
effective to do the ducting  
63:17  
because with the mini split  
you're going  
63:19  
to have a blower basically in  
63:21  
in almost every room so uh not  
really  
63:24  
sure but you know  
63:25  
there's some nice solutions  
out there  
63:26  
and we'll just keep exploring  
them  
63:28  
okay so i think  
63:32  
i don't see any new questions  
and i feel  
63:35  
like i've taken up a lot of your  
time  
63:38  
um so has boxable partnered  
with a solar

63:41  
provider i think  
63:42  
you've that's like right now  
you're just  
63:44  
doing the basic thing and solar  
might  
63:46  
it's something that you can do  
but it's  
63:48  
not something you're focusing  
on yet  
63:49  
right  
63:50  
exactly yeah we're a little too  
early to  
63:53  
think about solar integration  
we have to  
63:55  
just get the houses out first  
63:56  
i'm telling you i'm looking at  
this chat  
63:58  
and people people love your  
concept this  
64:00  
mature date says boxable  
micro brewery i  
64:02  
think that's probably a bit of a  
stretch  
64:06  
oh admiral medjay asked this  
question i  
64:08  
think this is off  
64:09  
uh this is a little premature but  
when  
64:12  
does he think  
64:12  
automation of his assembly  
line will be  
64:14  
completed i think the short-  
term plan is  
64:16  
it's not going to be automated  
64:18  
for now and and then you're  
you're going  
64:20

to be figuring out how do we  
automate  
64:21  
this once you get going  
64:23  
yeah to start we have two  
things one is  
64:26  
the fact that all the raws are  
processed  
64:28  
by  
64:28  
cnc equipment which is  
automation and  
64:30  
then we're also going to do  
64:32  
early on the actual panel  
assembly using  
64:35  
the robot arms uh and then  
after that  
64:38  
we'll have to really you know  
get very  
64:41  
detailed into  
64:42  
full you know custom  
automation because  
64:45  
um  
64:45  
you know there's nothing off  
the shelf  
64:48  
that you can do with  
automation  
64:49  
for the kind of thing we're  
doing so i  
64:52  
think that  
64:52  
full automation is is really the  
next  
64:54  
step after this  
64:56  
okay what about um people  
are asking  
64:58  
about powerwall  
64:59  
um you know battery backup  
for the home  
65:02  
um

65:03  
my guess would be since it's  
gonna be an  
65:05  
accessory building to the main  
home  
65:07  
if you were doing battery  
backup you  
65:08  
would probably do it on the  
main home  
65:09  
and  
65:10  
the bot was the idea that the  
boxable  
65:12  
will feed off the the main home  
65:15  
yeah you know our units are  
just the rim  
65:18  
module  
65:18  
ready to be connected to  
power and that  
65:21  
means whatever  
65:22  
the customer wants to do they  
want to  
65:23  
connect to the grid they can if  
they  
65:24  
want to connect it to the main  
house  
65:26  
that has a battery in there they  
can if  
65:27  
they want to put their own  
battery on  
65:29  
the on the  
65:29  
box pool they can uh we're just  
we're  
65:32  
just uh  
65:33  
you know leaving that up to to  
the the  
65:35  
customer do you know  
65:36  
would a power wall have  
enough peak

65:40  
kilowatts or peak wattage  
whatever to  
65:43  
get the mini split running i  
know with  
65:44  
with like a  
65:45  
a typical like the the air  
conditioners  
65:47  
on my house but like a 3500 i  
forget  
65:49  
what you call these things  
65:50  
um you need to have a certain  
if you  
65:53  
have a generator you need to  
have a  
65:54  
certain peak load to be able to  
get the  
65:56  
air conditioner up and running  
there's  
65:57  
like a  
65:58  
there's a challenge to get a  
regular air  
66:00  
conditioner up and running are  
mini  
66:01  
splits  
66:01  
like that as well or is that not  
it's  
66:03  
not the same thing  
66:05  
um well the the way that uh  
66:08  
mini split actually cools is the  
same as  
66:10  
a regular ac  
66:11  
um but i believe we've done  
the  
66:14  
calculations and  
66:15  
you know putting solar on our  
roof  
66:17

should be more than enough to  
66:19  
power the unit you know just  
based on  
66:21  
like the square footage of the  
roof  
66:22  
uh but i don't really know too  
much  
66:25  
about those  
66:25  
solar numbers now i got  
boxable  
66:28  
franchise restaurant  
66:29  
people have a lot of do you  
feel do you  
66:31  
feel like this happens a lot you  
talk to  
66:33  
people what you're doing and  
everybody  
66:34  
has ideas for how they could  
use this  
66:36  
exactly and it's a it's a big  
compliment  
66:38  
to us because you know they  
want to be a  
66:40  
customer and they like the  
product and  
66:42  
they're telling us what they're  
going to  
66:43  
do with it and you know just  
66:45  
really an incredibly large  
market here  
66:46  
because there's incredible  
amount of use  
66:48  
cases for this product  
66:50  
when did you get when did you  
realize  
66:51  
you had something i mean  
66:53  
i i like you you probably had an  
idea

66:56  
like this is  
66:56  
this is a kind of cool idea let's  
pursue  
66:58  
this and then at some point  
67:00  
you talked to some people and  
you said  
67:01  
wait a minute people like this  
more than  
67:03  
i expected or  
67:04  
did you have any kind of  
moments like  
67:06  
that well you know that kind of  
keeps  
67:08  
happening  
67:09  
but uh back back in the  
beginning um  
67:12  
early on when we got invited to  
this  
67:14  
builder show  
67:15  
right around that time the first  
builder  
67:17  
show and i decided to move  
67:18  
from california to vegas to  
pursue this  
67:21  
full-time  
67:22  
and that was the point where i  
made the  
67:24  
decision and said you know  
this is the  
67:26  
this is a huge opportunity here  
and i  
67:28  
can't think of anything else  
bigger  
67:30  
and will people will people be  
able to  
67:32  
buy them with bitcoin or  
dogecoin is

67:35  
that something you've  
67:35  
i know you're a crypto guy in  
your past  
67:38  
at least  
67:39  
and elon got in a lot of trouble  
for his  
67:42  
bitcoin has gotten a lot of heat  
for his  
67:43  
bitcoin positions  
67:44  
what do you think about  
people uh using  
67:47  
bitcoin or dogecoin or some  
other crypto  
67:49  
to buy  
67:50  
uh boxable home  
67:54  
yeah i love crypto i've operated  
at  
67:56  
money service business before  
this and  
67:58  
we will 100 be accepting uh  
crypto  
68:01  
and um you know i think the  
plan is that  
68:04  
if we accept  
68:05  
uh bitcoin we're not going to  
convert it  
68:07  
we're going to keep it as  
68:08  
bitcoin um you know i believe  
in that  
68:11  
i've i had a bitcoin business  
starting  
68:13  
in  
68:14  
2013 2013 or so so uh  
68:17  
love bitcoin yeah i i i love  
telling  
68:21

the story i accidentally made  
like  
68:23  
thirty thousand dollars in  
bitcoin  
68:24  
because i meant to sell it and i  
forgot  
68:26  
nice so so um  
68:31  
katie asks what i think is i  
think this  
68:33  
is actually dusty operating  
under  
68:34  
katie's account says why  
68:36  
boxable versus other tiny  
home builders  
68:38  
we've talked about  
68:40  
modular homes like other  
other factory  
68:43  
built homes but there's also  
this  
68:44  
concept of tiny homes and a  
casita is a  
68:47  
fairly small  
68:48  
structure i don't know that  
much i know  
68:52  
there's this whole  
68:53  
field of tiny homes and i feel  
like it's  
68:54  
a big mess and there's all  
these  
68:56  
different approaches to it  
68:57  
do you have a sense of how  
this compares  
68:59  
to the different kinds of tiny  
homes  
69:00  
that are out there  
69:02  
uh yeah i mean  
69:06

we we i think i think we're way  
ahead of  
69:09  
all these guys for you know for  
a number  
69:10  
of reasons and a lot of them  
have been  
69:12  
mentioned on this call you  
know the goal  
69:14  
is really to lower the cost and  
69:15  
one of the problems with the  
tiny homes  
69:17  
is you know they've  
compromised  
69:19  
uh whereas we haven't so in  
order to fit  
69:21  
the shipping dimensions  
69:23  
those are eight foot wide  
houses you  
69:26  
know  
69:27  
a an eight foot wide house is  
not going  
69:29  
to ever be a huge market size  
because  
69:30  
not everyone's going to want  
to live in  
69:31  
that  
69:32  
you know that the ceiling  
height might  
69:34  
be low there might be other  
69:36  
compromises in there as well  
and they're  
69:38  
not cheap either those those  
tiny homes  
69:40  
but they have a niche a niche  
place in  
69:41  
the market uh box was trying  
to provide  
69:44  
a

69:44  
solution for everything well i  
mean we  
69:47  
talked about stick built  
69:49  
it would seem to me that a  
stick built  
69:50  
400 square foot home  
69:52  
wouldn't cost that much am i  
wrong  
69:56  
or maybe i am wrong get a  
quote in  
69:58  
california it's going to cost  
70:00  
an incredible amount several  
hundred  
70:01  
thousand i think um  
70:04  
it's crazy okay it's totally crazy  
there  
70:07  
all right so i i think we're good  
70:08  
and you don't have plans  
tomorrow i mean  
70:10  
i think i feel like you're still  
70:12  
early yet somebody said about  
marketing  
70:14  
through home depot i think it's  
like  
70:16  
i feel like this with tesla too  
people  
70:17  
want test abilities like look  
70:19  
they got to make more  
vehicles they got  
70:20  
to make more batteries they  
got more  
70:21  
more vehicles  
70:22  
you got to get your production  
down you  
70:24  
got to get this dod contract  
done you  
70:26

got to scale  
70:27  
um and worrying about  
marketing or  
70:29  
partnering with home depot or  
something  
70:30  
is like we can worry about that  
next  
70:31  
year am i am i in the ballpark  
of  
70:33  
correct there  
70:35  
yeah totally right we've got a  
lot of  
70:36  
work to do um paulo does  
have some  
70:39  
experience with home depot  
he's had some  
70:41  
pretty big products selling in  
there so  
70:43  
we've thought about it a little  
bit but  
70:45  
you know you're right  
70:46  
it's too early i mean to even to  
even  
70:47  
put one boxable in every home  
depot  
70:50  
parking lot  
70:51  
would be you know incredible  
amount of  
70:53  
of uh  
70:54  
manufacturing at this point  
you know  
70:56  
right and it would it would be  
great  
70:57  
branding though which  
somebody else  
70:59  
asked about so okay  
71:00  
so i want to you've given me  
way more

71:02  
time than i deserve  
71:04  
um and i want to appreciate  
um  
71:07  
james leverage i think the  
answer to  
71:08  
your question is the securities  
and  
71:09  
exchange commission  
71:10  
so you can guess what the  
question might  
71:13  
have been or  
71:14  
whatever you can check the  
chat later so  
71:16  
uh galliano i want to thank  
galiano  
71:18  
tiramani i want to thank you  
very much  
71:19  
for coming on the channel  
71:21  
i'm going to let galiano go and  
i'll

71:24  
stay on the live stream  
71:25  
to uh see if there's any other  
questions  
71:27  
for me and i'll probably close  
the the  
71:29  
live stream fairly soon so  
71:31  
thank you very much for what  
you're  
71:32  
doing really appreciate it i  
hope if i  
71:33  
get out to vegas to see the  
boring  
71:35  
company tunnel system again  
71:36  
you guys have a factory i can  
come look  
71:38  
at and i can make a video  
about that  
71:40  
is that i'm not asking you for a  
71:41  
commitment does it sound like  
something

71:43  
you'd be interested in  
71:44  
100 would love to have you do  
a factory  
71:47  
tour just let me know and  
appreciate  
71:49  
uh being on your show please  
uh anyone  
71:52  
who's interested go to our  
website  
71:53  
boxable.com check out  
youtube  
71:55  
instagram there's a whole lot  
of action  
71:58  
on there and we're going to  
continue to  
71:59  
post updates as we build this  
factory  
72:01  
thank you for what you're  
doing thanks  
72:03  
guys have a good day

# Elon Musk living in a Boxabl House? | Confronting the CEO of Boxabl

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00:00  
hey everyone me kevin here  
welcome back  
00:02  
to another episode of the meet  
kevin  
00:04  
show  
00:04  
today we are confronting the  
ceo of  
00:07  
unboxable because there  
00:09  
are first of all some rumors  
that maybe  
00:11  
elon musk is living in one but  
most

00:12  
importantly we gotta know  
00:14  
what the heck is boxable what  
can it do  
00:16  
for our society  
00:17  
and also very importantly  
many of you  
00:19  
know that i'm running for  
governor in  
00:20  
california and i want to know  
00:21  
what can it do to help lower  
maybe or or  
00:23

create lower more  
00:25  
cost-effective housing  
solutions for  
00:27  
folks in california so with that  
sound  
00:30  
welcome aboard galley who is  
in the  
00:32  
factory for boxable  
00:34  
welcome aboard  
00:40  
so much for having me on the  
show  
00:45

hope you can hear me there  
my name is  
00:47  
galiana one of the boxable  
founders  
00:49  
and i am here in north las  
vegas in our  
00:51  
brand new factory  
00:53  
that is just uh in the finishing  
stages  
00:55  
of getting it set up right now  
00:58  
why did you build your factory  
in vegas  
01:00  
and not in california  
01:04  
well i think you might know the  
answer  
01:06  
to this but  
01:07  
uh we didn't want the  
regulatory burdens  
01:10  
and high taxes  
01:12  
of california however we did  
want to  
01:14  
supply houses  
01:15  
to california so i thought you  
know  
01:17  
nevada's a great state  
01:18  
right nearby business friendly  
climates  
01:22  
and uh just a quick truck ride  
away to  
01:25  
drop off houses in california  
01:27  
how much longer would it do  
you think  
01:30  
have taken for you to set up  
your  
01:32  
new facility here in california  
the way  
01:34  
things are now

01:35  
compared to vegas i mean  
how are they  
01:36  
treating you out there how to  
be  
01:38  
different timing wise  
01:41  
well uh here in vegas we have  
uh you  
01:43  
know no no income tax  
01:45  
we also got another tax  
abatement from  
01:47  
the state i believe  
01:48  
there are uh plenty of brand  
new  
01:51  
warehouse developments like  
this one  
01:53  
available for us to to choose  
from  
01:56  
and uh i don't know how much  
longer it  
01:58  
would have taken but i would  
assume it  
01:59  
would have taken longer  
because i used  
02:00  
to live  
02:01  
and work in california also  
02:04  
gotcha now what about so tell  
me you've  
02:07  
got this  
02:07  
product it's basically a  
manufactured  
02:10  
home which is very different  
from  
02:12  
what we're also seeing in the  
real  
02:14  
estate space now which is  
02:16  
uh 3d printed homes so you're  
thinking

02:18  
of kind of taking this style of  
and this  
02:22  
this is something i always have  
to  
02:23  
explain to folks as a real  
estate broker  
02:26  
mobile homes are  
manufactured but they  
02:29  
got wheels  
02:30  
manufactured homes are  
made in a  
02:32  
manufacturing like mobile  
homes but  
02:34  
they're designed to be  
permanent  
02:36  
installations what is is that a  
good  
02:38  
characterization  
02:40  
and and what what specifically  
are you  
02:42  
doing that's different from all  
the  
02:43  
other manufactured homes  
that do exist  
02:48  
yeah i think the difference  
you're  
02:49  
talking about is between uh  
02:51  
hud manufactured housing  
which is a 50  
02:53  
state federal program  
02:55  
and then the modular state by  
state  
02:57  
program so those modular  
programs  
03:00  
are looked at really no  
different than  
03:03  
sight build housing  
03:04

and their purpose is to have a house  
03:07 that is permanently affixed to the  
03:09 foundation so uh here at boxable we're  
03:12 doing  
03:12 a lot of things that are very different  
03:14 uh pretty much everything is very  
03:16 different  
03:16 uh so the the houses that we're building  
03:18 here the room modules that we're  
03:20 building here  
03:21 uh all new building materials we totally  
03:23 threw away the traditional  
03:25 construction methods that are common in  
03:27 north america  
03:28 we have this amazing shipping solution  
03:30 which she just showed there  
03:32 where these large 20-foot houses fold up  
03:34 to eight feet so that they can ship  
03:36 highway illegal and that shipping  
03:38 solution was so important we needed that  
03:40 before we could do anything else  
03:42 because if it's too big to ship it  
03:44

doesn't make sense to build in the  
03:45 factory and that's why  
03:47 uh most houses are built on site  
03:50 i see interesting so you actually  
03:52 started with trying to solve the  
03:54 transportation of them and that's how  
03:56 you've got them to sort of fold up into  
03:58 you mentioned uh like eight by eight  
04:00 pieces basically and and then you  
04:02 almost kind of lego block them together  
04:04 or something of that  
04:06 effect exactly and our first product  
04:09 which is the smallest room module in our  
04:10 system fitted out as a studio apartment  
04:12 with a kitchen and bathroom  
04:14 it will shut the site on there you go  
04:17 shipped to site  
04:18 unfold and set up in just a couple hours  
04:21 and that's done  
04:22 kitchen bathroom it's all in there at  
04:24 our factory so we're getting  
04:25 all the work done in the factory where  
04:28

it can be more  
04:29 efficient okay and now you're  
04:32 how long have you been working and  
04:34 designing this  
04:35 uh like how long into this are you and  
04:38 uh are people buying these yet is it too  
04:40 early can i buy one tomorrow where do we  
04:42 stand  
04:44 so we just started uh back in 2017  
04:47 with this idea um kept working on it  
04:50 kept getting better and better product  
04:52 kept getting better traction kept  
04:53 getting better  
04:54 more and more people were interested  
04:56 until it kind of became a viral  
04:58 sensation  
04:59 and now we just have an incredible  
05:01 amount of resources  
05:02 an incredible uh customer list and we're  
05:04 just getting started here  
05:06 we haven't really uh uh produced many  
05:09 houses  
05:10 until now and this is our first uh  
05:12



assembly line  
05:13  
mass production facility and  
hopefully  
05:16  
uh we'll get it we'll get all  
moved in  
05:18  
here in the next month or so  
05:19  
and then start cranking out  
thousands of  
05:21  
houses i understand so you  
you've got  
05:24  
concept that you started  
working on in  
05:25  
2017 now  
05:27  
before that uh correct me if i'm  
wrong  
05:29  
here but you were doing  
something  
05:31  
with crypto  
05:32  
and and crypto atms and i'm  
not trying  
05:34  
to like i  
05:35  
i don't know enough about the  
history i  
05:36  
just heard something about  
that so i'd  
05:38  
rather you explain it than me  
butcher it  
05:43  
yeah yeah and um you know  
we started  
05:45  
developing this  
05:46  
uh initially with that shipping  
solution  
05:48  
in mind and once we figured  
that out we  
05:50  
moved on to other things and  
that was  
05:52  
picking different building  
materials

05:53  
that were more compatible  
with  
05:54  
mass manufacturing that had  
better  
05:57  
energy efficiency had better  
fire  
05:59  
ratings  
05:59  
so you know we spent a long  
time  
06:01  
developing this product and  
now we think  
06:03  
it can potentially be a game  
changer  
06:05  
and we will be able to mass  
produce  
06:07  
housing on a scale and at a  
price  
06:09  
that has never been done  
before and you  
06:12  
know  
06:12  
the core principle yep  
06:16  
okay so so i understand you  
okay so you  
06:18  
started a concept in 2017  
06:20  
now now you're you're raising  
money and  
06:23  
you're getting this product out  
06:24  
this um how much money are  
you raising  
06:27  
and at what valuation and is  
your  
06:29  
funding still open  
06:32  
yeah so we are raising money  
on an  
06:36  
ongoing basis  
06:36  
um um we've we're targeting a  
total of

06:40  
50 million uh we've brought in  
to date  
06:43  
um  
06:44  
you know maybe 13 14 million  
06:47  
something like that it's coming  
in  
06:48  
pretty quickly we're getting  
06:50  
a lot of interest yes you can uh  
still  
06:53  
invest online just just go to the  
06:54  
website and  
06:55  
follow the prompts on there  
got it got  
06:58  
it  
06:59  
so this you're starting your  
07:01  
manufacturing for this  
07:02  
in the facility that's behind you  
your  
07:05  
vision is to have these  
07:06  
eventually be assembled uh in  
in a  
07:09  
robotic fashion almost kind of  
like  
07:11  
vehicles are now i'm curious  
how are you  
07:14  
going to  
07:14  
start with with these and  
what's the  
07:16  
time frame for this  
07:17  
i mean my guess is and this is  
my guess  
07:19  
so i'd love for you to clarify  
07:21  
my guess is this is down the  
road and  
07:24  
initially

07:25  
this y'all are more traditional  
maybe  
07:28  
factory putting these together  
getting  
07:30  
them shipped out  
07:31  
and starting to narrow down  
your proof  
07:33  
of concept so to speak  
07:34  
can you speak to that a little  
bit how  
07:36  
are you starting with people  
machines  
07:38  
where are they coming from  
and so on  
07:40  
oh you're talking about that  
machine  
07:42  
right there it's actually right  
07:44  
here so there you'll see them  
that  
07:47  
machine that you just showed  
in the  
07:48  
picture there so  
07:49  
pretty cool um we we are  
starting with a  
07:52  
more  
07:54  
little process although with the  
07:56  
intention of integrating  
08:03  
i think i lost you there for a  
second  
08:04  
can you still hear me yeah  
that's all  
08:05  
right  
08:06  
with the intention of  
integrating  
08:07  
machines right  
08:10

yeah so we've re-engineered  
the product  
08:12  
and picked different materials  
08:14  
uh and methods that we think  
are more  
08:15  
compatible with automation  
however we're  
08:17  
trying to start  
08:18  
smart um this is all a new  
concept so we  
08:21  
didn't want to go in there  
08:22  
and go too crazy with the  
automation  
08:25  
we're starting with more of a  
manual  
08:26  
process and then once we get  
that manual  
08:27  
process dialed in and learn our  
initial  
08:29  
lessons  
08:30  
then we'll start adding in some  
really  
08:31  
hardcore automation to  
eventually  
08:33  
hopefully have  
08:34  
a house factory that looks  
more like a  
08:36  
modern automobile factory  
because those  
08:37  
guys have it figured out  
08:39  
and frankly it's totally crazy  
that  
08:41  
houses aren't being built this  
way  
08:44  
yeah i agree with you so i want  
to know  
08:46  
that uh okay  
08:47

and this makes sense so  
you're gonna  
08:48  
start out a little more  
traditionally  
08:49  
we'll add the machines in the  
future  
08:51  
we'll get to that stage  
08:52  
so i wanna know uh how many  
people so  
08:55  
far  
08:55  
have said you know what i i  
want to buy  
08:57  
this and are they putting  
deposits down  
09:00  
are they free reservations what  
can you  
09:02  
say about this  
09:04  
yeah so we initially set up the  
uh  
09:06  
reserve a boxable  
09:08  
uh page on the website to just  
kind of  
09:10  
prove demand for the product  
prove  
09:12  
interest in it so that when  
people said  
09:14  
well is anyone gonna buy this i  
could  
09:15  
say yes  
09:15  
these people and that's kind of  
blown up  
09:18  
so now we have  
09:19  
over 40 000 people on that list  
um  
09:22  
2 000 of them have paid a  
small deposit  
09:25  
uh and that's just growing  
09:26

every day and to put that in  
perspective  
09:28  
this factory  
09:30  
is projected to produce about  
3 000  
09:32  
units per year once we're up  
and running  
09:34  
full speed um  
09:36  
how many units do you think  
you can get  
09:37  
out next uh next year in 2022  
09:41  
well you know not not really  
sure we'll  
09:43  
see how it goes we'll see if we  
run into  
09:45  
any problems but  
09:46  
you know we've done a lot of  
planning  
09:48  
here so i think we're just going  
to  
09:50  
come in here we're going to  
follow that  
09:52  
plan we're going to execute  
and i think  
09:53  
we'll be able to scale up to that  
09:55  
full output rate pretty quickly  
09:57  
hopefully you know towards  
the end of  
09:59  
22.  
10:00  
okay got it uh and then the uh  
dollar or  
10:04  
two thousand folks putting  
down a small  
10:05  
deposit are they refundable  
deposits is  
10:08  
a few hundred dollars or how  
much are  
10:09

they putting down  
10:11  
yeah so there's two tiers of  
deposits  
10:13  
people are putting down it's  
either 200  
10:15  
or 1200 and then uh once we  
get a little  
10:18  
further along and we have a  
real  
10:19  
production schedule and this  
thing's  
10:21  
cranking out  
10:22  
houses then we'll hit them  
back and say  
10:24  
here are next steps  
10:25  
uh i understand your  
10:29  
expectation for a casita say  
10:32  
maybe you can give me the  
details on on  
10:34  
your initial model how many  
square feet  
10:36  
it is but i imagine this is  
designed  
10:38  
to be a guest unit in  
somebody's let's  
10:40  
say backyard  
10:41  
like i go for the uh california  
adu law  
10:44  
which until 2025 both  
homeowners and  
10:46  
investors can can basically  
apply to get  
10:48  
an adu  
10:49  
supposedly within 60 days the  
cities  
10:51  
always take longer  
10:52

but you're able to put an adu  
now in the  
10:54  
backyard of a house or convert  
a garage  
10:56  
to one  
10:57  
so what what is the price and  
size of  
10:59  
this and is that an  
11:00  
audience or market that you're  
really  
11:02  
trying to target  
11:06  
yeah you know uh the grand  
plan for  
11:08  
boxable is a building system  
where we  
11:10  
mass produce uh different  
11:11  
sized rim modules with  
different  
11:12  
interior configurations that can  
all  
11:14  
stack and connect to build  
11:16  
any building type anything  
from this  
11:17  
little casita we're starting with  
up to  
11:19  
a thousand unit multi-family  
that's kind  
11:20  
of the grand vision  
11:21  
but we're starting small with  
the casita  
11:24  
it's a 20 by 20  
11:25  
[Music]  
11:26  
module targeted towards  
california  
11:29  
backyards  
11:30  
it's really a reaction to that law  
those

11:32  
few different laws  
11:33  
uh opening up accessory  
dwelling units  
11:36  
um  
11:37  
requiring local governments to  
accept  
11:39  
them reducing setbacks and  
all the other  
11:41  
kind of things they've done to  
encourage  
11:42  
these  
11:43  
adus there's a rapidly growing  
market in  
11:45  
california for that so that's  
what we're  
11:46  
targeting first  
11:48  
right this makes sense in  
california  
11:50  
it's also profitable  
11:52  
very profitable to do this now  
the  
11:54  
expectations how much is this  
going to  
11:56  
cost me from you  
11:58  
and then after i pay you what  
are your  
12:00  
estimates for how much this is  
going to  
12:02  
cost me for  
12:03  
paperwork with the city uh i  
got to hook  
12:05  
the thing up to plumbing i got  
to hook  
12:07  
it up to the electrical  
12:08  
which electrical is easier  
plumbing's a  
12:10

disaster but you know i'm sure  
that that  
12:12  
can all be costed out  
12:16  
yeah so initially the idea was  
to sell  
12:18  
the casita for 50 000  
12:20  
however now you know we've  
kind of run  
12:22  
into some issues with raw  
material  
12:23  
pricing and commodity pricing  
you know  
12:25  
lumpers doubles deals triple  
12:27  
whatever so we're still kind of  
working  
12:29  
through that we'll see where  
the price  
12:31  
has to land uh at the end of the  
day  
12:33  
maybe that maybe these price  
increases  
12:35  
are just  
12:35  
short term due to a bounce  
back from  
12:37  
covet and we can come back  
down  
12:39  
but we've got a little while to to  
12:41  
figure that out and then  
12:42  
the actual install costs are  
range  
12:45  
dramatically depending on  
what you want  
12:46  
to do  
12:47  
you have utilities there um how  
much the  
12:50  
local permitting cost  
12:52

is the site accessible i mean it  
can be  
12:54  
anything from 5 000 to  
12:56  
50 000 so yeah you know at  
the end of  
12:58  
the day i believe our product is  
going  
13:00  
to be priced lower than  
anyone's else is  
13:02  
out there  
13:02  
because every single builder  
has to deal  
13:05  
with the same raw material  
prices  
13:07  
but not every single builder has  
our  
13:10  
principles here which is  
13:11  
you know the scale the  
shipping solution  
13:14  
the automation the  
standardization  
13:16  
uh the bulk purchasing all  
these  
13:18  
principles that  
13:19  
make sense on an assembly  
line and have  
13:21  
changed dollar other modern  
products but  
13:23  
not housing  
13:24  
you know the the solution to  
uh housing  
13:27  
affordability  
13:28  
is the factory assembly line it's  
it's  
13:29  
the missing piece uh every  
single other  
13:32  
product you buy is built on an  
assembly

13:34  
line and as a result  
13:35  
it is uh you know low cost and  
high  
13:38  
quality  
13:38  
so now we're finally able to  
apply those  
13:40  
principles to housing  
13:42  
as a result of our shipping  
solution  
13:44  
yeah now  
13:46  
that's interesting i mean when i  
13:47  
initially thought of this i  
thought  
13:49  
you'd probably be  
13:51  
close to that 50k in paperwork  
and  
13:53  
plumbing and uh you know  
digging  
13:55  
your sewer line trench and  
13:56  
interconnection fees and all  
that most  
13:58  
of that honestly i think this the  
cities  
13:59  
are going to make this  
14:00  
uh potentially a little bit more  
14:02  
expensive and so  
14:04  
i think you've got a really good  
product  
14:07  
here  
14:07  
you're going to be selling in a  
state  
14:10  
that is so  
14:11  
fragmented where every single  
city and  
14:14  
county has their own

14:16  
mood of the day or flavor of  
the day so  
14:18  
to speak  
14:19  
have you started working with  
any cities  
14:21  
or or governments in california  
to see  
14:23  
what their  
14:24  
openness or would be to  
something like  
14:26  
this  
14:28  
yeah you know unfortunately in  
my  
14:29  
opinion government's a little  
bit too  
14:31  
big  
14:32  
all over the place but uh one  
benefit  
14:35  
boxable  
14:35  
uh one advantage box will gets  
is we  
14:38  
will be going through the state  
modular  
14:39  
program  
14:40  
so state modular program  
means  
14:42  
everything happens in our  
factory uh  
14:44  
traditional building you're  
going to  
14:45  
have multiple  
14:46  
inspections from the local  
government  
14:47  
where they're going to come  
out and look  
14:48  
at your framing look at your  
electric

14:50  
uh that's the case here  
because we're  
14:52  
building in the factory  
14:53  
so our customer who's the  
builder gets  
14:55  
to skip all those interactions  
get to  
14:57  
skip all that  
14:59  
bureaucratic stuff and  
hopefully you  
15:01  
know save some  
15:02  
time and money and  
additionally we have  
15:05  
talked to a few cities that are  
actually  
15:06  
implementing  
15:07  
uh some pretty cool adu  
programs uh for  
15:10  
example  
15:12  
the way it works is i i think the  
city  
15:14  
will pre-approve  
15:15  
certain adu models from  
certain  
15:17  
companies so that when  
someone comes in  
15:18  
to get a building permit  
15:19  
it's like all right you picked  
someone  
15:22  
from this list you're pre-  
approved  
15:23  
you're good to go  
15:24  
and that helps the process to  
be a  
15:25  
little bit less burdensome  
15:27

um that makes a lot of sense  
so now when  
15:30  
you get that hud sticker  
15:32  
financing is not exactly the  
easiest uh  
15:35  
for for adus i don't expect that  
to be  
15:38  
that big of an issue though  
because i  
15:40  
wouldn't be surprised if most  
homeowners  
15:42  
will probably just take out a  
credit  
15:43  
line on their actual house uh  
15:45  
and then pay for for your uh for  
your  
15:47  
boxable when you get into  
larger homes  
15:50  
uh like uh when you start  
putting you  
15:52  
know four or five of these  
boxes  
15:53  
together  
15:54  
where you've got you know  
sixteen  
15:55  
hundred to two thousand  
square feet  
15:57  
what kind of financing are  
people going  
15:59  
to have available to them  
16:02  
yeah and that's exactly right  
you know  
16:04  
if you are putting an  
16:05  
adu in the backyard of an  
existing  
16:07  
property that property's  
already got a  
16:08  
mortgage so

16:09  
you're going to get a home  
equity line  
16:10  
of credit or you might get a  
refinance  
16:12  
that's based on making  
improvements to  
16:14  
the property  
16:14  
so there's a number of  
different loan  
16:16  
programs that we're looking to  
integrate  
16:18  
and then for you know new  
construction  
16:20  
uh boxable as the primary  
residence on  
16:22  
the property  
16:23  
uh we think that will integrate  
into all  
16:25  
these existing uh  
16:26  
mortgages once we get all our  
16:28  
third-party testing data and our  
modular  
16:30  
approval  
16:31  
so we're gonna have a whole  
line up of  
16:32  
really sweet uh  
16:34  
you know vertically integrated  
uh  
16:36  
solutions here for people to  
get  
16:37  
financing  
16:39  
now earlier you mentioned that  
uh you  
16:42  
know commodity prices were  
going up and  
16:44  
this was uh  
16:45

you know potentially due to  
short-term  
16:47  
inflation regarding covid  
16:48  
what what materials are you all  
using i  
16:50  
mean i don't think you  
16:52  
you're using lumber but i know  
you're  
16:53  
using metals and and  
16:55  
other features here what are  
you using  
16:57  
and how do you insulate these  
things  
16:59  
tell me about that  
17:01  
yeah so um the core principles  
are a  
17:04  
laminated panel solution so  
that means  
17:07  
we've taken the traditional  
17:09  
lumber stick framing that you  
see in all  
17:11  
the buildings in north america  
17:12  
and we've thrown that out the  
window  
17:14  
we've opted for uh these  
different  
17:16  
materials  
17:17  
and you know whole number of  
reasons why  
17:19  
we made that decision  
17:21  
uh but one of the big ones was  
we think  
17:23  
they're just very  
17:24  
compatible with the factory  
environment  
17:27  
so pretty much all of our raw  
materials

17:28  
are processed by  
17:29  
computer controlled you know  
cnc cutting  
17:32  
equipment bending  
17:33  
um whatever the equipment is  
down to  
17:37  
a very accurate sub-  
component that will  
17:40  
you know fit together perfectly  
every  
17:44  
time  
17:44  
and you know that's a big  
difference  
17:46  
than an employee deciding  
17:48  
you know where he's going to  
send the  
17:49  
next nail into a lumber uh this  
is going  
17:51  
to be a real  
17:52  
uh manufactured product i  
mean really  
17:55  
what you're doing is is you're  
doing the  
17:56  
ikea model where  
17:58  
you know you can collapse  
these things  
18:00  
to make them extremely  
shippable  
18:01  
uh and everything is like you  
said  
18:03  
produced with cnc routers it's  
like here  
18:05  
we go we're putting these 10  
holes here  
18:06  
they're going in the same spot  
every  
18:08  
single time

18:09  
and it just works every single  
time  
18:11  
you're standardizing parts i  
think it's  
18:13  
wonderful i i  
18:14  
think it's brilliant now you  
mentioned  
18:15  
these are laminated  
18:17  
panels is it like a composite is  
it is  
18:20  
it wood  
18:20  
uh like so so yeah it's  
18:24  
so essentially it's a composite  
because  
18:25  
it's laminated and  
18:27  
it consists of uh eps foam for  
the core  
18:30  
to insulate it which gives it  
tremendous  
18:32  
energy efficiency and that's  
laminated  
18:34  
to  
18:34  
a special type of ceramic  
board concrete  
18:37  
board steel  
18:38  
uh and pvc extrusions to  
create uh  
18:41  
floor wall and ceilings and  
then that  
18:44  
all all those pieces  
18:45  
come together and the rest is  
just you  
18:47  
know standard fit out kitchen  
18:49  
bathroom and we'll have some  
smaller  
18:50

innovations on those side as  
well  
18:53  
got it got it okay so uh now  
these um  
18:59  
it means fascinating to me  
these these  
19:00  
are all gonna piece together i  
think  
19:01  
it's wonderful  
19:02  
these casitas i've seen in some  
of your  
19:03  
marketing using solar panels  
on these  
19:07  
to uh to maybe operate the uh  
19:10  
energy of these you know a lot  
of adus  
19:12  
it seems like out here in  
california  
19:14  
they're not expected to use a  
lot of  
19:15  
power i mean we're thinking  
maybe you  
19:17  
know 20 to  
19:18  
60 a month for a 400 square  
foot room  
19:22  
do we really need solar panels  
on those  
19:24  
is solar panels  
19:25  
you know for for the bigger  
projects or  
19:27  
what was the thought process  
there  
19:30  
yeah i mean solar solar's cool  
um  
19:34  
our idea is at first we're just  
making  
19:36  
the real module  
19:38

utilities connections on the exterior  
19:40 where you plug in power plug-in  
19:42 water waste so that's all up to the end  
19:44 user  
19:45 our boxable house is just ready to plug  
19:48 in  
19:48 to whatever's appropriate uh on site  
19:52 and in a lot of cases in california they  
19:54 want the net zero energy stuff  
19:56 so um you're going to want to connect to  
19:58 that but you know you may just have  
19:59 power on the main house already you may  
20:00 already be generating solar and if  
20:02 you're connecting a backyard house into  
20:03 it you're just going to plug it in and  
20:05 be good to go  
20:06 in the future we do have plans for  
20:08 off-grid models  
20:09 where it would come from our factory  
20:11 with the the solar solution or another  
20:13 energy solution  
20:14 um a water waste solution  
20:18

so they could be fully operated but  
20:19 that's kind of a different product for  
20:20 us that's down the line  
20:21 yeah i don't think that's going to be  
20:23 your mainstream  
20:25 bread and butter maker you know like you  
20:28 know some people might buy the off-grid  
20:29 one but  
20:30 i think you've got a big market in  
20:31 california you want to take take  
20:33 advantage of uh  
20:34 yeah and i think honestly that might be  
20:36 something in my opinion that  
20:37 could i don't know it feels like it  
20:38 could stand in the way a little bit i  
20:40 mean solar panels on a place that costs  
20:42 50 bucks a month and power is  
20:43 is usually not a very good uh  
20:46 requirement but the city cities and  
20:48 states do these things and i feel like  
20:49 that that can artificially actually  
20:51 make costs higher for you uh you know

20:54 better off doing a solar fire somewhere  
20:55 or  
20:56 panels on a big house but aside from  
20:58 from that uh  
20:59 overall it sounds like the product's  
21:01 great for california can you talk a  
21:03 little bit about  
21:04 the flat roof set up usually flat roofs  
21:06 you know there's a lifespan concern  
21:08 sometimes with flat roofs  
21:09 and then also fires  
21:17 yeah so um our product is not  
21:19 necessarily a fully finished house it's  
21:21 just kind of a  
21:22 component uh within a final build so  
21:25 we're providing this to builders and  
21:28 um developers and they're gonna go and  
21:30 put their  
21:31 finishing touches on it so part of that  
21:32 will probably be a root solution  
21:34 where they'll add some type of pitch  
21:36 what we're providing is uh  
21:38 you know uh insulated uh uh structural



21:41  
uh watertight flat roof but  
that's not  
21:44  
appropriate in all situations  
you might  
21:46  
want to add a roof to  
21:48  
change the architectural style  
uh or to  
21:50  
add more  
21:51  
um you know snow loading  
capabilities  
21:54  
and things like that so  
21:55  
uh it's all kind of part of the  
system i  
21:58  
see okay okay  
21:59  
so this um if if we go let's see  
here  
22:02  
grab a picture here if we go to  
a  
22:04  
boxable so what you're saying  
is  
22:06  
this this is going to create a  
really  
22:08  
good sort of  
22:09  
you got your frame you could  
get your  
22:11  
kitchen and your flooring and  
your  
22:13  
bathroom but somebody  
22:14  
is somebody's still going to  
want to  
22:15  
come and like stucco this and  
then maybe  
22:18  
put a roof on it so it you know  
looks  
22:20  
like a like a cottage style  
22:22  
roof or or or what was the  
expectation

22:25  
for  
22:26  
finishing this yeah you  
wouldn't need a  
22:29  
stucco or an exterior facade  
but you  
22:32  
could certainly add it  
22:33  
if you wanted to make it look  
different  
22:35  
really what you're going to  
need on site  
22:37  
is a foundation  
22:38  
utilities connection and  
whatever else  
22:40  
you need for that building you  
know  
22:41  
a driveway some some bushes  
a pool  
22:44  
whatever you're doing to  
develop that  
22:46  
lot  
22:46  
and then likely some type of  
roof system  
22:48  
as well we're also going to  
provide  
22:50  
some different roof options for  
people  
22:52  
uh but that's just uh  
22:54  
uh one step that will be  
completed in  
22:55  
the field most most of the time  
22:58  
yeah it seems like you could  
almost do  
23:00  
uh uh some sort of metal roof  
23:02  
that would last quite a long  
time and  
23:03  
you have your fire resistance  
but

23:05  
there's a cost aspect to that  
23:06  
there was even a rumor about  
uh uh elon  
23:09  
musk living in one of these tell  
me  
23:11  
about that  
23:13  
well a lot of people have been  
asking me  
23:15  
about that and unfortunately  
23:17  
i have to say uh no comments  
23:21  
got it got it yeah and sorry i'm  
sorry i  
23:23  
can't make it more interesting  
than that  
23:25  
it's all right so uh have you  
been  
23:29  
approached by any uh  
23:30  
high profile investors that that  
uh have  
23:33  
have said hey you know we  
don't want to  
23:34  
be mentioned as as  
23:36  
uh part of this are you mostly  
raising  
23:37  
money from uh smaller  
investors right  
23:39  
now  
23:41  
yeah i mean the main strategy  
here is  
23:43  
you know individual investors  
23:45  
uh almost all the money we've  
had we've  
23:48  
raised has just come from  
23:49  
you know small checks from  
uh  
23:51  
individuals we really love that

23:53  
strategy we love letting people  
have  
23:55  
access to  
23:56  
you know really place a bet on  
a cool  
23:58  
new company at an early stage  
24:00  
and you know just the the  
advantages it  
24:03  
gives  
24:04  
us to have all these fans out  
there  
24:06  
helps us with with marketing  
24:08  
uh the crowdfunding thing has  
been  
24:10  
really amazing for us  
24:12  
um we did get one guy uh  
24:15  
who's more of an institutional  
investor  
24:17  
is that tim draper  
24:18  
after we won his uh startup  
pitch  
24:21  
competition so that was  
24:22  
a fun one if anyone wants to  
check that  
24:24  
out on youtube  
24:26  
nice nice that's awesome what  
uh what  
24:28  
kind of valuation are you  
raising funds  
24:30  
at now  
24:31  
so the last uh price was i  
believe  
24:35  
220 million 226 million um  
24:39  
on this start engine where we  
did a reg  
24:41

cf for four million dollars and  
that  
24:43  
sold out in just uh just 13 days  
24:46  
got it and so that was your  
first crowd  
24:48  
fund round now are you doing  
a second  
24:50  
round now  
24:52  
yeah we have um rounds open  
24:55  
that are on our website we're  
just kind  
24:57  
of working  
24:59  
with all these various sec rules  
it's uh  
25:02  
pretty  
25:02  
complicated stuff um various  
you know  
25:05  
securities exemptions  
25:07  
so um yeah gotcha gotcha so  
somebody  
25:11  
wanted to invest now  
25:12  
uh is there a particular website  
they  
25:13  
would go to now  
25:15  
yeah just go just go to boxable  
and  
25:17  
click the invest button and  
follow the  
25:18  
instructions it's uh  
25:20  
pretty pretty straightforward  
and um  
25:22  
yeah  
25:23  
you can feel free to you know  
if  
25:24  
anyone's interested they can  
always  
25:26

email us if  
25:28  
they have any issues or any  
questions  
25:30  
about that we'll reply  
25:31  
fast yeah now there's there's  
another  
25:34  
rumor about  
25:35  
uh like a boxable coin or like a  
boxable  
25:38  
crypto  
25:38  
have you heard this rumor  
25:42  
um yeah i have seen a few  
people mention  
25:45  
that  
25:46  
and you know that that may be  
uh in the  
25:49  
future  
25:50  
in one way or another my  
background is  
25:52  
actually uh  
25:53  
with uh crypto stuff so um you  
know one  
25:56  
of the  
25:57  
uh previous businesses i had  
was uh  
25:59  
bitcoin  
26:00  
related business so i'm very  
familiar  
26:02  
with all of that  
26:03  
different stuff and we're totally  
26:05  
considering it  
26:07  
one interesting play that might  
make  
26:08  
sense for us is to use  
26:10  
the uh the lending capabilities

26:13  
and um use to collateralize the  
houses  
26:17  
and lend against them to  
provide  
26:19  
financing for our customers so  
26:21  
uh something like that may be  
in the  
26:23  
works pretty soon  
26:25  
yeah because hud blending is  
not great  
26:28  
so  
26:28  
that is that is interesting if you  
could  
26:30  
provide an alternate  
26:32  
with uh with with crypto that's  
that's  
26:34  
fascinating uh  
26:35  
okay interesting i guess the  
26:37  
complication with real estate  
though is  
26:39  
unlike a crypto token you can't  
just  
26:41  
take it away if it falls below  
26:43  
collateral requirements or  
something  
26:44  
like that you know it's a little  
harder  
26:47  
when you fix it to a foundation  
26:51  
ramping your your facility are  
are you  
26:54  
looking  
26:54  
at taking this concept and then  
26:57  
selling the company to  
somebody who can  
26:59  
fulfill the vision  
27:01

on your factory floor uh or or is  
this  
27:03  
something that your company  
is wanting  
27:05  
to  
27:05  
fulfill you know uh  
27:08  
we're happy to do whatever  
makes sense  
27:10  
uh to have this idea  
27:12  
succeed uh myself as kind of  
an  
27:14  
entrepreneur that starts  
businesses  
27:16  
uh my value is in certain areas  
um  
27:20  
you know i may not be the best  
guy you  
27:22  
know in five years to scale this  
27:24  
up uh maybe i am um we'll see  
we'll see  
27:27  
what makes sense  
27:28  
i think the plan right now is  
that um  
27:31  
you know we'll we'll  
27:33  
prove things out in this factory  
uh  
27:35  
we'll have houses going out  
we'll be  
27:36  
selling it'll be working  
27:38  
and then we'll come back and  
we'll say  
27:39  
look we we have a solution  
here  
27:41  
we are in fact uh mass  
producing housing  
27:44  
at below market rates for  
construction  
27:46

and if that's the case uh this is  
the  
27:48  
holy grail and it needs to scale  
27:51  
around the world to change  
people's  
27:53  
lives so you know i'm gonna be  
27:54  
aggressively  
27:56  
trying to grow this as fast as i  
can and  
27:58  
that's you know reflected in  
this  
28:01  
because uh we're going from  
zero to 170  
28:04  
000 foot  
28:05  
factory uh so that's you know  
pretty big  
28:08  
start  
28:09  
and hopefully we'll have a a  
pretty big  
28:11  
ride as well  
28:13  
yeah absolutely so this this  
material  
28:16  
this laminated panel that you  
use it  
28:19  
it's some kind of  
28:20  
laminated composite and then  
maybe a  
28:23  
layer of foam for the insulation  
28:25  
uh but then i'm imagining  
there's some  
28:27  
kind of metal frame  
28:28  
with this how how is this going  
to  
28:30  
perform in an earthquake  
28:35  
oh it's uh really rock solid uh  
28:38

it's amazing it's tremendously  
strong  
28:41  
because  
28:42  
what you're ending up with by  
lamenting  
28:44  
the panel is just one  
28:45  
rock-solid wall so this is not a  
wall  
28:48  
held together  
28:50  
by nails and sheetrock  
everything is one  
28:53  
solid block after you laminate  
this  
28:55  
together so it becomes  
28:58  
and that's why it's rated for  
high winds  
29:00  
that's why it will be rated for  
29:02  
uh earthquakes that's why it  
makes sense  
29:05  
for shipping uh one thing we  
saw when we  
29:07  
were  
29:07  
investigating uh modular  
housing was a  
29:10  
lot of these houses  
29:11  
when they arrive they arrive  
damaged  
29:13  
because they're building the  
houses  
29:14  
using the old methods  
29:16  
which are not meant to be  
shipped on a  
29:17  
highway you know you're  
meant to build a  
29:19  
house with sticks  
29:20  
on site so when they go down  
the highway

29:22  
and they start rattling you end  
up with  
29:23  
like  
29:24  
sheet rock cracking and other  
damages  
29:26  
with these modular homes  
29:27  
so that was one issue we  
considered and  
29:30  
our houses are just rock solid  
we  
29:32  
actually uh crashed one into a  
bridge  
29:35  
and uh it survived uh no one  
knew  
29:39  
i imagine that was  
unintentional  
29:43  
uh wait for your hud  
certification  
29:46  
uh yep we were  
29:50  
good sorry  
29:54  
no no you go ahead sorry all  
right no  
29:57  
worries  
29:57  
for your hud certification are  
they  
30:00  
going to require you put this on  
a shake  
30:02  
table to uh  
30:03  
to see how the seismic uh you  
know  
30:05  
strength is  
30:09  
yes we're working with mta uh  
testing  
30:13  
which is now owned by icc  
international  
30:14  
code council that's like  
probably the

30:16  
best  
30:16  
most well-known building  
reports so  
30:19  
we're going through every test  
you can  
30:20  
imagine  
30:21  
uh not even just to prove the  
product  
30:23  
but for marketing as well  
because  
30:25  
we want to go out there and  
publish test  
30:26  
data that says this is better  
30:30  
than a traditional house on  
every front  
30:32  
so we're going to be doing all  
that  
30:34  
stuff  
30:34  
fire test water penetration  
30:38  
everything you can imagine  
when do you  
30:41  
think your  
30:41  
first sale will be and delivery  
like  
30:44  
when it when is the first  
30:46  
boxable that's not a prototype  
uh it  
30:49  
can be sold to a regular  
customer who  
30:51  
came off your website not not  
like uh  
30:53  
elon musk you know if  
31:02  
i think i lost you there  
31:07  
all right  
31:11  
i think i lost galley on that  
question

31:14  
so  
31:14  
we'll uh we'll wait for galley  
here to  
31:16  
reconnect  
31:18  
oh there we go i think you're  
back  
31:20  
welcome back uh so  
31:22  
i think you can maybe  
hopefully hear me  
31:23  
now so yeah what what are  
you thinking  
31:25  
on timing there  
31:28  
never mind we'll wait for you to  
fully  
31:31  
come back okay  
31:32  
we'll stand by there for a  
moment so  
31:33  
well galio i'm sure we'll come  
back  
31:35  
in just a moment here so uh  
yeah folks  
31:38  
it is very very interesting i think  
my  
31:40  
one of the questions that i do  
have  
31:41  
coming up is going to be uh  
31:43  
what what all of the uh other  
aspects of  
31:47  
getting ourselves a boxable is  
going to  
31:49  
look like so we know we're  
going to have  
31:50  
a foundation we know we're  
going to have  
31:52  
to have  
31:52  
an electrical connection we'll  
have our

31:55  
plumbing connection  
31:57  
what's interesting to me  
though is also  
31:59  
it looks like and we're also  
going to  
32:00  
probably want to work with a  
roofer of  
32:02  
some sort  
32:03  
uh and so if we work with a  
roofer uh oh  
32:06  
here we go let's go and  
32:08  
there we go welcome back let  
me remove  
32:10  
your other one here there we  
go sorry  
32:12  
about  
32:12  
i uh switched over to my phone  
32:16  
maybe the wi-fi was not  
working  
32:19  
you know what this looks great  
so it  
32:21  
worked out whatever you did it  
looks  
32:22  
great  
32:22  
so uh yeah i mean aside from  
32:26  
potentially people testing out  
your  
32:28  
prototypes  
32:29  
uh right now when do we think  
your your  
32:31  
first box will  
32:33  
get delivered to a customer  
yeah so  
32:36  
right now uh we are  
32:40  
have uh you know piling up in  
the corner

32:42  
uh flooring  
32:43  
uh you know fridges toilets all  
that  
32:46  
stuff preparing for our  
32:48  
first order which is from the  
federal  
32:50  
government for military-based  
housing  
32:52  
so we're going to be producing  
that  
32:54  
order first uh  
32:56  
hopefully we'll be moving into  
this  
32:57  
building in the next uh  
33:01  
wow military-based housing  
that that is  
33:05  
interesting to me  
33:06  
yeah that uh maybe the  
military might  
33:08  
have a contract here uh first  
33:10  
now usually when we hear uh  
initial  
33:12  
contracts they're they're initial  
33:14  
they're like hey here's uh  
33:16  
you know here's an order for  
oh here we  
33:18  
go hold on one sec let's try this  
33:20  
there we go uh all right oh  
welcome back  
33:23  
uh  
33:24  
no worries there so military  
house how  
33:27  
many did they order from you  
33:29  
yeah so uh we have an order  
for 150  
33:32

casitas so that'll be our first  
order  
33:34  
we'll be working on that for the  
rest of  
33:35  
this year  
33:36  
and uh then hopefully early  
next year  
33:39  
opening up to the rest of our  
waitlist  
33:41  
and i think that  
33:42  
as soon as you know we get  
this assembly  
33:45  
line fired on and  
33:46  
houses start rolling off we'll  
have a  
33:47  
better idea of our production  
schedule  
33:49  
and then we'll uh reach out to  
our wait  
33:51  
list to kind of  
33:52  
start planning for next steps  
because  
33:55  
you know from our customer  
perspective  
33:57  
this is not a little widget they  
can go  
33:59  
by there's a significant amount  
of you  
34:00  
know preparation and  
financing and  
34:02  
approvals before they before  
they buy  
34:04  
the item  
34:05  
now 150 i mean this is great  
that's it's  
34:08  
a wonderful contract what  
what uh what  
34:10  
do they have in that

34:10  
uh in terms of uh do they get  
like 10  
34:13  
first and then they decide to let  
you  
34:15  
know about the other 140 or  
how does  
34:16  
that work  
34:18  
oh it's uh it's a done deal we  
have you  
34:21  
know purchase orders for 156  
houses so  
34:24  
uh we're gonna make them and  
we're gonna  
34:26  
send them out there and uh  
34:28  
it's pretty good opportunity for  
us  
34:29  
really lets us focus on the  
34:31  
manufacturing  
34:32  
focused on figuring things out  
while  
34:33  
we're starting up  
34:35  
where are they going to put  
these do you  
34:36  
already know uh yeah  
34:39  
i think it's just uh military-  
based  
34:40  
housing oh okay okay so  
34:43  
somewhere maybe california  
or whatever  
34:45  
by base like hey let's try this  
area  
34:47  
over here  
34:48  
for 150 okay okay interesting  
uh  
34:51  
and then after that you'll start  
working  
34:53

on your customer list so  
probably  
34:55  
uh mid 22 something like that  
34:59  
yeah yeah i think so okay yeah  
how do  
35:02  
you  
35:02  
see yourself competing  
against the 3d  
35:05  
manufacturers who are 3d  
printing  
35:08  
uh which is a completely  
different  
35:09  
process from what you're  
using you're  
35:12  
doing a  
35:12  
laminated composite wall  
they're doing a  
35:15  
3d printed wall  
35:17  
and then you're both basically  
finishing  
35:18  
it the same way  
35:21  
yeah you know that really just  
kind of  
35:23  
seems like a non-starter to me  
because  
35:25  
all they get with the 3d printing  
is  
35:27  
they get some some concrete  
walls  
35:29  
and uh that's just not what a  
house is  
35:31  
you know there's a whole lot  
more work  
35:33  
um where the costs are gonna  
explode so  
35:36  
the secret here  
35:37  
is get it done in the factory in  
the

35:40  
assembly line  
35:41  
where it's efficient that's  
what's going  
35:43  
to reduce housing costs um  
you know  
35:45  
printing  
35:46  
uh walls out of concrete with  
some new  
35:48  
method and then coming back  
in with all  
35:49  
those old methods  
35:50  
you know the plumber's back  
the roofers  
35:52  
back the sheetrock or the  
painter  
35:54  
everyone's back  
35:55  
uh it doesn't really get you  
anywhere  
35:56  
and i i frankly i just don't  
35:58  
really understand it um it's  
cool maybe  
36:00  
for like some really basic third  
world  
36:02  
country  
36:03  
structures where they're going  
to let  
36:05  
them actually live in just a  
concrete  
36:07  
bunker with no  
36:08  
uh finishings yeah but now you  
you also  
36:12  
are though i mean where who's  
going to  
36:14  
finish all the plumbing on  
yours  
36:16  
are you suggesting that your  
all of your

36:18  
plumbing electrical is going to  
get done  
36:19  
in your factory as well  
36:20  
yep 100 everything's finished  
so that  
36:22  
means uh  
36:24  
hvac you know heating cooling  
uh  
36:26  
electrical  
36:27  
uh plumbing everything in the  
house is  
36:29  
done and then it's just ready to  
be  
36:31  
plugged in  
36:31  
on the outside so you know  
everything we  
36:33  
can possibly figure out how to  
do here  
36:36  
we're gonna do it here so when  
you fold  
36:39  
these things  
36:40  
how's that gonna work i mean  
with with  
36:42  
plumbing and i mean you'd  
have to have  
36:43  
some kind of flexible conduits  
wherever  
36:45  
you're you're folding these or  
do you  
36:47  
just  
36:48  
you just have little junction  
terminals  
36:50  
in between the walls when you  
put them  
36:51  
back together  
36:53  
yeah so i mean the bulk of of  
the stuff

36:56  
that's within the structure  
when it's  
36:57  
finished  
36:58  
is within the kind of  
uncompressed  
37:00  
section so if you take another  
look at  
37:01  
the folding  
37:02  
uh you'll see that yes it folds  
but not  
37:04  
all of it folds there's still  
37:06  
a section about five foot by the  
length  
37:07  
of the unit where we can finish  
stuff in  
37:09  
the factory  
37:10  
in this uh unit it's kitchen  
bathroom uh  
37:13  
in other units it could be  
37:15  
uh other things and that  
includes  
37:16  
electrical and then where the  
actual  
37:18  
walls come together  
37:19  
there's just a few connectors  
for  
37:21  
electric so you're just gonna  
pop off  
37:22  
some access panels reach  
your hand in  
37:24  
plug it in and then you're good  
to go  
37:27  
and yeah exactly so that part  
where your  
37:29  
mouse is  
37:29  
was just at right over there  
that's

37:31 where everything is  
37:32 uh that is finished in the  
factory and  
37:35 then all the empty space is  
compressed  
37:37 because  
37:37 you know most houses most  
buildings are  
37:39 mostly empty space  
37:40 so we don't want to lose  
money when  
37:42 shipping that i see okay so so  
really  
37:44 what you're trying to do is  
you're  
37:45 creating this horizontal stack  
37:47 essentially  
37:48 where you're going to have  
your your  
37:49 restroom and or this might be  
the  
37:51 kitchen over here and the  
restrooms over  
37:52 here  
37:53 and and the toilet and the  
shower and  
37:55 the  
37:56 appliances all of that's able to  
be in  
37:58 this you know potentially five  
foot wide  
38:01 or or six foot wide segment  
where you've  
38:03 got you know i don't know  
38:04 three feet for cabinets and two  
and a  
38:06

half feet of walking space or  
38:07 something of that essence and  
uh  
38:10 and this basically you said  
comes  
38:12 uncompressed and then over  
here sure  
38:14 maybe you'll have a couple  
outlets or  
38:16 you know receptacle switches  
whatever on  
38:18 the walls  
38:19 but you could just easily i  
mean that's  
38:20 that's small little stuff that you  
could  
38:22 just hook up over there  
38:24 yeah exactly i i'd walk over and  
show  
38:26 you uh the one we have here  
but  
38:28 i think i i don't want to stray  
too far  
38:31 from my wifi again  
38:32 sorry about that no no worries  
no  
38:34 worries it makes sense okay  
got it  
38:36 so yeah i mean that that does  
simplify  
38:38 things now i think the  
38:40 interesting thing then becomes  
how you  
38:41 you expand this  
38:43 uh into in the future where you  
get into  
38:46 like putting two or three of  
these

38:47 together  
38:48 but then again i guess you  
that's to be  
38:50 determined in the future right  
now  
38:51 you're just working on the 400  
square  
38:52 footers right  
38:54 yeah i mean the system's all  
planned out  
38:55 for those bigger units uh this  
even this  
38:58 factory is  
38:58 designed to build bigger units  
without  
39:00 actually moving anything  
around  
39:02 although i think we're going to  
have our  
39:03 hands full with the small units  
here  
39:04 because there's so much  
demand for those  
39:06 but basically it's a it's kind of a  
grid  
39:08 pattern so  
39:09 you know it's all laid out we'll  
end up  
39:12 with a 20 by 20 a 20 by 30 20  
39:14 by 40 maybe even a 20 by 60  
rim module  
39:16 and then those can all  
39:17 stack and connect you know  
endless  
39:19 different arrangements of  
those  
39:21



and then you can go in and  
finish them  
39:23  
off and tweak them you can  
even do cool  
39:25  
stuff like  
39:26  
cut out a wall you know one of  
our units  
39:28  
we cut out the entire front wall  
and put  
39:29  
in a multi-slide glass door  
39:31  
so you know very  
customizable on site  
39:34  
and that's the cool thing that  
that  
39:35  
we've got here is  
39:36  
we have a standardized mass  
production  
39:39  
but we have a custom product  
in the  
39:40  
field  
39:41  
whereas you know trailer  
homes double  
39:42  
wide those guys are doing  
assembly line  
39:45  
but they just have that same  
39:46  
product uh with ours we think  
that we're  
39:48  
getting the best of both worlds  
39:50  
you know standardized  
efficient  
39:52  
repeatable  
39:53  
mass production and then  
custom  
39:54  
buildings in the field  
39:57  
okay so now like cutting out a  
wall and  
39:59

putting it this is probably  
removing a  
40:00  
wall and putting in a big slide  
or  
40:02  
something that's probably  
something you  
40:03  
would do in the factory though  
so you  
40:04  
have the right headers in and  
stuff like  
40:06  
that  
40:07  
uh we're gonna provide  
instructions for  
40:09  
modifying it and that  
40:10  
contractor should remain  
within those  
40:11  
guidelines and  
40:13  
we're just going to let people  
you know  
40:15  
go crazy and do whatever they  
want to  
40:17  
these things and we're going  
to try to  
40:18  
remain focused on the factory  
on just  
40:20  
banging out this uh  
40:22  
repeatable product and getting  
really  
40:23  
good at that and lowering the  
cost on  
40:25  
that  
40:26  
okay okay and now how does  
your this  
40:28  
this 400 square foot  
40:30  
item how does the cost of this  
compare  
40:32  
to traditional because like  
40:33

if in both cases we've got a  
foundation  
40:37  
we got plumbing we got  
electrical we and  
40:40  
we got a roof  
40:41  
there's these are four things  
both need  
40:44  
the difference between yours  
and theirs  
40:46  
is  
40:47  
theirs is uh you know me me  
bolting or  
40:50  
having the bolts already set on  
the  
40:51  
foundation's board  
40:52  
me throwing two by fours on  
bolts and or  
40:56  
two by sixes on bolts  
40:57  
and framing it out by wood uh  
with wood  
41:00  
and then yours is done in the  
factory  
41:01  
what's the cost difference like  
have you  
41:03  
done comparison estimates on  
those i  
41:05  
mean can i frame out  
41:06  
how you know 400 square  
footer like a  
41:08  
garage can i do the framing for  
41:09  
20 grand or have you looked  
into that  
41:13  
i don't think anyone can come  
close to  
41:15  
our price especially in  
california  
41:18  
um to start off you know i've  
looked at

41:20  
every other factory built  
41:22  
uh modular uh company out  
there  
41:25  
prices are all crazy i mean you  
you try  
41:27  
to get a factory built room  
module in  
41:29  
california  
41:30  
uh same size as ours it's  
gonna be 150  
41:33  
000  
41:33  
just for the room module not  
including  
41:35  
any of the the site install stuff  
41:37  
so you know i think we are way  
lower  
41:40  
price than everyone else  
41:41  
and i think the the proof of that  
is our  
41:44  
huge  
41:44  
uh customer list you know our  
huge  
41:46  
reservation list if our product  
wasn't  
41:48  
the best quality and value  
41:49  
we would not have all these  
people  
41:50  
wanting to buy it yeah i i don't  
dispute  
41:53  
the  
41:53  
the uh the value at all i mean  
50k  
41:56  
sounds great we  
41:57  
we got to get our hands on  
them i think  
41:59  
that's that's what

42:00  
you've got is a lot of folks who  
want  
42:02  
their hands on this uh and so  
42:04  
what um you know what what  
happens in  
42:07  
the event that you you end up  
uh  
42:09  
not being able to manufacture  
these for  
42:11  
these prices i mean  
42:12  
is there a concern of that at all  
once  
42:14  
you start rolling these off the  
factory  
42:17  
yeah you know there's a lot of  
risks  
42:18  
here a lot of unknowns  
42:20  
doing a lot of stuff that hasn't  
been  
42:22  
done before but you know like i  
said  
42:24  
earlier i'm just confident in our  
42:26  
principles and that you know  
those will  
42:29  
put us ahead of all of the  
competition  
42:31  
because uh no one else has  
that  
42:33  
no one else can ship houses in  
a way  
42:35  
that makes sense  
42:37  
i love that you started with the  
42:38  
shipping concept i mean i think  
that's  
42:40  
uh that's such a wonderful uh  
42:41  
idea now what about uh you  
know fire

42:44  
sprinklers i imagine that's  
already been  
42:45  
considered  
42:46  
just something you would  
finish out in  
42:47  
the factory as well  
42:49  
yeah we have um basically uh  
behind  
42:52  
all the walls floor and ceiling  
uh a  
42:55  
network of  
42:56  
chases so like little tunnels in  
there  
42:58  
and then access panels around  
the  
42:59  
perimeter of the ceiling  
43:01  
where you can just reach up  
pop it off  
43:03  
and add anything you want  
43:04  
so you know if you want  
sprinklers it's  
43:06  
easy to add if you want to  
modify the  
43:08  
electric or mount the tv on the  
wall  
43:10  
that's all should be easy to do  
in our  
43:12  
system  
43:13  
got it wow that's incredible so  
uh you  
43:16  
know i think i think that leaves  
me with  
43:17  
the the only remaining  
questions or when  
43:19  
when's your factory start  
rolling when  
43:21  
do we start getting these

43:22  
seeing these things put  
together and  
43:24  
where can i come visit and and  
see this  
43:26  
happening  
43:28  
i hope that we will be uh  
moved in here  
43:31  
in the next few weeks  
43:32  
and then over the next month  
it's going  
43:34  
to come alive and we would  
love to have  
43:35  
you come down and visit  
43:37  
once we have this building uh  
filled  
43:38  
with houses  
43:40  
that's so exciting i mean you've  
got  
43:42  
you've got your work cut out  
for you man  
43:43  
you've got 156 of these you've  
got to  
43:45  
put together  
43:46  
uh how many prototypes you  
have now uh  
43:49  
well we had three  
43:50  
um but now we have two what  
happened to  
43:53  
the third one  
43:54  
can't say okay  
43:57  
with the the two prototypes  
that you do  
43:59  
have uh  
44:00  
do people live in in the  
prototypes or  
44:02

are they just like models for  
people to  
44:04  
check out or no they're just  
they're  
44:06  
just sitting over there  
44:07  
what one's actually filled with  
our  
44:09  
employees we filled it with  
desks and  
44:11  
have people working in there  
44:12  
in our other building because  
we're  
44:13  
running out of space as we  
hired people  
44:15  
and then the other one is  
sitting  
44:16  
set up here for tours  
44:20  
and the third one has vanished  
so so  
44:21  
maybe they could come up in a  
ufo report  
44:23  
or something  
44:24  
i mean maybe it'll come in their  
opening  
44:25  
report i don't know yeah  
44:28  
okay okay interesting uh and  
now now  
44:30  
where where um  
44:32  
where you're in vegas now  
where did the  
44:34  
office start  
44:36  
well actually um originally i'm  
from  
44:39  
connecticut it was  
44:40  
myself my father paolo and  
another guy  
44:43

named kyle that you know  
founded the  
44:44  
company  
44:45  
they moved to uh nevada i  
moved to  
44:48  
california  
44:50  
um doing our own thing and  
then  
44:52  
eventually at some point  
started talking  
44:53  
about the idea and started  
working on it  
44:55  
and before you know it i  
realized this  
44:57  
is a huge opportunity  
44:58  
this is you know a huge huge  
uh you know  
45:03  
upside here so i said all right  
i'm  
45:05  
moving moved to vegas and  
started  
45:06  
chasing it down  
45:07  
full time and and now we're  
here the uh  
45:11  
the third one isn't the one that  
crashed  
45:12  
into a bridge is it  
45:15  
that was actually a different  
version an  
45:17  
earlier prototype because the  
first  
45:19  
prototypes we made were a  
larger 1400  
45:21  
square foot house  
45:22  
we were uh invited to the the  
national  
45:25  
mall in washington dc  
45:27

by hud uh to to be in a show  
there  
45:30  
and uh the truck driver uh  
crashed the  
45:33  
truck  
45:34  
uh smashed the whole unit uh  
drove it  
45:37  
actually through a tunnel  
45:38  
uh ripped all the lighting off  
the top  
45:40  
of the tunnel and all this crazy  
stuff  
45:42  
and uh we ended up unfolding  
it and  
45:45  
taking a look at it  
45:46  
and it survived and you know  
we buffed  
45:49  
out a few scratches and  
45:50  
we're like wow these are pretty  
drunk  
45:56  
okay okay got it okay so so  
that okay  
45:58  
wow that's uh that's absolutely  
46:00  
incredible okay  
46:01  
uh now uh how far other than  
this dc one  
46:04  
how far have you shipped one  
of these  
46:05  
before i'm curious about like  
because  
46:07  
that's a big part of your  
business here  
46:09  
is shipping these things how  
46:10  
how far have you prototype  
shipped these  
46:14  
um they've gone to uh  
46:17

canada you know east coast  
uh california  
46:21  
quite a lot of shipping yeah  
okay so  
46:24  
okay so so they've  
46:26  
we've gone gone around and  
what does it  
46:28  
usually cost i mean imagine  
this can be  
46:29  
like a delivery fee that that  
somebody  
46:31  
would pay like  
46:31  
i buy one from your vegas  
facility and  
46:34  
uh  
46:35  
and then i want to ship it out  
here what  
46:37  
are we looking at a few grand  
46:39  
i mean that's another thing  
where  
46:40  
pricing is so hard right now  
because  
46:42  
you know even in the last few  
months  
46:44  
yeah the pricing is crazy like  
getting a  
46:47  
container  
46:47  
getting a container from china  
is triple  
46:49  
uh trucking trucking is double  
46:51  
i have no idea um you know all  
i know is  
46:55  
it's going to be cheaper to ship  
our  
46:57  
house which is going to be a  
standard  
46:58  
load  
46:59

than anything else um so and  
we'll have  
47:02  
a big  
47:02  
you know logistics solution  
there which  
47:05  
includes  
47:06  
our uh own salary drivers and  
47:08  
third-party drivers  
47:09  
maybe there'll be a rail portion  
of that  
47:13  
so it's going to grow into a  
pretty big  
47:15  
shipping logistics operation  
47:17  
we also hope to make money  
on the trucks  
47:19  
coming back so maybe if we  
have a truck  
47:20  
going out to  
47:22  
northern california it's we don't  
want  
47:23  
it to come back empty maybe  
we can pick  
47:25  
up another load on the way  
47:26  
so we'll see what we can do to  
to knock  
47:28  
down these shipping costs  
even more  
47:30  
um that's interesting so the the  
fact  
47:32  
that it's not a wide load i  
imagine  
47:34  
it cuts down on multiple  
drivers and  
47:37  
you're probably what  
47:38  
a third of the cost or  
something like  
47:39  
that alone

47:41  
less than a third when you  
talking about  
47:43  
a wide load it gets crazy  
because  
47:45  
you have a truck driver with a  
47:48  
house on it then you have a  
follow car  
47:50  
sometimes you have a car in  
front as  
47:52  
well  
47:53  
uh then you also have  
restricted  
47:56  
routes you can't travel  
restricted  
47:59  
travel times can't drive on the  
weekends  
48:01  
states actually require a  
48:02  
police escort there's different  
48:04  
permitting in every state  
48:05  
i mean the costs are just crazy  
it's so  
48:07  
cumbersome and it's so  
difficult to ship  
48:09  
these oversized loads  
48:10  
it's never made sense and it's  
never  
48:11  
been cost effective  
48:13  
can i put these in a 40 foot  
container  
48:17  
no because they really the goal  
is to  
48:20  
get them close to the size of  
48:22  
the container so they could be  
48:23  
compatible with the shipping  
they  
48:24  
wouldn't actually go

48:25  
inside one uh we've tried to  
cram every  
48:28  
possible inch we could into a  
shippable  
48:30  
dimension  
48:31  
and we've done pretty well you  
know we  
48:33  
were able to engineer a 20-foot  
room  
48:35  
that ships on an eight-foot  
footprint  
48:37  
with nine and a half high  
ceilings on  
48:38  
the interior  
48:40  
so we were able to get it  
shippable  
48:41  
without too many  
compromises  
48:43  
on the size and feel of the  
building  
48:46  
that's great yeah  
48:46  
that that is wonderful i see  
okay so so  
48:48  
really trying to take  
48:50  
a similar size of that now  
would you  
48:52  
then shield them  
48:53  
and transport i mean can you  
stack them  
48:55  
like if can i  
48:56  
am i gonna see a ship in the  
future of  
48:58  
like 40 of these  
48:59  
you know stacked up light  
containers  
49:02  
yeah i think so um what we're  
doing now

49:04  
is we just put like this white  
49:06  
kind of boat wrap stuff on  
them uh all  
49:08  
sealed up watertight and  
49:10  
send them down the road  
definitely uh  
49:12  
planning  
49:13  
to put these on a ship and you  
know in  
49:15  
my dreams  
49:16  
uh my wildest dreams there'll  
be a  
49:18  
container ship with thousands  
of these  
49:19  
things stacked on them  
49:21  
or or a train with a 120 cars uh  
49:24  
all boxable box will boxable so  
we'll  
49:26  
see  
49:28  
oh wow that that's uh you  
know what i  
49:30  
think that's actually a  
wonderful place  
49:31  
to to wrap it up i i  
49:33  
this is amazing it's really  
incredible  
49:34  
i'm excited about this uh  
49:36  
you know geez that cuts down  
on so many  
49:38  
contractors you have to call  
out too  
49:41  
uh so this is wonderful i want  
to know  
49:44  
uh  
49:44  
any final thoughts that you  
have

49:46  
anything that i didn't ask you  
that i  
49:47  
should have or anything to add  
49:50  
no i think that was pretty  
thorough  
49:51  
covered a lot of stuff if  
anyone's  
49:53  
interested check out our  
website  
49:54  
boxable.com  
49:55  
check out uh youtube uh  
instagram we  
49:59  
have a whole ton of content  
and we're  
50:00

going to continue to publish  
50:02  
uh updates as we go on the  
factory  
50:04  
progress  
50:06  
that's awesome that's  
awesome and if we  
50:07  
make it to the governor's  
mansion here  
50:09  
in california we'll get some  
statewide  
50:10  
approval for you on these  
50:12  
things uh that's uh that's faster  
than  
50:14  
even hud so we can get these  
things

50:15  
rolling faster and solve our  
housing  
50:17  
crisis  
50:17  
so uh with that thank you so  
much for  
50:19  
being here stand by for one  
moment uh  
50:22  
and everybody else if you  
found this  
50:23  
video helpful consider  
subscribing  
50:25  
consider sharing the video and  
we'll see  
50:27  
you  
50:27

# Boxabl: An Affordable Mobile Housing Solution You Need With Paolo Tiramani

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Paolo Tiramani is an American industrial designer and engineer. His work is diverse – he holds 155 patent filings, covering a diverse mix of inventions and intellectual property, including hardware, housewares, sporting goods, medical, personal care, construction and automotive. In this interview Paolo discusses with Matthew Sullivan Boxabl's main innovation - a patented building construction technology for mass housing production to make houses more affordable. If you're excited by innovation, whether as a homeowner or fellow inventor, don't miss out on this episode. Tune in!

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00:00  
[Music]  
00:03  
you're listening to hooked on  
startups  
00:05  
where every week you'll hear  
from some  
00:06  
of the most talented inspiring  
and  
00:08  
successful entrepreneurs who  
shared  
00:10  
their real-life stories how they  
00:12  
overcame challenges and  
failures and how  
00:14  
they mastered success get  
ready for some  
00:17  
of the best business tips tricks  
and  
00:19  
tactics and some frank  
unscripted  
00:21  
discussions  
00:22

here's your host matthew  
sullivan  
00:25  
first of all i'd just love to  
welcome  
00:27  
you know paolo ceremony  
who's the  
00:30  
founder of boxable  
00:31  
um to the hooked on startups  
podcast and  
00:35  
much to my horror  
00:37  
um you know paulo's actually  
not from  
00:40  
round here so i so my my  
english accent  
00:43  
is going to have no  
00:45  
effect on you whatsoever i  
can't you  
00:47  
know it's like the magic  
doesn't work  
00:48  
not that it only works it works  
anyway

00:50  
i've been rumbled  
00:54  
hello welcome welcome to the  
show  
00:57  
very very nice to meet you and  
uh yes i  
01:00  
may be slightly invulnerable uh  
uh to  
01:02  
your accent  
01:04  
normally it's like people don't  
01:06  
listen to what you're saying  
thank god  
01:08  
they just said that just sounds  
really  
01:10  
intelligent and after a while  
you go  
01:12  
well you know  
01:14  
might as well use it but then  
the  
01:15  
problem is you just stack up  
this tidal

01:17  
wave of people who say well  
hang on when  
01:20  
you spoke to me the other day  
you said  
01:21  
this that's not true  
01:23  
so i said no it wasn't me  
speaking that  
01:24  
was that's what you heard  
01:26  
that does what happens it  
does give an  
01:28  
aura of credibility i remember  
at one  
01:30  
point i was asked if i knew the  
queen in  
01:33  
all seriousness  
01:35  
i've just had tea with her  
actually yes  
01:37  
yeah that's right  
01:39  
yeah and um  
01:41  
uh you know the the problem is  
with all  
01:43  
of these shows um you know  
like the  
01:45  
crown  
01:47  
and uh  
01:48  
all these other shows about  
diana and  
01:50  
you know  
01:51  
my wife is sitting there  
watching and  
01:53  
saying such and such is he the  
nephew or  
01:55  
the great aunt of like i don't  
know and  
01:59  
what else do i count  
02:00

i don't know but the only thing i  
know  
02:01  
about vi count is is actually  
spelt  
02:04  
viscount  
02:05  
and that's all i know about that  
so i  
02:07  
have absolutely no  
02:08  
knowledge about you know our  
history  
02:10  
other than the fact that i know  
where  
02:11  
the queen lives and i can  
probably name  
02:13  
a couple of prime ministers so  
yeah  
02:16  
but anyway  
02:17  
all that aside i mean you know  
and for  
02:19  
those of you watching in black  
and white  
02:21  
behind paulo  
02:22  
is an enormous factory that  
goes on so  
02:25  
far  
02:26  
it actually has this you know  
02:28  
vanishing point right where  
power's  
02:31  
right index finger is it goes on  
like  
02:33  
one of those  
02:34  
mirrors that look into mirrors  
that look  
02:35  
into mirrors um and  
02:38  
i think your factory is not  
measured in  
02:40

square feet is it square miles  
you now  
02:42  
measure it well especially um  
it's an  
02:45  
eighth of a mile long it's four  
acres  
02:47  
under a roof  
02:48  
uh about 172 000 square feet  
and just  
02:51  
give you an idea of the scale  
02:53  
uh we now have a a factory  
that we're  
02:56  
just starting to plan in the 4  
million  
02:58  
square feet  
03:00  
range which is  
03:01  
leagues larger than this 172  
03:04  
000 square foot factory so the  
factory  
03:07  
is still as large as it is we  
consider  
03:09  
it a prototype factory even  
though it  
03:12  
can make thousands of  
products a year uh  
03:14  
we will be rolling into 100 full  
03:18  
automation that's the way to  
get the  
03:20  
price down uh so uh you know  
sort of  
03:23  
learning our craft here behind  
me with  
03:26  
this this big giant baby  
03:29  
but again you know all babies  
are born  
03:31  
um and all babies are  
conceived so  
03:35



you know  
03:36 babies are not born  
03:38 in the size of this sort of  
factory so  
03:40 where was the conception  
where was the  
03:42 idea  
03:43 um  
03:44 and uh how how did it grow  
because to  
03:47 give you some background um  
you know  
03:50 this is for my viewer or my  
listener um  
03:54 the um you know elon musk i  
think has  
03:57 has adopted boxable  
03:59 so it is a  
04:00 an absolutely  
04:02 significant sea change in the  
way that  
04:05 properties are constructed  
04:08 and  
04:09 you know the word disruption  
doesn't do  
04:11 justice to what you're doing um  
so it  
04:14 was it's an enormous uh  
change to  
04:17 construction techniques  
costing and  
04:20 everything so um where did  
this begin  
04:23 yeah absolutely i'll give you the  
sort  
04:24 of abbreviated version i only  
ran a

04:27 company that was intellectual  
property  
04:29 licensing just really a fancy  
way of  
04:31 saying that we invented stuff  
and  
04:34 licensed it to industry in the  
same way  
04:36 that perhaps a book author or  
a musician  
04:39 would get a royalty every time  
their  
04:41 product is is used we would do  
that with  
04:44 products we did it in a number  
of  
04:45 industries  
04:47 and it was a great business it  
really  
04:49 taught us how to invent how to  
engineer  
04:52 industrial design i'm a designer  
by  
04:54 training  
04:55 and a few years ago i really felt  
that i  
04:58 wanted us to become  
operators in a space  
05:01 rather than licensed source to  
others  
05:05 and so  
05:06 you know if i  
05:07 if a bookkeeper can count it  
doesn't  
05:10 matter what they count then uh  
engineers  
05:12 and inventors should be able  
to find a

05:14 space so we really approached  
the  
05:16 problem rather clinically and  
said okay  
05:19 well we're not we're not the me  
too guys  
05:21 and we're going to invent and  
let's do  
05:23 some good while we're at it  
and if we're  
05:26 going to find a problem be  
operated in a  
05:28 space let's find the biggest  
problem we  
05:30 can  
05:31 and that actually took a little  
while to  
05:34 do it into itself and then we  
came up  
05:36 with the fact that building  
construction  
05:39 was in a pre-industrial  
condition this  
05:41 is really sort of top-level stuff  
in  
05:44 terms of  
05:45 manufacturability everything  
we make in  
05:47 our modern world and i do  
mean  
05:48 everything is made in a factory  
and we  
05:50 will become very used to  
05:53 uh all the benefits that that  
produces  
05:55 in terms of quality low price  
05:58 immediate um  
05:59

you know instant gratification  
06:02 except with  
06:03 manufacturing which is uh the  
06:06 manufacturing of homes which  
is done out  
06:08 in an open field and uh you  
wouldn't  
06:11 expect someone to if you order  
a car you  
06:13 wouldn't expect a bunch of  
guys to show  
06:15 up with some  
06:16 spanish  
06:17 say where's the shed and we'll  
start  
06:19 putting this together but that's  
what we  
06:20 expect and the reason for that  
is  
06:23 uh because you know build  
buildings are  
06:25 big so that was the absolute  
genesis it  
06:27 was rather clinical and it took  
a few  
06:30 years  
06:31 with the previous company  
actually just  
06:33 for us to define what the  
problems are  
06:36 so that's the first thing you  
have to do  
06:39 when you when you  
06:40 start any new product you  
have to  
06:42 identify the problems and not  
06:46 not

06:48 have not not try and fix  
problems that  
06:50 aren't problems so just the  
06:51 identification of the problems  
06:53 and it is such a sort of  
06:54 byzantine  
06:56 rule book you know we have 50  
states etc  
06:59 etc uh that took a a few years  
07:02 and then when we felt that we  
kind of  
07:04 had a handle on that  
07:06 um  
07:07 we were in new york at the  
time and we  
07:09 we packed ourselves up to to  
move west  
07:12 uh to set up the boxable the  
possible  
07:15 company and the boxable  
07:17 plant  
07:18 because there have been a  
number of  
07:19 attempts at this type of  
manufacturing i  
07:22 think you know if you look at  
containers  
07:24 for example  
07:25 if you look in  
07:26 some of the  
07:27 [Music]  
07:28 baltic states um there have  
been  
07:32 developments which i think  
have used

07:34 other materials there have  
been you know  
07:37 a number of different  
07:38 uh companies i think that have  
tried to  
07:40 create pre-fabricated buildings  
um  
07:44 and  
07:45 that obviously there's  
something  
07:47 fundamentally different that  
you're  
07:49 doing  
07:50 because  
07:51 you know and i don't think it's  
down to  
07:53 timing or or regulation or or  
you know  
07:56 anything like that that you  
know there  
07:58 is clearly something that really  
defines  
08:00 what you're doing compared to  
these  
08:01 other companies that haven't  
been  
08:03 successful  
08:05 yeah absolutely uh the current  
the  
08:06 current landscape i can run  
through it  
08:08 really really fast you know top  
down uh  
08:11 from from from the best  
quality we have  
08:13 it's the modular companies the  
modular  
08:15

companies that's the highest  
standard  
08:17  
actually um  
08:19  
in terms of certifications they  
they are  
08:22  
all without exception stick  
building  
08:24  
under a roof by sticks i mean  
two by  
08:26  
fours and panel sizes that you  
can put  
08:28  
in the back of a pickup truck  
all the  
08:30  
legacy problems you have in  
the field  
08:32  
they're built they brought all of  
those  
08:34  
legacy problems  
08:35  
into their factory so they're not  
really  
08:38  
making good use of their  
factory or  
08:40  
idealizing their factory uh in  
terms of  
08:42  
production and speed and the  
other thing  
08:44  
is that they're they can't they're  
08:46  
shipping wide loads they're  
shipping  
08:48  
we're allowed to ship eight and  
a half  
08:49  
foot wide around the world  
08:52  
these guys are shipping 14  
foot wide  
08:54  
so they're limited to a couple  
hundred  
08:56  
miles radius from their factory  
so  
08:58

that's another big strike  
against  
09:01  
that and then the third and  
probably  
09:03  
biggest thing in my book is  
that  
09:06  
the the owner of that home or  
that  
09:08  
building has to live with these  
narrow  
09:11  
14-foot rooms  
09:13  
and as a legacy shoe of a one-  
time  
09:15  
transport and then they have  
to live  
09:16  
with that for decades it's not a  
width  
09:19  
that works so that's the margin  
space  
09:22  
going down from that we have  
the hud um  
09:24  
manufactured housing they're  
built to a  
09:26  
lower code  
09:27  
that's not acceptable to us  
we're  
09:29  
looking actually to at the  
federal level  
09:31  
to implement a higher code  
than the  
09:33  
modular code not not not not a  
lower  
09:36  
level like the hub code and  
then we get  
09:38  
down to  
09:40  
to the the niche products  
containers are  
09:43  
interesting they look great in  
pictures

09:45  
but  
09:46  
they're eight foot wide and if i  
09:48  
outstretch my arms yeah that's  
six foot  
09:50  
wide and the ceilings are eight  
foot  
09:53  
tall you can't live like that and  
by the  
09:56  
time you've sheathed it on the  
inside on  
09:57  
the outside you've got rid of  
the  
09:59  
thermal bridging you've got  
nothing left  
10:01  
yeah you have you may as well  
take away  
10:04  
the idea you originally thought  
of you  
10:05  
may as well achieve the insight  
should  
10:07  
be outside and throw the  
container away  
10:09  
and then the tiny homes folks  
love us so  
10:12  
we're building technology  
which with our  
10:14  
first consideration  
10:16  
with our first configuration  
which is a  
10:18  
studio home but we're not  
essential  
10:20  
we're not  
10:21  
actually we're not a tiny home  
company  
10:24  
per se but the tiny  
10:26  
folks  
10:27

do love us and as a product i  
think that  
10:29  
the the tiny homes are  
10:32  
just  
10:36  
a reaction to folks in their  
freedoms  
10:40  
wanting their freedoms to have  
mobility  
10:41  
but mostly  
10:42  
price but i think it's a bit of a  
road  
10:45  
to a fast divorce living in such  
a small  
10:47  
space if you're living  
10:49  
with a partner so you know the  
10:52  
products is a construction  
technology as  
10:56  
i mentioned and the first  
configuration  
10:58  
is a studio home and i think  
that's the  
11:00  
most important thing to get  
across  
11:02  
whereas  
11:02  
all of the people that have  
come before  
11:04  
you have tried to produce  
11:06  
um a range of properties like  
you know  
11:08  
you've got a b c or d which one  
do you  
11:11  
want um  
11:12  
what you're creating is a  
technology  
11:14  
that can presumably be  
applied to any  
11:17

design configuration so um it's  
a um  
11:21  
tell us more about that the  
technology  
11:23  
and just looking behind you um  
and you  
11:25  
talked earlier about full  
automation um  
11:28  
so  
11:29  
what does boxable build  
11:31  
right  
11:32  
so it's a big it's a big country  
it's a  
11:34  
big world and there's a lot of  
different  
11:36  
flavors architectural styles and  
the  
11:39  
approach that others have  
taken is a  
11:42  
fixed configuration so you  
know come and  
11:44  
live in my contemporary come  
and live in  
11:46  
my a-frame come in live in my  
colonial  
11:50  
well we don't say that we say  
we're  
11:51  
going to give you a beautiful  
building  
11:53  
that's architecturally neutral  
and then  
11:56  
you can dress that building on  
the  
11:58  
exterior however you want and  
unless  
12:01  
you're living in an igloo uh  
we're all  
12:03  
living in boxes we're all living  
in

12:06  
rectangular  
12:08  
rooms um irrespective of  
architectural  
12:11  
style so the possible  
technology  
12:14  
does all of the heavy lifting the  
best  
12:16  
way to think of boxable is  
legos uh we  
12:19  
played with those as children  
the casita  
12:22  
which everybody's uh very  
excited about  
12:24  
you can imagine the little  
square  
12:27  
lego yeah uh make it make it  
analogous  
12:29  
to that and then there's the  
one that's  
12:31  
the rectangular one uh we'll  
build we'll  
12:33  
be building that which is  
double the  
12:35  
size and then there's the one in  
the  
12:36  
middle that nobody uses and  
we'll  
12:39  
we'll be we're making all three  
sizes of  
12:42  
those and our technology  
basically makes  
12:46  
rooms the rooms can be  
subdivided as we  
12:48  
have with the casita and they  
can be  
12:50  
stacked connected they can be  
12:52  
cantilevered to create very  
inexpensive  
12:56

porches and decks and they  
can be  
12:58  
configured to have any  
architectural  
13:00  
style they can be used  
exclusively or  
13:03  
they could be used  
13:04  
as part of another system if  
you want a  
13:07  
large atrium space for example  
you can  
13:09  
surround uh the atrium space  
with with  
13:12  
boxables so it's a very very  
flexible  
13:15  
system and its approach sort  
of at the  
13:18  
at the genetic level to  
13:20  
fix uh the building construction  
problem  
13:23  
and you can't fix that with one  
style of  
13:25  
home or one style of office  
building so  
13:28  
so we've created  
13:30  
building shells that  
13:32  
very connect to build  
13:35  
pretty pretty much uh anything  
yes so  
13:38  
there's no sort of maximum  
size  
13:40  
constraint so again using your  
lego uh  
13:43  
you know example um you  
know you're  
13:45  
shipping these units they're  
13:46  
transportable across the us  
because of

13:49  
the size presumably when you  
get to the  
13:51  
construction site and you need  
a team of  
13:54  
people um to to assemble  
them but the  
13:57  
assembly process is far  
quicker  
13:59  
than um  
14:01  
than you know a traditional  
building  
14:04  
even if that building's using  
14:05  
prefabricated panels  
14:07  
yeah yeah absolutely if we talk  
about  
14:09  
size the largest uh building  
shell that  
14:12  
we will make will have make it  
a little  
14:14  
bit abstract when you talk  
about numbers  
14:16  
with with your with your with  
your  
14:18  
listeners and viewers but the  
largest  
14:20  
building shell will have a 40  
foot clear  
14:23  
span  
14:24  
20 foot on the  
14:26  
narrow side and a nine and a  
half foot  
14:30  
ceiling that's a huge room and  
that can  
14:32  
be assembled with others to  
create  
14:34  
pretty much anything so  
there's really  
14:36

no space constraint they're  
very very  
14:38  
generous and the windows and  
doors can  
14:40  
be cut out  
14:42  
pretty much anywhere with no  
with no  
14:43  
header ahead of again for your  
listeners  
14:46  
is when you cut a hole in a  
stick frame  
14:48  
building which doesn't have a  
lot of  
14:49  
strength anyway you put a big  
giant  
14:51  
piece of wood of steel above it  
our  
14:54  
panels are so strong you just  
cut  
14:55  
windows and doors in you  
don't have to  
14:57  
worry about that so you've got  
you know  
14:59  
total freedom  
15:00  
and the whole building system  
is set up  
15:02  
on a grid back to that lego lego  
analogy  
15:05  
so that when you line up  
windows and  
15:08  
doors on the grid  
15:09  
everything lines up there are  
within the  
15:12  
walls the walls are sort of uh  
smart  
15:14  
actually hate that word smart  
but  
15:15  
they're smart walls uh that  
they have

15:17  
something called chases  
chases are holes  
15:20  
that run through  
15:22  
uh all the walls ceilings and  
floors at  
15:25  
predetermined  
15:26  
intervals so that when when  
you  
15:29  
stack  
15:30  
boxables the chases for the  
wiring  
15:34  
all connect and when you go  
side by side  
15:36  
those chases connect and  
even if you  
15:39  
offset them how can i show it  
to you  
15:41  
yeah i can understand yes  
absolutely yes  
15:43  
they still connect uh so it's  
very very  
15:46  
interesting and when they get  
out to the  
15:48  
field you know what we say is  
we've done  
15:50  
the heavy lifting for you and  
you've  
15:52  
just got to put these things  
together  
15:54  
uh they in the future they may  
come as  
15:56  
empty building shelves so they  
may come  
15:58  
fully configured  
15:59  
with staircases  
16:01  
closets bathrooms bedrooms  
and they're  
16:04

waiting starting out with this  
adorable  
16:07  
little guy the studio 412 home  
which  
16:10  
seems to have caught the  
public's  
16:12  
attention called the casita but  
in terms  
16:15  
of all the problems we've  
approached of  
16:18  
the marketplace and and and  
the  
16:21  
construction building industry  
16:23  
you know we look at  
everything any  
16:25  
project we undertake we look  
at it as  
16:27  
sort of a problem pie and we  
slice up  
16:29  
the pie and we it doesn't  
matter if it's  
16:31  
a big problem or a little  
problem and  
16:33  
we're going to wait it and  
attack the  
16:35  
big problems first but  
sometimes you've  
16:37  
got to put a big problem on  
boards fix a  
16:39  
little problem and then that  
that throws  
16:41  
light on the big problem so it's  
a big  
16:44  
problem pi we slice it up and  
then we we  
16:47  
we put we  
16:49  
put people into teams to  
address those  
16:51

problems and um you know it's  
very it's  
16:54  
very interesting there's no  
problem too  
16:55  
large or too small you  
mentioned the the  
16:58  
trump  
16:59  
when the when the product  
arrives how is  
17:01  
it set up for example and  
17:05  
there's a lot of there are a lot  
of  
17:06  
secondary costs to  
construction and a  
17:09  
lot of secondary cross  
17:11  
cost to to deliver the product  
uh so for  
17:15  
example i'll give you a couple  
of  
17:16  
examples when our product is  
delivered  
17:18  
it does not require any  
coordination  
17:21  
with the homeowner or the  
builder it  
17:23  
does not require a crane on  
site a crane  
17:25  
is expensive it's hard to  
maneuver the  
17:28  
guys have to have  
17:30  
special certifications our driver  
17:32  
by himself we just point and  
he'll drop  
17:35  
it off he doesn't even need  
level ground  
17:37  
and then when the box will  
needs to be  
17:39

moved again no crane you can  
move it  
17:41  
with  
17:42  
something called the  
telehandler which  
17:44  
is an oversized forklift and  
then with  
17:47  
the unpacking of the box full  
um again  
17:50  
broken record no crane uh  
we'll be  
17:52  
delivering uh we will have  
available to  
17:54  
buy or rent uh some  
17:57  
bracketry with with um  
17:59  
some hoists and electric  
controllers and  
18:02  
the two guys  
18:04  
the brief was to have two two  
guys some  
18:06  
bracketry electric winches run  
off a car  
18:10  
battery or 110 outlet can um  
unpack the  
18:14  
home  
18:15  
and button it up uh or unpack a  
building  
18:18  
shell i should say about  
enough in about  
18:19  
an hour or two and the  
longevity so i  
18:22  
mean obviously one question  
that springs  
18:23  
to mind is um how does this  
compare to  
18:26  
other buildings in terms of um  
you know  
18:30  
how

18:31  
uh long it lasts in the various  
18:33  
different weather conditions  
that you  
18:34  
have you know across the us  
18:36  
yeah great question so  
18:39  
so a good way to look at it is  
again  
18:42  
with field construction they are  
putting  
18:44  
together wood frames typically  
they're  
18:46  
going up ladders  
18:48  
banging nails in  
18:49  
in the heat in the cold the  
frame gets  
18:52  
rained on  
18:53  
uh it's like we're in the desert  
it's  
18:55  
it's boiling hot the guys can't  
work you  
18:58  
know new hampshire is going  
to be  
18:59  
terribly cold and get rained and  
snowed  
19:01  
on and and they warp and then  
they put  
19:04  
together with little bits and  
pieces  
19:06  
drywall  
19:08  
plywood etc we don't do that  
we don't  
19:11  
have the constraints of the  
limits of  
19:14  
human strength we have a big  
factory  
19:16  
just like every other industry  
has a big

19:18  
factory we have giant  
machines and we  
19:20  
can make panels  
19:22  
in 40-foot lengths in one piece  
in one  
19:24  
big solid piece we don't use  
stick  
19:27  
framing it's um completely  
antiquated we  
19:31  
use um  
19:32  
a process more similar to how  
airplanes  
19:35  
are constructed without the  
large sign  
19:37  
that says lamination so i guess  
it's a  
19:39  
it's it's that that kind of sort of  
19:41  
honeycomb effect yeah exactly  
and lamina  
19:44  
is sort of a sort of a magical  
thing i  
19:46  
can i can describe it very very  
very  
19:49  
quickly i'm gonna saw just a  
layer cake  
19:51  
we put down layers of  
materials in our  
19:54  
instances we put down a layer  
of  
19:56  
concrete board  
19:57  
steel  
19:58  
uh insulation material we  
might  
20:02  
additionally put some some  
hinges and  
20:04  
other elements in magnesium  
oxide board  
20:08

and every layer that goes down  
we stroke  
20:10  
blue across and then we put  
another  
20:12  
layer and it's our own cocktail  
it's  
20:14  
taken a very long time to make  
simple  
20:17  
and we arrive at this six inch  
wall  
20:19  
panel and the beauty of  
laminates if i  
20:21  
can describe it very simply is  
that when  
20:24  
you put two materials together  
like this  
20:26  
and you put glue in between  
20:28  
and then you put a point load  
20:31  
to bend it you know to make it  
too  
20:33  
strong you know wind the  
people standing  
20:35  
on it bathtubs whatever full of  
water  
20:37  
and what's happened is those  
materials  
20:39  
when you put a point load in  
20:41  
all that glue tries to push  
20:43  
push those two laminates um  
sideways and  
20:47  
there are layers of glue  
20:49  
and so it's really it really is  
quite  
20:51  
magical that all that surface  
area of  
20:53  
glue is not going to allow  
those two  
20:56

materials to slip past each  
other so so  
20:59  
we have a laminate panel it is  
immensely  
21:02  
strong and  
21:04  
to to make the point  
21:06  
uh mo traditional homes need  
a strong  
21:09  
foundation a strong basement  
so that you  
21:11  
can put all these wobbly sticks  
up  
21:13  
and it's the foundation holding  
up the  
21:15  
house  
21:16  
yes  
21:17  
we have to have a foundation  
because the  
21:19  
local municipality  
21:21  
uh says we do but that's  
almost an  
21:23  
antiquated regulation we don't  
need a  
21:25  
foundation you can you can  
hold this up  
21:28  
in the four corners yeah it's  
that  
21:30  
strong that's it's that strong so  
and  
21:32  
then in terms of overall  
strength you  
21:34  
know hurricane ratings and  
things like  
21:36  
that we're going through now  
within ncaa  
21:38  
certifying body  
21:40  
and we will have significantly  
higher

21:45  
strength  
21:46  
every metric  
21:48  
we will be frankly  
21:50  
in terms of in terms of  
strength but  
21:52  
it's also in terms of  
21:54  
moisture  
21:56  
bugs can't eat it and again all  
the  
21:58  
slices of that pie to make a  
superior  
22:01  
panel so are you telling me  
that  
22:02  
termites do not dine out on  
magnesium  
22:05  
oxide paneling they do they  
then they  
22:07  
they  
22:08  
they turn into sort of mutated  
termites  
22:11  
that's right so you could be  
responsible  
22:12  
for these sort of giant termites  
that  
22:14  
are you know  
22:15  
but i in all seriousness if one  
thing  
22:17  
that i noticed coming from the  
uk to the  
22:19  
us got it so many years ago  
um was that  
22:23  
every you know you'd knock on  
a building  
22:25  
wall  
22:26  
you know particularly in  
california this  
22:27



is you know these sort of  
multi-million  
22:28  
dollar homes and it you could  
actually  
22:30  
feel the house sort of wobble  
slightly  
22:33  
um  
22:34  
and it just felt very peculiar  
that you  
22:36  
had these  
22:37  
that all of the homes were you  
know the  
22:39  
walls were six or seven inches  
thick at  
22:42  
the most and you close the  
door upstairs  
22:44  
and the window would rattle  
downstairs  
22:46  
um  
22:47  
and  
22:48  
what you've got is something  
that really  
22:49  
is saying that that is a it's a  
22:51  
construction technique which  
was really  
22:54  
derived primarily at a cost i  
would have  
22:56  
thought um and there's there's  
some nod  
22:58  
towards you know earthquake  
and you know  
23:01  
hurricane resilience but um  
you know  
23:04  
essentially the buildings are  
fragile to  
23:06  
start with it's a giant pile of  
food for  
23:09

termites sitting on a you know  
on a  
23:11  
concrete block  
23:12  
um  
23:13  
and so  
23:15  
the the construction materials  
that  
23:17  
you've got really is the  
difference  
23:18  
between  
23:20  
you know emilia earhart's you  
know plain  
23:23  
and you know the latest you  
know so 727  
23:26  
but  
23:27  
my question really is um for  
there is a  
23:29  
question in all this um when  
you come  
23:32  
across these antiquated  
processes you've  
23:34  
got antiquated regulations  
sitting  
23:36  
around that  
23:37  
is that the biggest challenge  
you know  
23:39  
trying to convince  
23:41  
all of the people that that have  
the  
23:43  
vested interest with the current  
code  
23:45  
to allow you  
23:47  
entry into what is probably a  
very  
23:49  
protected marketplace in 50  
different  
23:52  
states

23:53  
yeah that's very interesting i  
think  
23:55  
it's um it's a barrier to entry  
23:57  
it is a hurdle  
23:59  
it is a classic sign of an  
24:02  
underdeveloped marketplace  
it's a  
24:03  
classic sign of an  
underdeveloped  
24:05  
marketplace you have these  
byzantine  
24:07  
rules state by state we don't  
have that  
24:09  
with cars you don't have that  
with  
24:11  
shirts you buy you don't we  
don't have  
24:12  
it with anything else  
24:14  
we see it as an opportunity  
rather than  
24:16  
a problem obviously it causes  
us  
24:19  
friction now because we have  
to go and  
24:21  
get asserts state by state but  
in the  
24:24  
long run i'm sort of happy  
about it  
24:26  
so i wouldn't say that that's the  
24:27  
biggest challenge i had exactly  
the same  
24:30  
experience you did coming  
from the uk  
24:33  
originally you know with flag  
waving  
24:35  
americans now back there  
there's a giant  
24:38

uh  
24:39  
80 foot american flag probably  
can't see  
24:41  
it um but uh yeah you know  
24:44  
in the uk they would have little  
little  
24:46  
bricks and they'd put up a row  
brakes  
24:48  
and then they'd have an air gap  
and then  
24:49  
they'd have another row of  
bricks and  
24:51  
they were built like brick you  
know what  
24:53  
frankly yeah we come it was  
come to  
24:56  
america a long time ago and i  
had the  
24:58  
same experience as you are  
not on the  
24:59  
wall i'm like well that sounds  
that  
25:00  
feels a bit flimsy and with the  
uh for  
25:04  
the reasons we know and with  
the casita  
25:06  
product with the building  
shells that we  
25:08  
have with these laminates  
these things  
25:10  
are rock-solid i mean they're  
built  
25:12  
steel concrete and installation  
and the  
25:15  
other thing we have you know  
in terms of  
25:17  
doors shutting and you hear it  
you know  
25:20

three rooms over our building  
shelves  
25:22  
when you put them together  
they actually  
25:25  
have two walls it's a wonderful  
thing so  
25:28  
if you're building a mid-rise  
apartment  
25:29  
and you stack them five high  
three high  
25:31  
currently uh  
25:33  
your ceiling is not the floor  
25:37  
of the toddler rolling around on  
his  
25:39  
tricycle upstairs he's got his  
own floor  
25:42  
separated by a gap so you  
don't hear it  
25:44  
and even in homes or  
25:46  
you know if your neighbor's  
sort of  
25:48  
having a rave next door or or  
doing  
25:50  
whatever they're not you're not  
going to  
25:52  
hear them because there are  
two walls  
25:53  
with an airspace between you  
and the  
25:55  
neighbouring apartment and  
that goes on  
25:57  
and on you know with single  
family homes  
25:59  
if you've got rowdy teenagers  
having a  
26:00  
good time and the parents  
want to have a  
26:03  
watch a quiet movie it's not a  
problem

26:05  
there's tremendous amount of  
insulation  
26:07  
and rigidity and that's borne  
out of the  
26:09  
facts of the way we build the  
product  
26:11  
but also the product has to be  
not only  
26:14  
transportable but we've  
engineered our  
26:16  
product to be transportable  
and  
26:18  
re-transportable  
26:20  
that's a word we've engineered  
26:23  
our building shelves to pack  
unpack pack  
26:25  
unpack and when they unpack  
they are  
26:27  
indistinguishable from a  
regular home i  
26:29  
would say they're a higher  
quality but  
26:31  
there are no visual clues that  
you have  
26:33  
unpacked the home it's just a  
big  
26:35  
beautiful white  
26:36  
interior  
26:37  
and so you can pack them up  
so it sort  
26:39  
of changes your mindset about  
26:42  
the investment a homeowner  
is going to  
26:44  
make in their home if they  
realize they  
26:46  
can take it with them if they  
don't like  
26:48

their neighbor if they don't like  
26:50  
they're they're changing uh  
horrific  
26:53  
state or local tax codes or they  
get a  
26:57  
job that's better for them in  
another  
26:58  
part of the country  
27:00  
they can take it they can take it  
with  
27:02  
it and again you can see the  
knock-on  
27:03  
effect of this is so um you  
know when  
27:06  
you start changing things  
fundamentally  
27:08  
then the knock-on effect is  
that all of  
27:10  
the other um  
27:12  
there are changes probably  
that you  
27:14  
didn't forecast or foresee um  
and those  
27:18  
changes could affect the way  
that land  
27:20  
is priced because if if um  
27:22  
or you know if homes become  
portable  
27:25  
effectively then  
27:27  
there are things i can't even  
imagine  
27:29  
but it's funny how when you  
start making  
27:31  
fundamental changes to the  
status quo  
27:33  
then you know everything else  
begins to  
27:36

to change and i mean have you  
seen any  
27:39  
knock-on effects um that you  
weren't  
27:41  
anticipating  
27:43  
yeah so that's a really great  
point and  
27:45  
it's something we're very  
cognizant of  
27:47  
about the knock-on effects and  
those  
27:49  
that you can imagine and  
those that you  
27:51  
cannot imagine so you when  
you're  
27:54  
engineering and designing you  
have to  
27:56  
leave margin for the  
unimaginable i'll  
27:58  
give you some examples when  
uh when  
28:01  
facebook started or google  
started  
28:04  
they didn't think they'd be  
where they  
28:06  
are now it's as a fact you know  
the  
28:09  
facebook  
28:10  
uh classically uh  
28:12  
zuckerberg just i think wanted  
to find a  
28:14  
girlfriend i might be  
paraphrasing and  
28:16  
here we are with  
28:18  
with with facebook and google  
so with us  
28:20  
it's the same thing you know  
we're sort  
28:22

of we imagine we are we are  
futurists so  
28:25  
that's the crazy word of  
inventors but  
28:28  
we are both of these things  
and so the  
28:30  
way we do it is we resort to  
fundamental  
28:33  
principles we research first  
principles  
28:35  
the first principle is something  
that  
28:36  
can't be devolved anymore you  
just study  
28:39  
whatever that  
28:41  
whatever that artifact is it can  
be a  
28:43  
wall panel it can be a nail  
28:45  
and it cannot be devolved  
anymore and we  
28:48  
do that to all aspects of the  
business  
28:50  
all aspects of that problem pie  
and if  
28:53  
we use those first principles as  
a tow  
28:55  
line  
28:56  
as we go through uh fixing  
these things  
28:59  
and you can get sort of hyper  
focused on  
29:01  
smaller elements and fix this  
problem  
29:03  
and unwittingly create another  
problem  
29:05  
for yourself down the road it  
really is  
29:07  
a balancing act a jigsaw puzzle  
but if

29:09  
you stick with those first  
principles  
29:12  
you find we find that uh it's the  
gift  
29:14  
that keeps on giving so  
29:16  
with with boxable you make  
the really  
29:18  
good point it's like well how  
does this  
29:20  
change things it's like well you  
know we  
29:22  
have reach goals so we say we  
want to  
29:24  
see these things on amazon  
prime we want  
29:27  
to be able to pack the  
movement around  
29:29  
what are the knock-on effects  
of that  
29:31  
what does it do to land prices  
what does  
29:33  
it do to the evil government uh  
tax  
29:36  
cuts how does it make folks  
feel about  
29:40  
their own homes and we've  
spoke out  
29:43  
probably 60 of that or less i  
think and  
29:46  
i it'll be very interesting to see  
29:48  
what owners come back to us  
and how it  
29:51  
develops  
29:52  
these things can typically take  
on a  
29:55  
life of their own  
29:56  
and uh so you know we're very  
keen

29:59  
uh as we through this  
development cycle  
30:02  
and go from you know zero to  
one as  
30:04  
peter thiel would say from  
30:07  
prototype to production which  
is  
30:08  
extraordinarily difficult by the  
way  
30:10  
that's the it's that  
30:11  
it's going it's the combination  
of  
30:13  
inertia and momentum isn't it  
trying to  
30:15  
create enough momentum to  
overcome the  
30:17  
inertia um  
30:19  
and um  
30:21  
again in terms of markets um  
30:24  
are there particular  
30:26  
sort of legislative changes i'm  
thinking  
30:28  
about the adu regulations in  
california  
30:32  
um  
30:33  
is this a question of timing  
that  
30:35  
benefits you as well has there  
been  
30:38  
something that um has made  
this possible  
30:40  
when perhaps a few years ago  
it wouldn't  
30:43  
have got the same immediate  
traction  
30:46  
yes that's really interesting  
30:49

we started with the building  
shell  
30:51  
technology and i think we  
showed it at  
30:53  
the ibs international builder  
show here  
30:55  
in las vegas  
30:57  
uh i think 19 something like  
that and we  
31:00  
showed the you know two-  
bedroom home  
31:03  
1600 square feet super cute  
31:05  
everybody was wowed and we  
all felt  
31:07  
great and at the end of it it's  
like  
31:09  
well what do we do now and  
folks saying  
31:11  
well what did we buy and uh  
we weren't  
31:14  
very smart we didn't when  
we're not sure  
31:15  
we're not sure what to do now  
so after  
31:18  
that show  
31:19  
we said wow you know the the  
the  
31:21  
building technology the shell  
technology  
31:24  
is far too abstract to start we'd  
have  
31:27  
to go from zero to a thousand  
miles an  
31:29  
hour we need to configure we  
need to  
31:32  
configure  
31:33  
the the technology into  
something that's  
31:35

popular and usable  
31:37  
and  
31:38  
we came up with the adu just  
as you  
31:41  
mentioned the accessory  
dwelling unit  
31:43  
three viewers very popular  
backyard  
31:46  
granny flats  
31:47  
and we fit perfectly for that  
because if  
31:49  
you have a driveway and your  
product  
31:51  
packs down to eight and a half  
wide to  
31:53  
ship anywhere around the  
world you can  
31:55  
definitely get it down  
someone's  
31:56  
driveway and um you know my  
partner and  
31:59  
i we said well you know let's  
just let's  
32:01  
just make a few let's just set  
up shop  
32:03  
and make a couple of hundred  
and see how  
32:05  
it goes so we put it out there  
and then  
32:07  
boom  
32:08  
everything exploded and  
everybody could  
32:11  
find a youth case for  
themselves beyond  
32:15  
the adu so we haven't set up  
this first  
32:18  
factory we call it factory one  
behind me  
32:21

in the hope that folks come  
and buy them  
32:24  
you know we are  
32:26  
we're not here with the folks  
here  
32:29  
the folks who here are giving  
us uh an  
32:31  
insane amount of orders over  
a hundred  
32:33  
thousand oh right so i mean i  
think in  
32:35  
some way in june it was  
around  
32:37  
less than half that so yeah and  
again  
32:39  
that's a problem in itself  
32:41  
you know i know that there are  
many  
32:43  
people who start businesses  
on the if  
32:45  
you build it they will come  
basis and  
32:47  
and that normally is a recipe  
for  
32:49  
failure um  
32:51  
but  
32:52  
but you have  
32:54  
another problem which is  
managing growth  
32:56  
so um there's all of the uh you  
know  
32:59  
issues in terms of um  
33:02  
trying to manage not only you  
know the  
33:03  
production side the growth but  
also the  
33:05  
people um you know the  
regulations

33:08  
trying to ship to multiple states  
so  
33:11  
and again i mean i'm trying to  
avoid the  
33:12  
trite questions but um  
33:15  
things there that  
33:17  
what piece of advice would  
you give to  
33:19  
someone who is in that same  
position  
33:21  
where what they've done is  
suddenly of  
33:24  
immense um uh you know  
interest to to  
33:27  
the to the consumer um but  
they're sort  
33:29  
of snowed under what what  
33:31  
approach would you  
recommend to people  
33:33  
to uh deal with that  
33:35  
right so i may have limited  
knowledge uh  
33:38  
on that i i do have to just  
33:41  
go chuckle about what you just  
said  
33:43  
because it's such it's so true  
that uh  
33:45  
you know build it and they will  
come  
33:47  
it's a complete crop of yes yes  
it  
33:50  
is  
33:53  
[Music]  
33:57  
um no they will not come you  
have you  
33:59  
have to market it and you have  
to

34:00 display the product so folks have come  
34:03 the  
34:04 uh the the issue that we will be faced  
34:07 uh well let me ask you a question about  
34:09 advice so typically my my career has  
34:13 been to uh invent and our company would  
34:16 invent and license the folks that  
34:18 already had  
34:19 pro  
34:20 panels and things like that so in terms  
34:23 of high growth idea  
34:25 uh what we've done is you know  
34:27 first thing you need is money and we  
34:30 went out to uh we didn't go out to but  
34:32 we tried the venture capitalist uh you  
34:34 know we put in a few million dollars  
34:36 internally but that's when  
34:38 capitalism what typically happens  
34:40 between you know founders and venture  
34:41 capitalists as you may not agree on the  
34:44 valuation so so we turned to the uh to  
34:48

the crowdfunding market since my  
34:50 partner's idea and uh and i said really  
34:52 you think so and uh  
34:54 we went out with we fund then we went  
34:57 out with um start engine and we just  
35:00 blew their blew their records up  
35:02 i think  
35:03 number one not sure in both in terms of  
35:07 race speed and things like that so we've  
35:09 we've not had trouble raising cash uh  
35:12 but i think it's been a a  
35:14 you know really a very unique situation  
35:17 and i think the the cash raise is  
35:19 probably the single biggest  
35:20 component for us uh cash is not a  
35:24 problem investment is not a problem  
35:25 we're very very fortunate in that our  
35:28 problem i think once we get this  
35:31 prototype line up it's not not a line  
35:34 that makes prototype products the  
35:35 production line we consider it a  
35:37

prototype is going to be scale uh we're  
35:40 going to be hit upside the head so badly  
35:42 in about six months from these these  
35:44 guys should be going outdoor every 90  
35:46 minutes which sounds wonderful but it's  
35:48 really not nearly fast enough and we're  
35:52 making plans now to scale uh rapidly in  
35:56 terms of the size of the buildings and  
35:59 what we plan to do  
36:01 with uh with with automation really  
36:04 because automation is the key isn't it  
36:05 because that's this  
36:06 that's going to be the  
36:08 sort of seismic shift isn't it because  
36:10 at the moment you you can have a sort of  
36:12 like a quasi-manual process that's  
36:14 scaled where you've got lots of people  
36:15 moving stuff around but in a very big  
36:18 factory and this is really where i'm  
36:19 thinking about um the sort of leaps  
36:22 forward that you know companies like

36:24  
tesla  
36:25  
have made where  
36:26  
um  
36:27  
processes that were previously  
manual  
36:30  
become automated and the  
thing at that  
36:31  
point then you truly get scale  
because  
36:35  
um and again i'm talking with  
very  
36:37  
little experience here but  
36:39  
the ability to automate  
processes gives  
36:42  
you the ability to  
36:43  
predict what your  
manufacturing output  
36:46  
can be and then then you  
become this  
36:48  
sort of  
36:49  
behemoth that no one can  
compete with um  
36:53  
is is that the objective really  
36:56  
yeah you absolutely you  
absolutely put  
36:58  
your finger on it so first of all  
you  
36:59  
have to design for production  
and that's  
37:01  
just going to itself and that  
meant that  
37:03  
we had to pretty much throw  
out all the  
37:06  
manual labor processes that  
we see in a  
37:08  
pre-industrial construction  
technology

37:10  
business now and uh the first  
thought  
37:13  
that we did was first of all we  
37:16  
we were very years we're very  
familiar  
37:18  
with designing for production  
and high  
37:20  
volume production in a number  
of  
37:21  
different industries uh the first  
folks  
37:23  
we got in we got in porsche  
consulting  
37:26  
the car folks because we  
figured the  
37:28  
production line  
37:30  
uh really exemplified by the  
auto  
37:32  
manufacturers which are very  
very  
37:34  
complicated these lot of  
robots and it's  
37:37  
really very impressive what  
they do so  
37:38  
they've come in for a couple of  
sessions  
37:41  
uh with us cost of fortune and  
they've  
37:43  
really helped they were terrific  
37:44  
actually they helped us put  
together  
37:46  
a product a production line so  
you know  
37:49  
that porsche put their engines  
in the  
37:51  
back  
37:52  
you're not worried that you  
might end up

37:54  
with sort of windows where  
doors are  
37:55  
supposed to be or something  
you know  
37:58  
we're doing a trailer system i  
think we  
38:00  
have to come back to them  
and maybe put  
38:02  
a nice mid engine in the trailer  
center  
38:04  
yes yeah the trailer doesn't  
alter 60 in  
38:06  
four seconds yeah i mean in  
terms of  
38:08  
production we have very very  
high goals  
38:11  
and robotics and speed and  
you're right  
38:13  
we absolutely plan on being a  
bahamas uh  
38:16  
our our goal to the the robot  
and  
38:19  
automation folks that we're  
just on  
38:21  
boarding now  
38:22  
is what we said to them is the  
38:24  
production line is basically in  
two  
38:26  
sections let's say we make the  
building  
38:29  
shells and then the building  
shells have  
38:31  
to be configured with those  
interiors  
38:33  
and we said okay on the  
building shell  
38:35  
side which is much simpler  
much simpler  
38:37

than a car our goal to you  
38:39  
is  
38:40  
we want to have raw materials  
in one end  
38:43  
we want to have finished  
goods a  
38:44  
finished building shelves out  
the other  
38:46  
end and we want to turn the  
lights off  
38:48  
now  
38:49  
that may sounds a little  
dangerous but  
38:51  
and we're not really going to  
turn the  
38:52  
lights off but that's the goal  
that's  
38:54  
the brief that they have been  
set and  
38:55  
they're working with our  
engineers so  
38:57  
let's see a production line that  
turns  
38:59  
the lights off because now i  
know it's  
39:01  
really an automatic production  
line and  
39:03  
i believe that there is an  
inflection  
39:05  
point where we get uh so  
efficient the  
39:08  
cost i think is going to go to a  
point  
39:10  
that is so shockingly low  
39:12  
people are going to be just  
absolutely  
39:15  
stunned and that was going to  
be my next  
39:17

question because the natural  
question is  
39:19  
you know how does the cost of  
what  
39:22  
you're building if you have a  
piece of  
39:24  
land and you have two  
comparable  
39:26  
buildings in terms of square  
footage and  
39:29  
in terms of um you know all  
the other  
39:31  
ratings that you would use to  
to compare  
39:33  
those two houses um  
39:35  
you know  
39:36  
is your home 10 less  
expensive 20  
39:39  
more expensive or how would  
you compare  
39:42  
that  
39:42  
in round figures  
39:44  
so it's a component the home  
is the home  
39:47  
itself we take care of  
everything from  
39:48  
the outside of the walls in let's  
say  
39:51  
and there are lots of other  
things you  
39:53  
have local land prices you're  
still to  
39:56  
put in a driveway you're going  
to need  
39:58  
to trench for utilities  
40:00  
i have septic city septic sewer  
and  
40:04

things like that so it is a  
component  
40:05  
cost and i wouldn't want to  
40:08  
mislead folks but uh those  
building  
40:11  
shells  
40:12  
are doing all the heavy lifting  
and i  
40:15  
think that when we get really  
what what  
40:18  
we're doing after we get this  
first  
40:19  
production line up is we'll be  
looking  
40:22  
at massive efficiencies i look  
at that  
40:25  
production line behind me as a  
product  
40:27  
in and to itself it's a  
manufacturing  
40:30  
cell and we're going to look to  
make  
40:32  
that as efficient as possible  
and then  
40:34  
we're going to look to just print  
them  
40:35  
off we'll look we look to uh  
replicate  
40:38  
those  
40:39  
uh within our national borders  
and  
40:41  
around the world ultimately  
and have us  
40:44  
a very very high quality  
standard at a  
40:47  
very very low cost i'm not sure  
exactly  
40:50  
where that will land but  
40:52



it's not about cost though is it  
because  
40:54  
you know we we are involved  
um through  
40:56  
my partners in in you know  
small um  
41:00  
residential construction  
projects and  
41:02  
look the problems are it's not  
just the  
41:04  
cost of the materials hey it's  
getting  
41:05  
the materials b is getting  
someone to  
41:07  
turn up and and put them up  
reliably and  
41:11  
then so there's all sorts of  
moving  
41:13  
parts associated with the  
construction  
41:15  
of a standard home  
41:18  
that  
41:18  
makes it very difficult to  
predict the  
41:21  
outcome so you're taking away  
41:24  
most if not all of those um you  
know  
41:26  
unpredictable elements  
41:28  
um and you're creating  
predictability so  
41:30  
when you have predictability  
then you  
41:32  
can forecast um and then you  
can deliver  
41:35  
so that's  
41:36  
what you're doing i think is  
41:38  
could end up being  
41:39

one significant way that  
housing  
41:42  
shortages are solved because  
a housing  
41:44  
shortage depends on builders  
and  
41:46  
construction  
41:47  
companies so there's all of  
those so  
41:49  
it's not just about cost i don't  
want to  
41:51  
sort of mislead people that  
this is not  
41:52  
a direct comparison yeah the  
the labor  
41:55  
cost is  
41:56  
of course there's a whole  
bunch of  
41:57  
different components you  
know in it but  
41:59  
everything eventually goes  
through a  
42:01  
funnel and exit the cost you  
know so  
42:03  
it's not an unreasonable  
question but  
42:05  
the labor point you make is a  
very good  
42:07  
one and everybody has the  
labor problem  
42:09  
what i mean by everybody i  
mean it  
42:11  
doesn't matter if you're  
42:13  
you know dr horton and putting  
up a  
42:15  
community of hundreds of  
homes or euro  
42:18  
onesie homeowner  
42:20

the dr horton guys have a  
problem of  
42:22  
getting lots and lots of  
plumbers and  
42:25  
electricians out to our a  
temporary  
42:28  
factory which is an open-air  
field and  
42:30  
maybe they'll show up maybe  
they won't  
42:32  
show up maybe they were in a  
bar the  
42:34  
night before uh there's there's  
no  
42:36  
liability afterwards they just  
dispersed  
42:38  
to the yes  
42:39  
of the earth you know in terms  
of  
42:41  
warranties and such and uh  
the whole the  
42:44  
single homeowner isn't going  
to get  
42:46  
those laborers either because  
they're  
42:48  
going to be working for the dr  
hortons  
42:49  
of the world so  
42:51  
you know everybody has a  
problem so you  
42:53  
know what what are the time  
consequences  
42:55  
and therefore the money  
consequences of  
42:57  
that and what are the time  
what what are  
42:59  
the money consequences of  
having a nine  
43:02

month bills which is your  
average build  
43:04  
or a year and with all of those  
problems  
43:06  
you know you have to dribble  
money out  
43:08  
maybe you have to hire and  
43:11  
that's what i fire  
43:11  
about the knock-on effect so  
the  
43:13  
knock-on effects is if the  
building  
43:14  
becomes predictable then the  
funding  
43:16  
options change so the funding  
costs  
43:19  
potentially could come down  
because  
43:20  
people know that these  
buildings can be  
43:22  
built delivered and sold within  
a much  
43:24  
smaller window yeah exactly if  
you have  
43:27  
um i mean just like  
43:29  
the cost of money is  
absolutely huge  
43:31  
depending on the product plus  
the money  
43:32  
is absolutely huge if you knew  
that  
43:34  
boxable was out there and you  
could get  
43:36  
building shelves on amazon or  
directly  
43:39  
from us and you can order a  
couple of  
43:41  
hundred at a time and you  
know that come

43:43  
within a week or so  
43:45  
because they're in inventory  
43:47  
you just park that problem  
aside you  
43:49  
take care of your truck  
infrastructure  
43:52  
do your garden you put your  
driveway in  
43:55  
put the street street lamps in  
and then  
43:57  
you order them they come late  
you save  
43:59  
the cost of the money or you  
back office  
44:00  
costs your architectural costs  
one of  
44:03  
the really great things talking  
about  
44:05  
knock-on costs is let's say take  
the  
44:07  
casita for example when folks  
put their  
44:09  
cathedral in  
44:11  
they need  
44:12  
a basement uh we will have  
those  
44:14  
basement plans online so i  
spend  
44:16  
spending a thousand or two  
thousand  
44:18  
dollars with a local engineer  
they'll  
44:20  
just download it from us and it  
doesn't  
44:22  
matter if they want a full  
basement a  
44:24  
slab pillows they'll download it  
from us

44:26  
it's already done if we can do  
something  
44:29  
once and our tens of  
thousands of  
44:31  
customers can utilize that i  
don't know  
44:34  
that sounds like a really good  
deal to  
44:36  
me it sounds like a good  
business yes  
44:38  
yeah it does doesn't it and if  
we can so  
44:40  
and little casitas are  
architecturally  
44:42  
neutral they're very very plain  
on  
44:44  
purpose big country lots of  
different  
44:46  
flavors as i mentioned earlier  
we will  
44:48  
have downloads of exterior  
finishes for  
44:51  
the casita so if you want to  
turn it  
44:54  
into a  
44:55  
contemporary if you want to  
turn it into  
44:57  
a cookie cutter traditional like  
onion  
44:59  
or gingerbread house heck  
we're even  
45:01  
exciting the fact that you can  
actually  
45:03  
build these things in your  
backyard to  
45:05  
your own sort of fantasy  
design you know  
45:07  
give give your kids the uh  
charlie and

45:09  
the chocolate factory that  
they've  
45:10  
always been asking actually  
absolutely  
45:12  
we even have you know we  
have a lot of  
45:14  
fun here there's a lot of light  
like  
45:15  
lighthearted stuff that goes on  
around  
45:17  
here and i think if you watch  
the videos  
45:18  
of the company you'll see that  
we will  
45:20  
also have a castle a 400  
square foot  
45:24  
possible castle that you'll be  
able to  
45:26  
download and set it up just  
with regular  
45:29  
materials what we also plan to  
have in  
45:31  
terms of those knock-on  
effects that  
45:33  
you've you've put your finger  
on is um  
45:36  
is is possible you for a better  
word  
45:38  
boxable university so we will  
have a  
45:43  
a nationwide uh a group of  
installers  
45:45  
they'll be independent  
contractors that  
45:48  
have to  
45:49  
get certified with possible yeah  
and  
45:52  
different levels of certification  
we'll

45:54  
have an online an online  
school but we  
45:56  
really want them to come to to  
the  
45:59  
school in las vegas to get  
certified for  
46:01  
a few days and it's a beautiful  
thing  
46:03  
because now you've got three  
parties  
46:05  
you've got  
46:06  
us you've got the certified  
possible  
46:09  
installer and you've got the  
homeowner  
46:11  
so the homeowner has a  
tremendous sense  
46:13  
of satisfaction because they  
know  
46:16  
that the installer can't screw  
up  
46:18  
because there's a higher  
authority and  
46:21  
the installer knows that he  
can't screw  
46:24  
up because he wants more  
business from  
46:26  
possible because it's  
completely the  
46:27  
opposite of the traditional you  
know  
46:30  
self-employed you know  
contractors who  
46:32  
can we go as they please  
46:34  
yeah so we will focus on what  
we have to  
46:37  
focus on which being which  
46:39

matt the mass production the  
absolute  
46:42  
mass production  
46:44  
of custom structures when  
they get in  
46:46  
the field and really changing  
that  
46:48  
marketplace and we must stay  
focused on  
46:50  
that but that doesn't mean that  
we  
46:52  
cannot provide we're not going  
to go out  
46:54  
ourselves as possible staff  
and put up  
46:57  
the customer's possible casita  
but that  
46:59  
doesn't mean that our  
responsibility  
47:01  
ends when the driver drops it  
off we can  
47:03  
provide  
47:04  
so many support services so  
much  
47:06  
structure around that  
customer and it  
47:09  
doesn't matter  
47:10  
if there are if they're polti  
47:12  
or if they're mr and mrs smith  
in idaho  
47:16  
you know we provide the same  
level of  
47:18  
support because they both  
need the same  
47:20  
things ultimately and they can  
save one  
47:22  
architect they can save on  
engineers  
47:24

they can get a fixed price um  
from from  
47:27  
the contractor from the  
boxable  
47:29  
installer the possible installer  
is  
47:31  
going to be happy as a clam  
he's going  
47:33  
to get fed  
47:34  
uh he's going to get fed  
customers  
47:37  
he's going to get repeat  
customers the  
47:39  
same customer when they  
want to maybe  
47:41  
grow their home they can grow  
with box  
47:43  
ball and there are a lot of  
ancillary  
47:45  
services that that guy is going  
to do  
47:47  
that installer is going to do  
some of  
47:49  
the things we mentioned  
earlier  
47:50  
landscaping driveways  
permitting yeah  
47:53  
and the building is very  
interesting we  
47:54  
have a relationship with  
permits.com  
47:57  
you can go to our landing page  
of  
48:00  
permits.com if you're thinking  
about  
48:02  
putting up a casita or in the  
future one  
48:04  
of our products you type in the  
zip code  
48:06

you type in your address  
fantastic your  
48:08  
hand through the permit  
process so again  
48:11  
it's part of that problem pie  
sometimes  
48:14  
where we're providing a  
solution that's  
48:16  
a third-party solution but it's a  
48:19  
managed third-party solution  
by us so we  
48:22  
are the responsible party even  
if we're  
48:24  
not directly delivering that  
service and  
48:27  
we're not too interested about  
making  
48:29  
profit in those ancillary  
services in  
48:31  
fact i don't really think i want  
this to  
48:33  
well no because but it could  
48:35  
because it provides you with  
the ability  
48:36  
to  
48:37  
sell the main product  
48:39  
it's an ecosystem yes  
48:41  
i hate but it's actually well no  
no no  
48:43  
but i think in this case it is  
48:45  
it is true but  
48:47  
you know i i i cannot be you  
know it's  
48:49  
it is fascinating and the fact is  
this  
48:51  
business is  
48:52

um you mentioned your first  
launch was a  
48:54  
couple of years ago in las  
vegas so you  
48:57  
know all of this really in the  
last  
48:59  
couple of years or so  
49:01  
is that is that a fair comment  
49:03  
i mean obviously there's  
enormous amount  
49:04  
of work as you say years and  
years of  
49:06  
work beforehand but but the  
launch the  
49:08  
the growth it's really happened  
very  
49:11  
very recently  
49:13  
yes absolutely so we obviously  
we we  
49:16  
noodle on problems for years  
uh before  
49:19  
they just stay for years and  
then you  
49:21  
pull the trigger and say okay  
let's go  
49:23  
so i would say we started we  
hit the  
49:26  
ground in 17.  
49:28  
um my business partner came  
came down  
49:30  
from california moved his  
family down we  
49:32  
brought key staff from new  
york and we  
49:35  
put ourselves in a rented office  
we knew  
49:37  
exactly what we were going to  
do um this  
49:40

fact so it's been a few short  
years  
49:42  
we've done everything since  
from that  
49:44  
point to fully engineer the  
product  
49:46  
capital raised lots of partners  
49:49  
uh in terms of interested  
parties that  
49:51  
will be working together with  
49:53  
extraordinarily large  
companies setting  
49:56  
up this this little baby behind  
us  
49:59  
we  
50:00  
have taken  
50:02  
six or seven months from the  
time  
50:05  
we walked onto the lot uh  
absolutely  
50:08  
breathtaking speed and i  
would say that  
50:10  
the company right now  
50:13  
come companies shift focus in  
sort of in  
50:18  
over time and we've gone  
through the rd  
50:21  
rd phase now we're going  
50:23  
to the production phase and i  
would  
50:26  
liken the company to really a  
controlled  
50:28  
explosion yeah some some  
days a little  
50:30  
bit less control than other days  
but it  
50:33  
is a controlled explosion i think  
uh

50:35  
you'll see us  
50:37  
growing the next year or two to  
perhaps  
50:40  
four million plus square feet  
we're in  
50:43  
the planning of that now  
building wide  
50:46  
and uh even that doesn't dig it  
do you  
50:49  
get your own zip code  
50:51  
well it's in  
50:53  
uh that's only about 200 acres  
but they  
50:56  
do have some laws here in  
50:58  
nevada that you you do get to  
run almost  
51:01  
as your own township as i say  
you know  
51:03  
welcome welcome to  
ceremony bill  
51:07  
it will be a very libertarian  
51:08  
freedom-loving land let me tell  
you yes  
51:11  
you're not going to go you're  
not going  
51:12  
to turn it into your own sort of  
51:14  
sovereign state at some point  
you know  
51:16  
maybe in the future  
51:19  
but on that note i'm going to  
shift  
51:22  
gears  
51:23  
um and now i'm not sure if you  
knew  
51:25  
about this but  
51:26

we have the famous hooked on  
startups  
51:29  
quickfire questionnaire  
51:31  
oh i did not i was not aware oh  
goody  
51:33  
goody goody okay so i have 10  
questions  
51:37  
um and and and you can  
answer them any  
51:39  
which way you wish so um  
51:42  
paolo tiramani are you ready  
question  
51:44  
number one  
51:46  
what is your favorite word  
51:50  
yes  
51:51  
what is your least favorite  
word  
51:54  
well  
51:55  
i'll have to go  
51:56  
with no  
51:58  
question number three  
52:00  
what are you most excited  
about right  
52:02  
now boxable growth  
52:05  
and doing some good you  
know we're not  
52:07  
we're not a charity we're not  
set up as  
52:09  
a charity  
52:10  
but  
52:12  
uh the goal of the company is  
to do good  
52:14  
works is to fix a really  
52:16  
huge problem so i would say  
growth  
52:20

fantastic question number four  
what  
52:22  
turns you off right now  
52:24  
oh  
52:26  
government  
52:28  
government i don't care whose  
government  
52:30  
government just uh keeps  
looking up power  
52:33  
to itself a bit of bit of a side  
road to  
52:35  
the possible conversation  
doesn't really  
52:38  
affect possible but i think  
possible i  
52:40  
think government suffocates  
people and i  
52:42  
think we should focus on  
individual  
52:44  
liberty especially today  
52:46  
and it's that's not a left or right  
52:48  
that's not coming from the left  
or right  
52:49  
i hate them all  
52:51  
that's right yes universal  
hatred yes  
52:53  
question number five  
52:55  
what sound or noise do you  
love  
52:59  
oh probably the alien sound on  
my phone  
53:02  
when it rains currently  
53:04  
yes  
53:05  
and what sound or noise do  
you hate  
53:08  
i think when the alarms go off  
here

53:12  
someone's stolen the factory  
or possibly  
53:14  
babies crying when it's not  
your baby  
53:16  
yeah that's right yes that  
probably does  
53:18  
not do my public image any  
good by the  
53:20  
way apk other people's kids  
yes question  
53:22  
number seven  
53:24  
what is your favorite curse  
word  
53:28  
53:29  
it is it is and i say this every  
time it  
53:31  
is the most amazing word so  
53:33  
thank god for i'm not sure if  
you  
53:35  
can you know  
53:36  
and and all of its brothers and  
sisters  
53:38  
and uncles and aunts  
53:39  
and i got to add one more just  
for you  
53:41  
and me and i don't think i'm a  
flag  
53:44  
waving american now i grew  
up in the  
53:46  
italian i grew up in the uk  
53:48  
um so i'll give you a couple you  
know  
53:51  
bollocks yeah  
53:53  
in fact i had a license plate on  
a  
53:55  
motorcycle that said bollocks  
yeah yes  
53:59

i had a um a website once my  
email  
54:02  
address was matthew at  
talkingbollow.cz  
54:06  
and the cz was a czech  
republic but it  
54:08  
was uh  
54:10  
but you're right bollocks isn't  
that  
54:11  
it's it's  
54:13  
underused and i hear but it has  
that  
54:15  
full  
54:16  
yes it's good it's good question  
number  
54:19  
eight  
54:20  
what profession other than  
your own  
54:22  
would you like to attempt  
54:25  
oh gosh  
54:27  
um  
54:28  
wow that's that's a hard one  
54:31  
i don't think i can do anything  
else  
54:34  
i'm a bit of a i might be a bit of  
a  
54:36  
one-trick pony i'm not sure  
amateur  
54:38  
neurologist in invention  
54:41  
gosh that's hard i mean sports  
sport  
54:43  
sports wise uh you know like i  
love  
54:46  
i love sports i love sparring i  
love  
54:48  
motorcycles so i think that's  
probably

54:50  
very clever to talk about either  
54:52  
um but in terms of skill sets  
54:55  
well you could be the next  
barry scheen  
54:57  
or the next you know  
54:59  
yes well it's a bit of a short-  
lived  
55:01  
career so  
55:03  
moving swiftly on question  
55:10  
yes  
55:12  
and my final question if  
heaven exists  
55:15  
what would you like to hear  
god say when  
55:17  
you arrive at the pearly gates  
55:20  
oh gosh i wish i'd read the the  
your  
55:22  
question  
55:25  
come back well if it was um  
shirley  
55:27  
maclean it would be oh not you  
again  
55:29  
that's right yes  
55:31  
but it's always fun um  
55:33  
oh gosh you stumped me and  
i'm not  
55:34  
normally uh  
55:36  
short short short  
55:37  
as i said i mean it's just a bit of  
fun  
55:39  
you can well i would say go  
back your  
55:40  
work is not finished how's that  
55:42  
go build more box balls yeah  
someone

55:45  
what are you doing here yeah  
55:47  
you're not on the list son that's  
right  
55:50  
that's brilliant apparently it's  
been  
55:51  
such a pleasure having you on  
honestly  
55:52  
i'm just so excited about  
everything  
55:54  
you're doing and and thank you  
for  
55:56  
giving me giving us an insight  
into this  
55:59  
huge success so i can't wait  
i'm  
56:01  
actually really excited now i'm  
gonna go  
56:03  
because  
56:04  
you know things like buying a  
piece of  
56:05  
land thinking how the hell am i  
gonna  
56:07  
build a house i think i've got a  
much  
56:08  
better idea now so you know  
how do other  
56:11  
people get in touch with you  
what's the  
56:13  
best way for other people to  
find out  
56:15  
more about how they can add  
themselves  
56:17  
to the  
56:18  
you know to the long and  
growing list of  
56:20  
people that uh you know want  
to take  
56:22

advantage of what you're  
building yep uh  
56:24  
very easy boxable.com and of  
course you  
56:28  
can find out  
56:29  
much more about the company  
lots and  
56:31  
lots of uh youtubes  
56:33  
and  
56:34  
we have a lot of exciting things  
a lot  
56:36  
of really really fun  
56:38  
things in the pipeline i think  
that  
56:41  
your home you don't think of a  
home  
56:43  
delighting room but i think a  
home  
56:46  
should really delight you and i  
think  
56:47  
the showroom should grow  
with you and  
56:50  
maybe ungrow with you  
56:52  
and i think that so you you can  
look  
56:54  
forward to seeing a lot of great  
new  
56:56  
technology in the home as well  
really we  
56:59  
can aggregate pretty much  
everything  
57:02  
inside of those four walls  
because we  
57:04  
control the four walls  
57:05  
from lighting to your coffee  
maker and  
57:08  
just really a delightful ease of  
view so

57:11  
stay tuned we have a very long  
57:15  
product cycle to get through  
and we  
57:18  
don't even know what we're  
going to come  
57:19  
up with but i can guarantee  
you it's  
57:22  
going to be affordable high  
quality fun  
57:24  
and very very exciting  
wonderful well  
57:27  
can't wait to see and thanks  
again it's

57:29  
been such a pleasure having  
you on thank  
57:30  
you  
57:31  
thank you  
57:32  
[Music]  
57:35  
you are listening to hooked on  
startups  
57:37  
where every week you'll hear  
from some  
57:39  
of the most talented inspiring  
and  
57:41

successful entrepreneurs who  
share their  
57:43  
real life stories how they  
overcame  
57:45  
challenges and failures and  
how they  
57:47  
mastered success  
57:49  
get ready for some of the best  
business  
57:50  
tips tricks and tactics and  
some frank  
57:53  
unscripted discussions  
57:55



# Paolo Tiramani | Boxabl | Vegas Circle Podcast |

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Paki & Chris invite the C.E.O of Boxabl Mr. Paolo Tiramani, to join the CIRCLE for Episode 73. Paolo founded Boxabl in 2017 with his business partner and son Galiano Tiramani. Boxabl is not your average building. Boxabls are built in a precision factory environment from cutting edge materials and are packed with the latest technology. Las Vegas-based Boxabl offers modern foldable homes starting at \$50k or \$250 per month. Complete right out of the box they offer Full-Size Kitchen, Bathroom, Living Room, Bedroom with a Full Appliance Packages included and can be set up within hours!! The Boxabl mission is to significantly lower the cost of homeownership for everyone. According to Forbes "Boxabl is revolutionizing affordable housing with its unfolding house, and customers including Elon Musk want it". On June 9, 2021, Elon Musk stated on his twitter account that his primary home is literally a \$50k house in Boco Chica / Starbase that he rents from SpaceX. [www.boxabl.com](http://www.boxabl.com) [www.TheVegasCircle.com](http://www.TheVegasCircle.com)

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00:00	got uh just a very diverse	00:53
[Music]	background	20 21 right after college
00:11	00:33	00:56
welcome to vegas circle with	you know we were talking	england just felt really small
pocky and	about offline	the roads
00:13	00:35	00:58
chris and today joining the	hold 155 patents you've got a	were too narrow
circle with	mixture of	00:59
00:14	00:37	and i'm like and and i got on
us uh we're excited to sit down	inventions from my	the first
with	understanding degrees	01:01
00:16	00:39	flight and uh to new york and i
this businessman who actually	in mechanical engineering and	couldn't
holds 155	industrial	01:04
00:19	00:41	believe it when i arrived it was
patents and is the ceo of	design and so you're originally	like
boxable mr	from	01:06
00:22	00:43	magic yeah you're some pretty
paolo tiramani so we're excited	london england and when did	big cities
to have	you actually	01:08
00:25	00:44	london and new york those are
you in the circle man thanks	move to the states yeah i	pretty
for joining	mean i grew up	01:10
00:26	00:46	huge metropolitan area yeah
us man great great to meet	in london originally italian	but when you
you guys	family grew	01:12
00:28	00:48	come to america everything's
great yes going on here too	up in london british passport	so big it's
yeah so you	00:51	01:13
00:30	and uh moved here when i was	

just felt great you know it just  
felt  
01:15  
like a new life so  
01:17  
that was very nice yeah when  
did you  
01:19  
actually move to vegas then sir  
is this  
01:20  
is this home for you then yeah  
01:22  
absolutely i love it here  
01:24  
we moved here uh just about  
five years  
01:26  
ago okay and my business  
partner came  
01:28  
down from northern california  
01:30  
uh to to kick off this venture to  
to  
01:32  
start boxable i brought  
01:34  
i brought a couple of key guys  
with me  
01:36  
from from the east coast from  
the east  
01:38  
coast business uh to set this  
thing up  
01:40  
and i i love las vegas yeah it's  
really  
01:42  
a fantastic town  
01:44  
and i live right on the strip  
awesome  
01:46  
drive to north las vegas to the  
factory  
01:49  
so i suppose that's a reverse  
commute i  
01:51  
don't know  
01:52  
it never happens  
01:53  
you know it's like it's fantastic i  
01:55  
really we could have gone  
anywhere in

01:56  
the world  
01:57  
uh well  
01:58  
so we're patriots right so yeah  
we could  
02:01  
have gone anywhere in the usa  
and we  
02:02  
looked a lot of different places  
and it  
02:04  
was just a no-brainer to come  
to nevada  
02:07  
what was the big draw  
obviously we know  
02:09  
about the tax benefits that las  
vegas  
02:10  
offers to entrepreneurs but  
ultimately  
02:12  
was that the biggest driving  
factor for  
02:14  
you to locate your  
warehousing yeah so  
02:16  
probably studying contrasts i  
think  
02:18  
there's i don't think there's any  
taxes  
02:19  
in new hampshire i might be  
wrong about  
02:20  
that there's an awful lot of  
snow yeah  
02:22  
yeah and uh florida's good but  
there's  
02:24  
an awful lot of bugs and you  
get super  
02:26  
sweaty texas we love it's a  
land of  
02:28  
freedom  
02:29  
um but then eventually you  
know we  
02:31

thought migrate west uh  
seemed to have  
02:33  
worked out well before coming  
from the  
02:35  
uk  
02:36  
just keep going west you can't  
go to  
02:37  
california because everybody's  
crazy and  
02:39  
even the people in california  
think  
02:40  
they're crazy  
02:42  
so  
02:43  
uh but seriously the traffic  
corridor is  
02:45  
fantastic here it's not too far  
from the  
02:47  
port uh income tax of course is  
great to  
02:50  
your talent  
02:51  
and uh we are we're hearing  
talent from  
02:53  
from california all the time  
from  
02:55  
silicon valley all the time and  
then i  
02:58  
think there's a nice general  
sense of  
02:59  
freedom i think personally i  
love the  
03:01  
desert i love the open skies uh  
i like i  
03:04  
love nellis airforce base you  
know  
03:06  
there's a lot of things  
03:07  
to love and on that four mile  
strip  
03:10

which actually takes i think i  
heard 97  
03:12  
or 98 of the tax revenue for the  
entire  
03:14  
state yes you can you know is  
it  
03:17  
is it a little bit glam is it a little  
03:18  
bit fake hell yeah yeah  
03:21  
it's so fantastic and you can  
get the  
03:23  
best of everything you can get  
the best  
03:24  
brands the best restaurants  
the best of  
03:26  
everything in four miles  
03:29  
why would i not want to live  
there yeah  
03:31  
it's funny  
03:32  
yeah we talk all the time both  
chris and  
03:34  
i are from the midwest right  
and we love  
03:36  
it this is both home for us  
03:38  
originally from chicago and  
then from  
03:40  
the detroit area so for us for  
me it was  
03:42  
specifically i was like you  
know i could  
03:43  
get rich in michigan  
03:45  
or i could be broke in vegas i'd  
rather  
03:47  
be broke in vegas than rich in  
michigan  
03:48  
there's not much to do over  
there  
03:49  
there's something that is and  
it's very

03:51  
cold actually we're trying to  
lure a  
03:53  
very talented guy actually from  
detroit  
03:56  
he's got a beautiful girlfriend  
he's an  
03:57  
indian girl and she came over  
here a few  
03:59  
years ago it's my  
understanding and she  
04:01  
refuses to wear boots  
04:03  
she only wears sandals  
04:05  
she's in and she's you know it's  
a bit  
04:07  
cold well the house is a bit  
cold it's  
04:09  
warm like this is a slam dunk  
they have  
04:11  
to move here  
04:14  
i never looked back once i  
moved here so  
04:16  
i'm sure they'll enjoy it yeah  
can you  
04:17  
kind of share what boxable is  
just for  
04:20  
our listeners we're familiar  
with it  
04:21  
yeah can you just kind of share  
you know  
04:23  
just a brief kind of background  
of of  
04:25  
what boxable would be yeah  
absolutely so  
04:27  
from the absolute top level  
down it's a  
04:29  
new construction technology  
new building  
04:31

construction technology and if  
we look  
04:33  
at new building if we look at  
the  
04:34  
building construction  
technology today  
04:36  
it is completely pre-industrial  
what i  
04:39  
mean it's you know what i  
mean by  
04:41  
pre-industrial i mean it's not  
built in  
04:43  
a factory everything in our  
lives today  
04:45  
is built in a factory everything  
you  
04:46  
can't name one thing the shirt  
you're  
04:48  
wearing that's true uh  
absolutely  
04:49  
everything but not buildings uh  
and the  
04:52  
reason for that is they're big  
right so  
04:55  
to show how absurd it is not to  
put  
04:57  
buildings in a factory is if  
somebody if  
04:58  
you ordered a car ordered a  
nice car  
05:01  
and then come and knock on  
your door  
05:02  
with some sheet steel and say  
where's  
05:03  
the garage we're going to  
assemble this  
05:05  
car for you  
05:06  
exactly yeah and that's what  
we're doing  
05:08

with building construction so  
we're  
05:09 engineers we're inventors  
we're  
05:11 futurists technologists  
industrial  
05:13 designers there's a wide group  
of people  
05:16 we said okay let's set our  
minds to  
05:17 fixing the biggest problem that  
we can  
05:19 find  
05:20 and as production people you  
know this  
05:22 thing was just laying there it's  
like  
05:24 wow this is the last  
05:26 big uh  
05:28 technology that's not been put  
in a  
05:29 factory and there's very good  
reasons  
05:31 for that obviously they're very  
big  
05:32 you know they ship  
05:34 and the factory solution ship  
very wide  
05:36 load now in the field literally in  
the  
05:38 field they're they're very tough  
to make  
05:40 you've got guys running up  
down ladders  
05:41 with nails and things like that it  
05:43 doesn't work there's no  
economies of  
05:44

scale you can't move things  
around so we  
05:47 looked at it and said okay how  
do we fix  
05:49 this and we fixed it with  
boxable  
05:51 boxable ships eight and a half  
foot wide  
05:54 which means it can ship  
anywhere around  
05:56 the world and then it unpacks  
to 20 foot  
05:58 wide  
05:59 and they're basically three  
building  
06:02 shells if you think about legos  
06:04 we can think about like well  
played with  
06:07 legos as a kid right so you can  
still  
06:08 think about that yeah my kids  
do two  
06:10 years  
06:11 you don't have to share  
everything  
06:15 but there's a little square one  
right  
06:17 and then there's the  
rectangular one  
06:19 uh the rectangular one and  
there's the  
06:21 one in between that nobody  
uses you know  
06:23 the one with the six bumps  
yeah yeah so  
06:25 that's boxable those are three  
building  
06:27 shells and the largest one is  
the one

06:31 with the eight bumps if you're  
looking  
06:32 thinking legos is uh you know  
40 foot  
06:36 clear span nine and a half foot  
ceiling  
06:38 20 foot wide cut windows and  
doors  
06:40 anywhere you want it's all pre-  
chased  
06:42 for electrical no head is  
required  
06:45 unbelievably strong pack  
unpack pack  
06:47 unpack combine them stack  
them uh can't  
06:51 deliver them so you get free  
porches on  
06:52 one side decks on the other  
and if you  
06:55 unless you're unless you're  
06:56 an eskimo  
06:58 uh we're all living in square  
rooms  
07:00 unless you're living in an egg  
and an  
07:01 igloo that's true we're all living  
in  
07:04 rectilinear rooms so it's it's  
really  
07:06 very architecturally neutral we  
said wow  
07:08 this is pretty cool it's a pretty  
cool  
07:10 start with these three building  
modules  
07:12 we can build most things most  
of the  
07:14

time  
07:15  
we can build them in a factory  
without  
07:17  
shipping compromise and then  
when they  
07:19  
get to their destination they  
can unpack  
07:22  
so  
07:23  
basically that's what the  
technology is  
07:26  
and we attended ibs which is  
the  
07:28  
international builder show it's  
actually  
07:30  
not very international it's just  
in las  
07:31  
vegas yeah yeah we can't  
believe it  
07:33  
was like the world series  
07:36  
and uh so  
07:38  
and we we showed up with uh  
a 1600  
07:41  
square foot poem it was two  
bedrooms it  
07:43  
was stunning everybody went  
ooh and r  
07:46  
was great and at the end of it  
they said  
07:48  
all right well what can we buy  
from you  
07:49  
and my business partner and i  
looked at  
07:51  
each other and we're like i  
don't know  
07:54  
it seemed really cool you know  
so  
07:56  
so we did that so then after  
that we  
07:58

said okay we need to we need  
to take the  
07:59  
building technology we need to  
take  
08:01  
these building shells and  
configure  
08:03  
we need to configure it into  
something  
08:05  
into a product people can buy  
so he said  
08:07  
okay let's start with the  
smallest one  
08:09  
the 20 by 20  
08:11  
and what can we do and we're  
here out in  
08:14  
the nevada it's close to  
california and  
08:17  
the adus which for your  
viewers and  
08:19  
listeners accessory dwelling  
units  
08:22  
sort of backyard apartments  
08:24  
that allows more density  
08:26  
for built-up neighborhoods to  
get more  
08:28  
housing in so we said okay  
let's  
08:30  
configure an adu let's let's  
configure a  
08:33  
studio home  
08:34  
so we configured the boxable  
casita just  
08:37  
no doubt you know what  
you've seen  
08:38  
online  
08:39  
and then just the world  
absolutely  
08:40

exploded and we got uh tens  
and tens of  
08:44  
tens of thousands of orders i  
think  
08:45  
we've crossed over a hundred  
thousand oh  
08:47  
wow and pre-orders now wow  
it's insane  
08:50  
yeah and um  
08:51  
everybody's got their use case  
for it so  
08:54  
that's sort of the arc of the  
company so  
08:57  
our original plan was well let's  
make a  
08:59  
couple hundred of these and  
see how it  
09:00  
goes but when you have an  
order book  
09:02  
like that that's not going to fly  
you  
09:04  
can upset a lot of people  
09:05  
so you know we had with all  
the  
09:07  
intellectual capacity but the  
team and  
09:09  
the and the resources  
09:11  
to scale it so we just said let's  
do it  
09:14  
and so we're following the  
market uh now  
09:16  
we've opened up you know a  
rather  
09:18  
sizable factory in north las  
vegas so  
09:21  
yeah so that's a like you know  
five  
09:23  
minute arc yeah no it's good  
it's gonna

09:25  
be able to get the listeners to  
context  
09:26  
you know we were looking at it  
and i  
09:27  
mean  
09:28  
guys you got to check out the  
box boys  
09:30  
it's an amaze i mean it's fully  
furnish  
09:33  
all the appliances for like less  
than  
09:35  
fifty thousand i couldn't  
believe yep  
09:37  
and it's high-end it's not like  
cheap  
09:39  
stuff i mean it looks  
contemporary it's  
09:41  
very very nice yeah it gives me  
like a  
09:43  
ton of questions you know how  
is like  
09:44  
the development process like  
when you  
09:46  
have an idea like that it's a  
pretty  
09:48  
like ambitious project  
09:50  
and it's easy to say we want to  
solve  
09:52  
the problem of housing but i'm  
sure the  
09:54  
process from start to actually  
09:55  
production how long did that  
take and  
09:57  
what kind of like hurdles did  
you have  
09:58  
to overcome to  
09:59  
through that development  
process because

10:01  
even just manufacturing small  
items and  
10:03  
i'm assuming your engineer  
background  
10:04  
helps but it's a lot  
10:07  
yeah so that's that's actually a  
really  
10:08  
terrific question so when we  
when we way  
10:11  
back a few years ago when we  
decided to  
10:13  
tackle a project and become  
operators in  
10:15  
space you know prior to that  
we were  
10:18  
engineers inventors and we  
were licensed  
10:19  
products to industry we said  
okay let's  
10:21  
become operators let's fix a  
problem  
10:24  
and uh so we identified this  
10:26  
construction marketplace as  
being  
10:28  
pre-industrial and then to  
answer your  
10:30  
question specifically it took  
several  
10:33  
years just to even figure out  
what the  
10:34  
problems were and what what  
questions to  
10:37  
ask like let's try not ask dumb  
10:38  
questions yeah you know and  
that sounds  
10:40  
pretty simple but it's not it took  
a  
10:42

very long time to figure out  
what  
10:45  
questions to ask  
10:47  
and  
10:48  
so  
10:49  
the way we approach any  
problem and that  
10:51  
the housing the housing  
problems are no  
10:54  
different is we look at it as a  
pie it's  
10:56  
just a big old pie call it a  
problem pie  
10:58  
internally and we slice it up  
and we  
11:00  
keep slicing it up and we  
attack each of  
11:03  
those uh segments each of  
those slices  
11:05  
individually  
11:07  
and it's a very interesting thing  
11:08  
happens if you take a pizza pie  
whatever  
11:10  
your favorite pie is yeah might  
be apple  
11:12  
i don't know  
11:18  
so you know the slices they  
get smaller  
11:20  
and smaller and smaller and  
you attack  
11:22  
them all with equal vigor and  
you put  
11:24  
teams on them and then a  
strange thing  
11:26  
happens you know one one  
problem helps  
11:28  
another problem and you can  
see so it's

11:30  
a very very interesting  
11:31  
process and uh so it just took  
a bunch  
11:34  
of years to get there and there  
are and  
11:37  
i think that we almost at the  
end  
11:40  
conceptually anyway  
11:41  
of figuring out all all the  
problems  
11:44  
from the obvious one of how  
do you make  
11:46  
something narrow enough in a  
factory and  
11:49  
big enough in its final  
destination how  
11:51  
do you make something with  
11:54  
immense repeatability which  
means they  
11:55  
all have to be the same in the  
factory  
11:58  
and yet have ultimate  
customization in  
12:00  
the field for our customers  
which are  
12:03  
everything to us  
12:05  
um and on and on and on you  
know in the  
12:07  
field  
12:08  
you get uh you have to use  
cranes to to  
12:11  
uh  
12:12  
to unload uh typically factory  
houses  
12:15  
modular houses tiny homes  
you don't need  
12:17  
any of that

12:18  
without product so it's just just  
the  
12:21  
addressable problems have to  
be attacked  
12:24  
you know with sort of  
intellectual vigor  
12:26  
yeah you know one one by one  
yeah yeah  
12:29  
because it's really um  
12:32  
you know because it seems  
like once you  
12:33  
solve one challenge there's  
inherently  
12:34  
more challenges that come  
because now  
12:36  
you know because even just  
from a  
12:37  
factory perspective the margin  
of error  
12:38  
on the installation of these has  
to be  
12:40  
very slim if you're compacting  
them they  
12:42  
have to be able to fit perfectly  
on top  
12:43  
of each other if it's off by a few  
12:45  
degrees you're basically  
12:46  
you know don't have a  
functioning  
12:48  
product at that point you're out  
50 000  
12:50  
that's a pretty big investment  
and you  
12:52  
know um have you is there  
anything you  
12:54  
ran into just from like say i  
were to  
12:55

purchase one and i want to put  
one in my  
12:57  
backyard do i have to get  
permitting do  
12:59  
i have to can i just go and  
throw it out  
13:01  
there is it how is that kind of  
13:02  
installation process yep so  
from the  
13:04  
user end uh you've identified  
correctly  
13:06  
permits right so  
13:08  
there are a number of permits  
permitting  
13:10  
issues and  
13:12  
again if you relate to the  
automotive  
13:14  
analogy everything  
13:16  
is  
13:17  
is is one you know there's one  
blanket  
13:19  
set of rules and you can you  
can buy a  
13:22  
gm vehicle or whatever it is in  
one  
13:23  
state and it's fine in all the  
other  
13:25  
states and that's not not only  
is that  
13:27  
not the issue with homes state  
by state  
13:29  
but it's municipality by new  
13:31  
municipality this  
13:33  
byzantium sort of rule  
structure or lack  
13:36  
of structure i would say  
13:38

and it's uh it's very very  
difficult and  
13:40 then the codes that are out  
there  
13:43 aren't very good as far as we're  
13:44 concerned you know the  
highest code is  
13:46 the modular code to the  
modular homes  
13:48 that's the highest  
13:50 standard it's better even than  
stick  
13:51 built codes and you have to go  
through  
13:54 and get those certifications  
state by  
13:56 state so it's 50 states and for  
us it's  
13:58 a lot of work but it's also a  
barrier to  
14:00 entry for others and we have a  
lot of  
14:02 those for uh for our as well you  
know  
14:04 competitors i want to be  
competitors so  
14:06 there's the modular code and  
then one  
14:08 below that is the uh the hud  
14:11 housing code and that's crap  
frankly am  
14:13 i allowed to say crap you said  
whatever  
14:15 [Laughter]  
14:18 and then beneath that of  
course we have  
14:20 trailer uh you know trailer and  
rv  
14:24

codes so  
14:25 for us we don't care it's we're  
14:27 significantly stronger than all  
of that  
14:29 so that's actually something  
just taking  
14:31 a little side road here but that's  
14:33 something we want to do we  
want to have  
14:34 a boxable code at the federal  
level and  
14:37 have a national standard so we  
want it  
14:39 to be significantly higher  
standard  
14:41 than the stuff that's out there  
now  
14:44 we can actually comply to all  
of them we  
14:46 certainly outperform the  
modular code  
14:49 which means we outperform  
the hud code  
14:52 and what's really really  
interesting if  
14:54 you're  
14:55 a sort of in the woods uh leave  
me alone  
14:58 libertarian  
14:59 uh that our homes because  
they pack down  
15:02 to eight and a half feet wide  
15:04 you can actually register them  
as rvs  
15:07 and trailers  
15:08 so it's very interesting you  
know what  
15:10

this attack taxman  
15:13 you know we'll have to find out  
um and  
15:15 in terms of the permits um  
15:17 we we have an arrangement  
with  
15:19 permits.com uh you can find a  
landing  
15:22 page on their site so you put in  
your  
15:23 zip code  
15:24 and you get um  
15:26 you can see what permits are  
required  
15:28 for your product and then in  
terms of  
15:30 the installation you know we're  
not all  
15:32 general contractors i suspect  
none of us  
15:35 sitting here are general  
contractors  
15:37 so we'll we'll be establishing a  
boxable  
15:39 you a boxable university if you  
like  
15:42 uh so we'll have certified  
installers so  
15:44 we'll have different levels you  
know  
15:45 we'll have online certified  
installers  
15:48 folks that have visited the  
factories  
15:50 certified installers so we'll  
have three  
15:52 parties in the connection and  
the  
15:54



equation they'll be possible the  
factory  
15:56  
they'll be the customer who's  
number one  
15:58  
and then they'll be the certified  
16:00  
installer so that gives a lot of  
surety  
16:02  
for that homeowner that they  
can choose  
16:04  
from our list of certified  
installers  
16:07  
that certified institute is not  
going to  
16:08  
run away because he's not  
going to get  
16:09  
another job and we're going to  
be  
16:10  
feeding him jobs and they're  
going to be  
16:12  
great so it fixes a lot of  
structural  
16:14  
problems that  
16:16  
individual  
16:17  
non-builders find if they want  
to build  
16:20  
their dream home yeah it's  
amazing you  
16:23  
know what you've been able to  
break down  
16:24  
with with the boxable and the  
story and  
16:25  
everything it's been rumored  
that eli  
16:28  
muss actually lives in one of  
these is  
16:29  
that something you could  
share or what  
16:31  
what's the story behind this  
because i'm

16:33  
seeing this man i can't talk  
about that  
16:35  
okay i knew you're gonna say  
that i had  
16:37  
to add i had to try yeah i had to  
try it  
16:38  
yeah just come together yeah  
but it's  
16:41  
amazing man i mean being  
able to see  
16:42  
what you've been able to do  
you know  
16:44  
it's obviously hit everywhere  
um it's  
16:45  
amazing to be able to have in  
vegas and  
16:47  
be able to produce jobs in  
vegas which  
16:48  
is also awesome to be able to  
do that  
16:51  
and then be able to distribute it  
so  
16:52  
right now you can ship  
anywhere in the  
16:55  
united states yeah we will be  
able to  
16:57  
and the factory's live and it is it  
is  
16:59  
great to be in in las vegas the  
we call  
17:01  
it factory one uh we'll be  
graduating i  
17:04  
hope uh the next year we're  
already  
17:06  
looking for land for factory two  
which  
17:08  
will be awesome significantly  
larger and  
17:10

uh this one is a hundred  
seventy  
17:12  
thousand square feet it's uh  
eighth four  
17:14  
mile long it's four football  
17:16  
four football fields uh all under  
one  
17:18  
roof uh four acres i should  
stand or  
17:19  
wonder and um we should be  
about 105 110  
17:24  
people per shift three shifts  
about 40  
17:27  
in the office we're talking  
about  
17:29  
350  
17:30  
uh people 350 staff in that  
location so  
17:34  
it's pretty nice even though the  
casinos  
17:36  
hire lots of people which is  
great you  
17:38  
know i think you know with an  
economic  
17:39  
multiplier of seven don't hold  
me to the  
17:41  
math the several thousand  
people  
17:44  
to be helped by the box ball  
factory and  
17:46  
we're in north las vegas we've  
got uh  
17:49  
mayor john lee has been  
unbelievable to  
17:50  
us i call him big john yeah i  
don't know  
17:52  
if he likes me calling him big  
job  
17:54

but i've sort of said it now yeah  
uh so  
17:57  
they've been not las vegas is  
very very  
17:59  
pro-business and you know  
they've been  
18:01  
absolutely  
18:03  
uh terrific um and to answer  
your  
18:05  
question in a very roundabout  
way you're  
18:07  
getting there yeah um  
18:09  
yeah  
18:10  
ship ship all over the world  
ship all  
18:12  
over the country all over the  
world and  
18:14  
even though we're optimized  
for shipping  
18:16  
so  
18:17  
if you look at a regular  
18:20  
mobile home  
18:21  
or a modular home  
18:23  
they're shipping 14 foot wide  
and  
18:26  
that means flat cars front and  
rear  
18:29  
means  
18:30  
permits state by state i mean  
it's a  
18:32  
complete disaster and when it  
gets when  
18:35  
it gets to the site 14 foot wide  
really  
18:38  
doesn't work for the architect  
you know  
18:39

architects you know they're  
fussy types  
18:41  
you know like to throw billers  
just  
18:42  
exactly the right place and it  
just  
18:44  
seriously doesn't work you  
know  
18:46  
uh  
18:47  
you know corridors are three  
foot wide  
18:49  
bathrooms are five foot wide  
closets are  
18:51  
two foot wide um  
18:54  
and things have to fit in  
18:56  
and what's sufficient 14 foot is  
not  
18:59  
they want at least 16 17 18  
feet  
19:02  
for it to work so for those for  
those  
19:05  
owners buying those 14 foot  
wide  
19:08  
product it means they've got a  
19:09  
compromised product that  
they have to  
19:11  
live with  
19:12  
uh for for one trip once in a  
lifetime  
19:15  
to deliver that  
19:16  
that product they've got to live  
with  
19:18  
that legacy restriction for the  
life of  
19:21  
the property whereas where  
you know 20  
19:23  
20 foot wide uh when we're  
when we're

19:26  
unpacked  
19:27  
um  
19:28  
eight and a half foot wide  
means we can  
19:30  
go  
19:31  
all around the country all  
around the  
19:32  
world no flag cars no permits  
19:35  
just throw on a throw on a  
trailer and  
19:38  
go and  
19:39  
the other end of the spectrum  
you've got  
19:41  
the modular homes and then  
at the other  
19:43  
end of the spectrum we've got  
the the  
19:45  
container guys and the  
container guys  
19:48  
are very innovative with what  
they do  
19:50  
but at the end of the day  
they're  
19:52  
they're eight foot wide and this  
is six  
19:55  
foot wide yeah how about you  
but i don't  
19:57  
want to live no it's something  
as wide  
19:58  
as my arms you know no it's  
true yeah  
20:00  
and the height is eight foot and  
the  
20:02  
problem with the container  
product is  
20:04  
there's something called  
thermal  
20:06

bridging you know you don't  
want to live  
20:07  
in a steel box because you can  
get very  
20:09  
cold yeah but it can get  
20:11  
that was actually what i was  
going to do  
20:13  
it's called thermal bridging so  
you're  
20:15  
going to be living in a in an  
oven you  
20:17  
know so then they clad them in  
the  
20:18  
inside and then clad them on  
the outside  
20:21  
and at that point you may as  
well take  
20:23  
away the container that you  
originally  
20:24  
thought of yeah just not start  
and then  
20:27  
they're just very compromised  
because  
20:28  
they're very small so but i do  
respect  
20:31  
and then of course the tiny  
home  
20:32  
movement of course but i do  
respect  
20:34  
folks are desperately looking  
for  
20:36  
freedom i see that the uh  
20:38  
the tiny home movement and  
even the  
20:40  
container movement  
20:42  
isn't because people want to  
live in  
20:43  
tiny boxes they can tell  
themselves they

20:46  
want to live in tiny boxes but  
really  
20:48  
it's almost a cry for freedom  
20:50  
to say i want some liberty i  
want some  
20:52  
money left over i don't want to  
be going  
20:54  
to work every day just to pay  
for my  
20:56  
rent i agree so  
20:58  
you know they're all trying to  
21:01  
trying to reach reach that  
customer and  
21:03  
and fill that need yeah so yeah  
it feels  
21:06  
amazing yeah i mean like we  
were talking  
21:07  
offline i mean i know you've  
got to  
21:08  
share this it's unbelievable  
what you do  
21:10  
especially with the housing  
costs  
21:11  
everything is just continuing to  
rise  
21:13  
and uh you definitely figured  
that  
21:15  
riddle out whatever barrier of  
entry  
21:17  
gets for housing it seems like  
you're  
21:18  
kind of coming at the perfect  
time with  
21:20  
the townie tiny house  
movement yeah very  
21:22  
entry housing is skyrocketing  
people  
21:24

can't even afford to buy their  
first  
21:25  
home especially people just  
not entering  
21:27  
the job market it's they're  
looking for  
21:29  
opportunities and  
21:31  
you know one thing that  
stands out to me  
21:33  
is when you present options  
like this  
21:34  
there's always like tertiary  
items that  
21:36  
happen or secondary items  
21:38  
that it's going to present some  
business  
21:40  
opportunities for a lot of  
people as  
21:41  
well i would assume with  
airbnb being  
21:43  
able to rent out casitas in the  
back you  
21:46  
know what is like boxable's  
vision on  
21:48  
these secondary businesses  
are you guys  
21:49  
gonna embrace them or are  
you gonna do  
21:52  
them yourself and kind of have  
21:55  
almost like a boxable  
community  
21:58  
airbnb rental homes in the  
back of a  
22:00  
business yeah right absolutely  
so  
22:03  
um so of course we're going to  
embrace  
22:05  
anybody uh that wants to  
purchase a

22:07  
boxable first first and  
foremost so  
22:09  
we're sort of agnostic about  
their  
22:11  
individual use cases in fact  
that's the  
22:13  
whole point right so we i mean  
you know  
22:16  
the airbnb model is the same  
as an uber  
22:19  
or a lyft or essentially an ebay  
and all  
22:22  
these other  
22:24  
sort of democratized models  
uh that take  
22:27  
to take a  
22:28  
central organization out of the  
out of  
22:30  
the system and allows peer-to-  
peer  
22:34  
business  
22:35  
and that sounds an awful lot  
like  
22:36  
freedom to me as well so any  
way we can  
22:39  
enable that we're going to do  
that uh  
22:42  
you know in one of the  
interesting  
22:43  
things sort of so tangentially  
related  
22:45  
to what you're saying  
22:46  
is uh when we attended that  
first year  
22:49  
actually when we attended  
yeah when we  
22:51  
attended that first year  
22:52

we had some fundamental  
questions we  
22:54  
needed to ask it's like well the  
people  
22:56  
like it that are like the price etc  
and  
22:58  
one of the big questions i had  
as a  
23:00  
designer with my design hat on  
is like  
23:02  
are the architects gonna hate  
us and i'm  
23:04  
like think to myself but they  
shouldn't  
23:06  
hate us uh but they probably  
will  
23:09  
and it was very interesting and  
not only  
23:11  
did they not hate us they  
absolutely  
23:13  
loved us because we were  
taking away  
23:16  
um the nuisance work you  
know in terms  
23:18  
of the rigidity of walls and the  
spans  
23:20  
and the lifting and it allow it  
just  
23:22  
allowed the architects to  
create yeah so  
23:25  
i think there's a bit of a  
23:26  
reconfiguration of who does  
what you  
23:29  
know for example there's an  
architect  
23:31  
he's going to do more um  
23:34  
the uh installers and uh just  
small  
23:38

general contractors they're  
going to  
23:39  
turn more jobs they're going to  
get  
23:41  
business from us as we  
mentioned earlier  
23:43  
from the boxable u  
23:45  
and then we we think about  
like the  
23:47  
large home builders the dr  
hortons cavco  
23:50  
all of these  
23:51  
um all of these folks running  
really  
23:53  
fine enterprises are they going  
to be  
23:54  
upset the stick builders no  
23:57  
um in fact we're talking the dr  
horton  
23:59  
now they're the one the  
number one home  
24:00  
builder  
24:01  
um i think in the world they're  
making a  
24:03  
hundred thousand homes a  
year and  
24:05  
they've come down and visited  
us with a  
24:07  
whole bunch of others so it's  
very  
24:08  
interesting  
24:10  
everybody can find you know  
their use  
24:12  
case for airbnb  
24:14  
absolutely fantastic and in  
terms of  
24:16  
other use cases whether it's a  
man cave

24:18  
or a cabin in the woods or  
24:21  
um configuring them as diners  
24:23  
pre-configuring them as diners  
and we'll  
24:25  
we'll do what we've done from  
day one  
24:27  
which is  
24:28  
uh you know follow our  
customers lead in  
24:30  
terms of what they tell us that  
we  
24:32  
should be doing  
24:33  
next so we're really only just  
getting  
24:35  
started with the casita  
24:37  
and i think that there are two  
lanes two  
24:39  
business lanes two product  
lanes to the  
24:41  
business i think one is  
24:44  
three sizes of pretty much  
empty  
24:46  
building shell yeah and you  
just get it  
24:48  
and you unpack it and you go  
woohoo i'm  
24:50  
gonna  
24:52  
open up my rip open my  
chainsaw and  
24:54  
start cutting some windows  
and doors and  
24:56  
i'm gonna make  
24:57  
whatever you want to make  
yeah out of  
25:00  
your boxable and then the  
other lane  
25:02

is the pre-configurations where  
we we  
25:04  
will supply them with kitchens  
with  
25:06  
bathrooms with staircases  
with  
25:08  
fireplaces all in stern turnkey  
25:12  
um  
25:13  
and uh and it's a much lighter  
lift and  
25:15  
people can get going sort of  
right here  
25:17  
right now  
25:18  
uh so and that's one of one of  
the one  
25:20  
of the key  
25:21  
uh one one of the key  
disciplines we  
25:24  
have with box ball one of the  
key  
25:25  
inventions is one of the things  
critical  
25:28  
things we discovered is about  
most  
25:30  
residential structures are  
about 60 or  
25:32  
70 percent  
25:33  
empty room and you know like  
the room  
25:36  
we're in right now it's pretty  
much  
25:37  
empty apart from us in it right  
yeah  
25:39  
that's true and and then there's  
the  
25:41  
dollar dance stuff which is not  
empty so  
25:43

those are you know boiler  
rooms and  
25:45  
closets and stairs and kitchens  
and  
25:47  
bathrooms  
25:49  
and that's about it actually i  
just  
25:52  
ticked them off on one hand  
yeah and so  
25:55  
boxwood doesn't pack down  
all the way it  
25:57  
only packs down about 70 of  
the way and  
25:59  
it leaves a six-foot corridor so  
all of  
26:01  
those products can be  
installed  
26:04  
in the factory where it's super  
26:05  
efficient and uh talk about  
unboxing you  
26:08  
know we all see these  
unboxing videos on  
26:10  
tv i think boxable is the  
ultimate  
26:11  
unboxing  
26:13  
you know so we'll look forward  
to that  
26:14  
but when the customer  
unboxes it they  
26:16  
should be able to do that in  
about an  
26:19  
hour buttoned up in about an  
hour it is  
26:21  
lightning fast  
26:23  
all the utilities water waste  
26:26  
electric all ports to one corner  
26:29  
so they plug in they turn it on  
and

26:31 they're living and it looks just like a  
26:32 beautiful normal home  
26:34 you know on the inside so a lot of  
26:36 different uh use cases yeah i couldn't  
26:39 believe it when i first saw one of the  
26:40 videos i think it was with dr ben carson  
26:42 when you had the interview with him and  
26:43 i saw the saw the video and i'm like  
26:45 this thing is unbelievable with the  
26:46 casita is anybody living in one in las  
26:48 vegas that you can actually see or do  
26:51 you go do you go to the factory and you  
26:52 can actually see yeah like a complete  
26:54 one or how does it work so  
26:56 we've built uh four generations of  
26:58 prototypes we have  
26:59 uh four  
27:01 three i think now uh uh prototypes and  
27:04 we're turning on productions so  
27:06 when you talk about production  
27:08 production needs molds it needs very

27:10 large equipment to make so  
27:13 you go from zero to one you know as  
27:14 peter thiel says you go from zero to one  
27:17 and it's it's like crossing the rubicon  
27:19 sure i think uh  
27:21 our uh  
27:22 our  
27:23 director of manufacturing might be uh  
27:24 george washington you know crossing the  
27:26 potomac there i think i'm hacking my  
27:28 history by the way my analogy is getting  
27:30 a little unruly  
27:32 but uh yeah it's very interesting uh and  
27:34 i would encourage you guys and also uh  
27:37 any any of the listeners sure just to  
27:39 come up to north las vegas uh you'll  
27:42 you'll find this in google and  
27:43 waze apple has yet to catch up but  
27:46 you'll find this on google and waze and  
27:48 we take walk-ins and we have organized  
27:51 uh we love our customers so much it's  
27:53

really the as amazon model customer  
27:55 first  
27:56 that we've set up a factory tour that's  
27:59 like a jurassic park ride  
28:01 you get in a six-seat car and the doors  
28:04 you have to put on the gear the ppe the  
28:06 personal protective equipment and the  
28:08 doors open  
28:09 and you go on  
28:12 the disney ride around the factory and  
28:15 we have a couple of folks up front that  
28:17 they're only allowed to wear white  
28:18 alexis if you're listening  
28:20 and  
28:21 we call them fabulous because we call  
28:23 them fabs because they're fabulous  
28:25 and they know we're having a lot of fun  
28:27 we represent the face of the country and  
28:28 they will give any walk-in a tour of  
28:31 both the factory and a model and it's  
28:33 just 20 miles away from here 20 minutes  
28:36 away from here so so it's a lot of fun

28:38  
and for us we also get  
tremendous  
28:40  
feedback because we're really  
kind of  
28:43  
we're really getting very close  
to the  
28:45  
customers on a daily basis and  
their  
28:47  
engineers and marketing folks  
we'll just  
28:49  
jump on  
28:51  
on a ride every now and then  
28:53  
uh i think  
28:54  
mostly because they're  
children  
28:56  
they'll hop on a ride to listen to  
what  
28:57  
the customers  
28:59  
are telling us so yeah so it's a  
lot  
29:01  
it's a lot of fun and we do have  
uh some  
29:03  
unpacked outside and once we  
get into  
29:06  
production we will be putting  
29:08  
uh we're putting up a village  
street  
29:10  
outside in  
29:12  
one to three levels  
29:14  
uh different architectural  
styles you  
29:16  
know we're we're our product  
is  
29:18  
architecturally neutral  
especially on  
29:20  
the outside this is a big  
country big

29:22  
world and we're not going to  
tell people  
29:24  
oh you got to live in this a  
frame  
29:25  
you've got to live in this  
29:27  
colonial or this contemporary  
now you  
29:29  
know you can live in whatever  
you want  
29:31  
to live in so we'll be putting up  
a  
29:33  
village a village street where  
people  
29:35  
can really see sort of their  
imagination  
29:38  
uh  
29:39  
fulfilled  
29:41  
we have a government order  
right now  
29:42  
that we're fulfilling with  
29:44  
the department of defense  
29:46  
for 156 units so  
29:49  
i think we'll probably  
29:51  
finish that order before we put  
any  
29:53  
outside i don't want i don't  
want an  
29:55  
extra set missiles you know  
29:58  
getting lasered out of the  
factory yeah  
30:00  
from a military drone or  
something  
30:02  
something like that you know  
they make  
30:04  
me a bit nervous but they  
actually  
30:06

they've actually been great uh  
they had  
30:09  
took a tremendous leap of  
faith in us  
30:11  
and we had  
30:12  
a bunch of bunch of colonels  
come down  
30:15  
yeah yeah they sort of come in  
bushels i  
30:16  
don't know how many a bushel  
is but they  
30:18  
come in bunches they're  
kernels  
30:21  
they put the order in and he  
said fellas  
30:23  
you know we're a startup right  
you know  
30:25  
our startup and he said yeah  
we never  
30:26  
started they said well why  
don't you  
30:27  
come down and see us  
30:29  
and uh we brought them down  
to a giant  
30:31  
empty building  
30:32  
yeah and i just stood there  
with them  
30:34  
and i said we're gonna do this  
over here  
30:35  
and that over there and i'm like  
with my  
30:37  
business partner i'm like  
30:39  
they gotta you know they gotta  
kick us  
30:41  
out any second yeah the  
visualization  
30:43  
but it does probably work yeah  
it  
30:44

doesn't matter they they went  
for it  
30:46  
they went for it and they gave  
us the  
30:47  
order and i'm like wow yeah  
that's some  
30:50  
that's amazing and they've  
been back  
30:52  
several times and what they've  
been able  
30:53  
to do for us with our own  
engineering  
30:56  
team is they're incredibly  
thyroids the  
30:58  
military and they're very  
analytical  
31:01  
they get very very granular and  
they've  
31:02  
been tremendously helpful and  
they come  
31:04  
down you know every every  
couple of  
31:06  
months um it's been a bit of a  
challenge  
31:08  
obviously with uh covert  
delaying all  
31:10  
the shipping and  
31:11  
the ports and everything  
containers have  
31:13  
gone from 1800  
31:15  
dollars a container to 20  
31:17  
that's a container yeah i'm  
hearing  
31:18  
ridiculous numbers yeah yeah  
so it's got  
31:21  
interesting so far yeah no it's  
it's  
31:24  
amazing man and chris and i  
will 100

31:26  
percent be up there and check  
it out  
31:27  
absolutely we were so excited  
to be able  
31:29  
to see it give you guys my cell  
number  
31:31  
and yeah i got a direct yeah the  
number  
31:33  
is no i'm kidding  
31:34  
you get blown up everybody  
coming in for  
31:36  
tours no it's amazing man and  
be able to  
31:38  
see that i mean yeah you guys  
are doing  
31:40  
some amazing and it's great to  
see you  
31:41  
in our backyard being in vegas  
you know  
31:43  
for sure one question we do  
have for our  
31:45  
guests is you live on the strip  
yes when  
31:47  
you're not building box where  
you're not  
31:48  
traveling everywhere yeah  
where would  
31:50  
you recommend to eat at or  
your or your  
31:52  
favorite restaurant  
31:54  
okay well this is a big shout  
out to my  
31:57  
italian  
31:58  
uh friend  
32:06  
it's just off off the strip yeah  
uh it's  
32:09  
absolutely fantastic uh  
mastros

32:12  
obviously  
32:13  
is fantastic and then there's  
like five  
32:15  
guys burgers that's awesome  
32:17  
that's super awesome  
32:19  
you know i didn't think you  
would eat  
32:20  
anything i'm so looking at your  
business  
32:22  
i didn't think you would eat five  
guys  
32:23  
but pandavino is excellent  
great food i  
32:25  
can binge even the best  
32:29  
good masters is very good i've  
been in  
32:31  
panavina i've been to mastros  
try to  
32:32  
stay away from five guys but  
those are  
32:34  
great great recommendations  
for sure i  
32:36  
get my share yeah  
32:38  
okay what else is up for you  
man where  
32:40  
are you focused for just this  
year and  
32:42  
you know what what's kind of  
your vision  
32:43  
for the rest of 2021 for for  
2021 uh  
32:48  
it's uh it's fast coming to a  
close  
32:50  
sure and we're looking at  
factory one  
32:53  
uh  
32:54



so we want to get that up up  
and  
32:56  
operational  
32:58  
and as soon as we get to  
probably 60 or  
33:01  
70 efficiency we're looking at  
producing  
33:04  
a house every 90 minutes  
which is pretty  
33:06  
cool  
33:08  
but really it's not uh that that  
that  
33:10  
much we can only produce  
about three and  
33:12  
a half thousand homes  
33:14  
from that location so  
33:16  
factory two we want to be able  
to build  
33:19  
300 000 homes  
33:21  
from that locations and i said  
we're not  
33:22  
hanging around we're looking  
for land  
33:24  
now  
33:25  
and it's all about the  
manufacturing  
33:27  
cell so  
33:28  
a manufacturing cell is just a  
fancy way  
33:31  
of saying raw material in in  
one end  
33:34  
sure and box pools out the  
other end and  
33:37  
so  
33:38  
we're experimenting now sort  
of learning  
33:40

that craft figuring out where  
the  
33:42  
bottlenecks are  
33:43  
and it's a simple process  
whatever the  
33:46  
longest lead time item  
whatever the  
33:48  
longest task  
33:50  
is  
33:51  
you just  
33:52  
double the machinery double  
demand power  
33:54  
and go to the next high nail  
and i think  
33:57  
we should be able to get  
production down  
33:58  
to about 15 minutes  
34:00  
we won't do that this year  
34:01  
but the goal this year is is is  
fairly  
34:04  
straightforward we want to uh  
34:07  
we want to uh deliver deliver  
that order  
34:10  
uh we've we've raised about uh  
i don't  
34:13  
know if i can say this out loud  
but i'm  
34:15  
gonna say anyway i think we  
raised  
34:17  
around 35 or 40 million today  
we haven't  
34:20  
gone out to vcs uh we put a  
few million  
34:23  
dollars in ourselves at the  
beginning  
34:25  
it's just all power of the people  
power  
34:27

the people making donations  
to us sure  
34:30  
and they get stuck in return of  
course  
34:32  
and  
34:33  
i think this year we'll probably  
raise  
34:34  
100 million something like that  
i don't  
34:36  
think it's going to be a problem  
at all  
34:38  
the next phrase after that has  
to be a  
34:39  
billion with a b on it yeah it's  
pretty  
34:42  
huge um and that's what we  
need to do to  
34:44  
scale we we believe we have  
the product  
34:47  
we believe we've we've got the  
34:50  
the building construction  
34:52  
down to sort of its  
34:54  
gene code it's sort of genetic  
level if  
34:56  
you like and it does take a long  
time to  
34:59  
make things simple i think  
we've got  
35:01  
this thing very very simple  
35:03  
i don't think there's too much  
further  
35:05  
to go and then we just have to  
35:07  
figure out that manufacturing  
cell which  
35:09  
we consider to be a product in  
and to  
35:11  
itself  
35:12

put a bow on it i mean  
everything right  
35:14  
down to  
35:15  
to all the paperwork uh the rule  
books  
35:18  
how to build  
35:19  
efficiency  
35:20  
and then we're just gonna print  
them off  
35:23  
we're gonna replicate those  
35:25  
you know probably by the  
hundreds if not  
35:27  
the thousands so we have a  
very clear  
35:29  
road map  
35:30  
ahead of us and our challenge  
right now  
35:33  
is uh to find quality people and  
on  
35:35  
board as quickly as we can so  
if you're  
35:37  
listening yeah  
35:39  
you have a brain yeah and you  
don't put  
35:41  
any an e on the end of boxable  
35:44  
when you ask for a job you've  
passed the  
35:46  
first test

35:48  
yes  
35:49  
with the intelligence general  
35:50  
intelligence test  
35:51  
and uh yeah we're hiring and  
we welcome  
35:54  
everybody to come and talk to  
us  
35:56  
you guys gotta check this this  
guy out  
35:58  
visionary i mean you doing  
some amazing  
36:00  
things man and it's uh it's  
awesome it's  
36:02  
absolute pleasure to have you  
on just to  
36:03  
kind of share what you guys  
are doing  
36:05  
and what's what's up what else  
is up for  
36:06  
you guys yeah if they want to  
reach out  
36:08  
how can they get a boxable  
can you kind  
36:10  
of share some of the handles  
or the  
36:11  
website or how yeah i can  
reach out to  
36:13  
you real easy vox cbl  
possible.com you

36:16  
know answer the test one yeah  
36:20  
if you're local come on down  
although i  
36:22  
think it might be come on up  
i'm not  
36:23  
sure  
36:29  
love to show you around and  
get your  
36:30  
feedback on the on the  
product yeah  
36:33  
awesome well you're going to  
see us soon  
36:34  
man  
36:35  
yeah definitely paulo absolute  
pleasure  
36:37  
honestly thanks for coming on  
circle and  
36:39  
uh you can check us out at  
36:40  
thevegascircle.com and we're  
on all uh  
36:42  
you know subscribe with us  
we're on  
36:44  
apple iheart9 so we appreciate  
you man  
36:46  
thank you thank you  
36:47  
that was awesome  
36:49

# Boxabl HOME DELIVERED IN A BOX!

## Accessory Dwelling Unit Delivered to Your Backyard!

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Boxabl I want more detailed information: <https://www.boxabl.com/reserve?ref=ch...> #boxabl #tinyhomes #boxabllasvegas Our first product, the Casita, is projected to retail for \$49,500 after discounts. Yes, we are selling shares in Boxabl to fund growth. Boxabl is a building system that can build almost any style of home. Different modules stack and connect to build anything. New Box sizes will likely be 20x20, 20x30, 20x40, 20x60 We will announce those new room modules with different floor plans ASAP. We are working hard to make housing more affordable for everyone. At the moment we are upgrading to a much larger factory to meet demand. We hope to be shipping Casitas within a year. We can ship these anywhere in the world. A rough budget might be \$2-\$10/mile from Las Vegas. If you pay the shipping, we will ship it to you anywhere. Boxabl only sells room modules. We will connect you with a Boxabl certified and state licensed installer in your area. Your name will be added to list of interested customers. When we are ready we will reach out to you to discuss next steps. The Casita product is receiving a lot of attention, so we suggest you get your name on the waitlist ASAP. The Boxabl Casita is fast and easy to setup. For \$50,000 you get a house. Whats not included in that price is your land and site setup. This can include utility hookups, foundation, landscaping, permits, and more. Depending on your location and the complexity of your site, this cost can range anywhere from \$5,000 to \$50,000. Yes! Boxabl will be connecting customers with our financing partners. Many loan options are available. Before we finalize your Box order our financing partners will reach out to you to discuss loan options. Its likely you can finance your Boxabl with a traditional 30 year mortgage. The \$250 number on the front page of the website is an estimated finance cost for the Boxabl room modules only with an average 30 year mortgage. Any additional install costs would also be added to the mortgage. Final payment will be maybe \$250-\$500, Boxabls are made from steel, concrete and EPS foam. These are building materials that don't degrade and will last a lifetime. The walls, floor and roof are structurally laminated panels that are much stronger than the average building. Yes Boxabls are rated for hurricane speed winds. They can handle the worst wind conditions in North America. Boxabl doesn't use lumber or sheetrock. The building materials won't be damaged by water, and they won't grow mold. This means if your Boxabl floods, the water drains out, and the structure is undamaged. Nothing is fire proof. But Boxabl was engineered with fire resistance in mind. The interior and exterior of the structure is clad with non combustible materials. We think this means flying embers that spread forest fires won't ignite your Boxabl. Boxabl buildings are extremely energy efficient. In fact, they use a much smaller air conditioning system than a traditional home. This is because the high R value insulation, tight building envelope, and limited thermal bridging. Yes Boxabls are snow load rated for 90% of North America and can be retrofitted for the rest. Boxabl buildings conform to and exceed the requirements of any building code. Boxabl will come with state modular approval. Modular approval is great because it reduces local inspections and the plans are pre approved at the state level. Different areas have different zoning rules. You can try reading rules on your local governments website, but sometimes it can be confusing. Boxabl has partnered with permits.com to provide an easy resource for questions about permitting. No, they are built to a higher code standard than manufactured homes. Boxabls are stronger than a traditional site built home. Boxabl comes stock with a flat roof system. Some areas require a pitched roof. In that case we will provide your installer with roof plans and they will add the roof on site. At the moment, we cannot customize any Boxabl. You can modify or customize after your receive.

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00:00

[Music]

00:17

all right what's up everybody

so

00:18

on today's new vlog we got

something a

00:20

little bit different today we are

here

00:22

in the north side of the las

vegas

00:25

valley we're going to be

meeting

00:26

gagliano he's actually the

owner of

00:29

boxable what is boxable

00:31

you know those little tiny

homes those

00:32

manufacturer homes so this is  
a new  
00:34  
company that was established  
in 2017 so  
00:37  
we're going to go out  
00:38  
here at this facility and check  
it out  
00:40  
let's go  
00:46  
[Music]  
01:00  
thanks for coming out and  
taking a look  
01:02  
not a problem we are right now  
in the  
01:04  
process of setting up  
01:06  
a massive factory as you can  
see to  
01:08  
mass-produce  
01:09  
houses the first building we're  
starting  
01:12  
with  
01:12  
is a small uh we're calling it  
the  
01:14  
casita it's a  
01:16  
20 by 20 room module  
basically a studio  
01:18  
apartment kitchen bathroom  
01:20  
bed and couch we take a walk  
over and go  
01:22  
look at one  
01:23  
in a minute so let's talk about  
this  
01:24  
facility how big is this facility  
01:27  
yeah uh very big but it's uh 170  
01:31  
000 square feet so i think  
that's  
01:34

about three football fields in  
inside  
01:37  
the building here so  
01:39  
we are starting as a new  
company  
01:42  
uh have not really sold any of  
these and  
01:45  
we're just  
01:45  
we're just starting big we're  
diving in  
01:47  
with this monster factory  
01:49  
we're gonna have two big  
assembly lines  
01:52  
going down the middle  
01:53  
and cranking out hopefully one  
house  
01:56  
every 90 minutes or so  
01:57  
wow so you did mention that  
your company  
01:59  
was established in 2017  
correct yes  
02:01  
yeah so how did you come up  
with this  
02:04  
product  
02:05  
well uh originally the idea  
came about  
02:07  
when paulo  
02:09  
one of the other founders built  
a  
02:11  
modular home so a factory  
built home  
02:13  
and they shipped him wide  
load room  
02:16  
modules so  
02:18  
because they were wide load  
they were  
02:19

very cumbersome and  
expensive  
02:21  
because when you're shipping  
a 14 foot  
02:23  
wide building down the  
highway that's  
02:24  
meant for for an eight foot  
02:26  
car truck uh becomes very  
inefficient so  
02:28  
at that point he had the idea  
02:30  
let's fix this shipping problem  
fold  
02:32  
this house up  
02:34  
and from there it all kind of  
started we  
02:36  
started doing development and  
research  
02:38  
and testing of alternative  
building  
02:39  
materials and came up with all  
the other  
02:41  
innovations that we have now  
02:42  
so this right here this is a 20  
by 20  
02:45  
like you were saying earlier  
02:47  
and you guys call this what a  
casita  
02:49  
right yep we're calling this the  
casita  
02:50  
the idea was to  
02:52  
mass produce this and target  
it towards  
02:54  
backyard housing in california  
02:56  
what they've done in california  
is they  
02:58  
passed a bunch of laws  
03:00

to make it really easy and  
friendly to  
03:03  
put a smaller house in the  
backyard of  
03:06  
the main house  
03:07  
in fact i think you can actually  
put  
03:08  
more than one because they're  
really  
03:10  
trying to help with housing  
03:11  
affordability and things like  
that so  
03:13  
you know we've really  
designed a perfect  
03:15  
product for that so hopefully  
03:17  
you know in the next few years  
thousands  
03:18  
of these will go out into into  
backyards  
03:20  
in california so  
03:21  
do these structural um  
products do they  
03:24  
actually need some sort of  
permit or  
03:25  
anything like that or how does  
that work  
03:27  
uh yeah so in most cases  
you're gonna  
03:29  
need just a regular  
03:30  
uh building permit it's a little  
simpler  
03:33  
with a boxable than it would be  
to build  
03:34  
your own building because  
we'll have  
03:37  
a lot of these approvals done  
in the  
03:38  
factory before you even

03:40  
receive the product but the  
idea is that  
03:42  
these are  
03:44  
permanent buildings they'll be  
03:45  
permanently affixed to a  
foundation  
03:47  
you can get a mortgage on  
them and all  
03:48  
the regular stuff you do the  
regular  
03:50  
house  
03:51  
so here you go so does this  
thing like  
03:53  
just  
03:54  
does it fold like or does it  
come in  
03:56  
this big box  
03:57  
when it gets delivered yeah so  
it's  
03:59  
going to fold up  
04:00  
from 20 feet down to eight and  
a half  
04:03  
feet wide  
04:03  
uh that makes it highway legal  
that  
04:05  
makes it compatible with  
existing  
04:06  
shipping  
04:07  
infrastructure and just really  
lowers  
04:09  
the price a lot  
04:11  
now as far as terms of i see  
you got  
04:13  
like shelvings you got the bed  
04:15  
you got the plumbing so if this  
thing

04:17  
folds up i guess my question  
to you is  
04:19  
that does somebody come out  
04:20  
after and install all these items  
here  
04:23  
like how does that work they  
don't and  
04:25  
that's the beauty of it  
04:28  
the furniture is added after so  
bed  
04:31  
couch all that but basically  
from like  
04:35  
here  
04:35  
over yeah all of this is  
completed  
04:39  
in the factory so even though it  
folds  
04:42  
up  
04:42  
we're not folding everything  
we're  
04:44  
leaving some of that space  
04:46  
kind of like uncompressed so  
that we can  
04:48  
finish it off in the factory  
04:50  
so this side of the room  
furniture's out  
04:52  
it's all empty  
04:53  
the floor is going to come up  
04:54  
everything's going to fold up  
right here  
04:56  
and then it's all able to be  
finished in  
04:58  
the factory now as far as is  
this going  
05:00  
to be the standard product and  
do you  
05:02

have different  
05:03  
sizes that you can pick and  
choose from  
05:05  
so uh  
05:06  
we are starting out with this  
you know  
05:08  
fully finished  
05:10  
studio apartment kitchen  
bathroom and  
05:13  
the that's 20 by 20. we do want  
to do  
05:16  
larger sizes but we're not  
going to do  
05:18  
that for a couple years  
05:19  
just because we have so much  
interest in  
05:21  
this product  
05:22  
however we will do different  
kind of  
05:25  
interior configurations of this  
so this  
05:27  
one is kitchen bathroom we  
might also do  
05:28  
just an empty one or maybe  
just a  
05:30  
bedroom only one  
05:31  
and then the idea is that you  
could  
05:32  
stack and connect these  
different room  
05:34  
modules to create  
05:36  
other building types as well so  
can you  
05:38  
actually do like a second floor  
or is it  
05:40  
just all single story  
05:41

yeah uh you can totally stack  
them uh  
05:44  
the current  
05:45  
engineering can do three  
stories uh  
05:47  
hopefully we'll go even higher  
than that  
05:49  
in the future um and this one's  
actually  
05:51  
being stacked  
05:52  
um here in vegas at the  
convention  
05:54  
center um  
05:55  
when we first debuted it we we  
we did a  
05:57  
two story and we we stacked  
them  
05:59  
now what is this product made  
out of as  
06:01  
far as the structure is it steel  
or is  
06:02  
it wood two by four stucco i  
mean  
06:04  
yeah um so that's like another  
big  
06:08  
innovation that we had was we  
didn't  
06:10  
want to use the traditional  
lumber  
06:12  
framing that you see in most  
06:13  
construction in north america  
06:15  
we didn't feel that it could ever  
be  
06:16  
compatible with a mass  
production  
06:18  
factory if you've ever seen um  
06:22  
a automobile factory it's just  
amazing

06:25  
you know next level  
automation  
06:26  
robots everywhere everything  
is very  
06:29  
precise  
06:30  
no one's done that yet with  
housing yeah  
06:32  
why not  
06:33  
i don't know it's it's a huge  
product  
06:34  
it's a huge market somebody  
should have  
06:36  
brought that level of factory  
production  
06:38  
in yet i think one of the  
reasons is  
06:40  
it's just really not compatible  
with  
06:42  
with lumber for a number of  
reasons so  
06:44  
we've selected all different  
building  
06:46  
materials  
06:46  
now all of our raw materials  
are all  
06:50  
processed by computer  
controlled cutting  
06:52  
equipment everything is  
06:54  
precisely accurate before we  
assemble it  
06:56  
together here in the factory so  
06:58  
it's made out of steel eps foam  
a  
07:01  
special type of ceramic board  
and that's  
07:03  
what  
07:03

makes the the bulk of the  
structure  
07:06  
floors walls and ceilings  
07:07  
let's talk about efficiency of  
the home  
07:09  
how efficient  
07:10  
is this home and do you guys  
have a  
07:12  
third party that comes in and  
actually  
07:14  
test the efficiency of the home  
07:15  
yeah for energy efficiency so  
this  
07:18  
building i think  
07:19  
is like a best case for energy  
07:22  
efficiency  
07:22  
because of the way it's  
designed so  
07:26  
um essentially a traditional  
wall  
07:29  
might have a let's say an r20  
insulation  
07:31  
in it that's that's rated  
07:33  
but when you look at the whole  
wall  
07:34  
assembly you have all these  
lumber studs  
07:36  
through it and you have air  
moving in  
07:37  
and out  
07:38  
our buildings don't really have  
that um  
07:40  
the whole wall  
07:41  
is uninterrupted insulation  
there's no  
07:43  
lumber studs  
07:44

where you would leak energy  
they're also  
07:47  
very  
07:48  
airtight so you really end up  
you know  
07:51  
in a great place  
07:52  
limited thermal bridging very  
tight  
07:54  
building envelope  
07:55  
so you know very highly energy  
rated and  
07:59  
then we will end up with third-  
party  
08:01  
test data um published that is  
not just  
08:04  
about the energy efficiency but  
other  
08:05  
things too  
08:07  
fire wind ratings water  
resistance all  
08:09  
that kind of stuff  
08:10  
now let's talk about the  
electrical as  
08:12  
far as if i wanted to install  
08:14  
certain like light switches and  
08:15  
electrical is that an option or is  
this  
08:18  
pretty much standard  
08:19  
every 12 feet there's actually  
an outlet  
08:21  
yeah so  
08:22  
uh it comes stock with you  
know electric  
08:25  
installed you know  
08:26  
plug for the tv lights whatever  
it is  
08:28

but the  
08:29  
units themselves are very easy  
to modify  
08:32  
and actually the way that the  
08:34  
electrical works is behind the  
wall  
08:37  
is essentially a network of kind  
of  
08:39  
tunnels or or or chases  
08:41  
where you would have uh  
space for  
08:43  
electric  
08:44  
so if you take a look up here  
you'll see  
08:46  
these little light covers  
08:47  
uh basically if i pop that off  
there's  
08:50  
going to be space in there i  
can stick  
08:51  
my arm in  
08:52  
or i can send wires down so if i  
wanted  
08:54  
to mount a tv right here for  
example  
08:56  
i would just you know pop that  
off run a  
08:59  
line down punch one hole  
09:00  
and it and it comes out so a  
little bit  
09:02  
better than drilling through  
studs or  
09:03  
cutting sheetrock so you have  
a lot of  
09:05  
options  
09:06  
can a consumer change the  
countertops  
09:09  
from this to like a granite or

09:11  
more of a hard surface they  
can do  
09:13  
whatever they want  
09:14  
after they get it because we  
are doing  
09:17  
no customization in this  
factory and  
09:19  
that's very important because  
we want  
09:21  
standardized repeatable  
process we want  
09:23  
to crank these out all day every  
day the  
09:25  
same thing  
09:26  
be as efficient as possible the  
moment  
09:28  
you start throwing  
09:29  
custom stuff into an assembly  
line  
09:32  
you're going to lose  
09:32  
efficiency you know what i  
actually like  
09:34  
that i would rather just keep  
this thing  
09:35  
standard and just customize it  
09:37  
after the fact yep and you  
know this  
09:39  
would be good you know for  
the people  
09:41  
that want to live off the grid  
09:42  
possibly put a solar panel on  
top right  
09:44  
i'm sure you can connect  
something like  
09:45  
that right  
09:46  
yeah you can do all kind of  
utilities

09:49  
connections whatever you  
want  
09:50  
our room modules are just  
ready to plug  
09:52  
in on site so basically on the  
exterior  
09:54  
wall here  
09:55  
you're going to have you know  
water in  
09:57  
waste electric just ready to  
plug in if  
09:59  
you want to plug it into the grid  
you  
10:00  
can if you want to plug it into  
10:01  
solar panels you can maybe in  
the future  
10:04  
we'll do one where it's ready  
from the  
10:06  
factory  
10:06  
with all those off-grid solutions  
which  
10:08  
would be pretty nice  
10:10  
just to be able to drop this  
down with  
10:11  
no infrastructure  
10:13  
so um we talked about market  
cap let's  
10:15  
talk about your company  
10:17  
in the next couple years  
projective  
10:19  
profits from this company  
what are you  
10:21  
thinking  
10:22  
um well you know the the way i  
look at  
10:25  
this first factory is  
10:27

really just to kind of prove  
everything  
10:29  
prove that you know  
10:30  
that i can do it prove that it  
works  
10:31  
prove that it sells  
10:33  
all that kind of stuff and i think  
once  
10:35  
that happens  
10:36  
we will get massive resources  
to scale  
10:39  
this thing  
10:40  
so this first factory should  
produce uh  
10:43  
it's projected to produce on  
10:45  
two shifts uh 3 600 units so  
10:48  
you know 180 million a year in  
in  
10:51  
revenue  
10:52  
20 to 40 profit margins we'll  
see where  
10:54  
where it ends up in reality  
10:56  
and then as we go forward  
we'll continue  
10:58  
to refine the the product  
11:00  
and refine our sourcing and all  
that  
11:02  
kind of stuff and really dial it in  
11:04  
now as far as this company  
going public  
11:07  
when you think your  
company's going  
11:08  
public well right now  
11:11  
we are in the process of selling  
shares  
11:14  
to



11:14  
investors so right now we can  
sell  
11:16  
shares to accredited investors  
and then  
11:18  
we'll have an  
11:19  
offering soon that we can sell  
to the  
11:22  
general public  
11:23  
and uh that doesn't make  
doesn't mean  
11:26  
that we are actually  
11:28  
ipo or publicly traded company  
but  
11:30  
investors will be able to get in  
now  
11:32  
early with the hopes that in the  
future  
11:34  
we would do a real ipo  
11:36  
list it and then they would get  
some  
11:38  
liquidity um so they're  
basically  
11:40  
you know betting on us at this  
early  
11:43  
stage  
11:43  
so basically it's crowdfunding  
and  
11:46  
here's the thing  
11:47  
i believe in this project and i  
feel  
11:48  
like this is the like the new  
wave of  
11:50  
the future of housing  
11:51  
and this is the way to go i tell  
you  
11:54  
what  
11:54

send over the link because i'm  
going to  
11:56  
be a part of this deal you lunch  
11:58  
yeah i'm in he's investing all  
right i'm  
12:00  
investing you see that  
12:02  
i'll send you the bank and the  
wire  
12:04  
transfer there you go so when  
you think  
12:05  
you'll actually have this thing  
12:07  
up and running as far as the  
assembly  
12:08  
line as you can see we have  
12:10  
equipment going in right now  
and we're  
12:12  
getting really close uh  
hopefully  
12:14  
we'll be in you know a month  
or two  
12:17  
everything will be set up and  
we'll  
12:18  
start building houses right now  
we have  
12:21  
raw material for our first order  
which  
12:23  
is from the  
12:24  
federal government so it's for  
156  
12:27  
casitas  
12:28  
so that's like piling up over  
there you  
12:30  
can see all those boxes of  
12:32  
toilets and faucets and all that  
kind of  
12:34  
stuff so we got those raw  
materials  
12:37

here ready to go and then the  
12:38  
equipment's getting installed  
12:40  
as we speak so it's getting  
close so you  
12:42  
just mentioned  
12:43  
you have stuff with the federal  
12:45  
government are you do you  
have a deal  
12:47  
with the government is that  
what's going  
12:48  
on  
12:48  
yeah so um essentially uh  
12:52  
someone from the military  
reached out to  
12:55  
me and said  
12:56  
you know i love the product  
would like  
12:57  
to buy it and uh  
12:59  
we said yeah let's do it we'll  
we'll  
13:01  
we'll be our first customer and  
uh  
13:03  
so we have a pretty big order a  
little  
13:06  
bit over 9 million dollars  
13:08  
and and it's pretty great for us  
because  
13:10  
we really get to focus  
13:12  
just on the manufacturing um  
and getting  
13:15  
things set up  
13:16  
and that that order provides us  
with a  
13:18  
great  
13:19  
way to do that versus if we  
went

13:21 straight to  
13:22 you know the public we would have to  
13:25 deal with a lot more customers we would  
13:26 have to deal with financing and  
13:28 contractors and and all that kind of  
13:29 stuff  
13:30 but right now we just get to figure out  
13:32 the assembly line figure out the factory  
13:34 deliver on this this government order  
13:36 and kind of learn learn the ropes as we  
13:37 go i like that  
13:38 so what's this right here so it starts  
13:41 from right here i take it right  
13:42 yep exactly so what happens right here  
13:45 so  
13:45 um basically these houses are  
13:48 made from laminated panels  
13:51 yeah so that  
13:51 means  
13:52 that we take different kind of  
13:54 substrates and glue them together to  
13:56 make a very strong  
13:57 laminated panel so these big  
14:00 um kind of  
14:00 arms  
14:01

jib cranes they're going to eventually  
14:03 have vacuum lifters on them  
14:05 yeah so that way a guy is going to come  
14:07 with a vacuum  
14:08 assist and he's going to pick up a huge  
14:10 block of  
14:11 foam or a big piece of steel and he's  
14:14 basically just going to lay it out on  
14:15 the table  
14:16 everything kind of you know goes  
14:19 together  
14:20 perfectly accurately because it's all  
14:21 done by computer controlled equipment  
14:24 in a very rapid manner with  
14:26 substantially less  
14:28 components than a traditional house so  
14:30 traditional house would have  
14:31 hundreds of pieces of wood thousands of  
14:32 nails our buildings don't have that  
14:35 they're bigger pieces  
14:36 that go into the final product so  
14:38 basically those panels get  
14:41 assembled here glue's extruded on them  
14:43

and then they get fed into a multi-tier  
14:46 vacuum lamination system where we have  
14:51 the vacuum presses stacked on top of  
14:53 each other  
14:54 so that it's a kind of a continuous feed  
14:56 and  
14:57 panels keep going in and then it rotates  
14:59 through and  
15:00 finished panels come out the other side  
15:03 we take it to number three now it looks  
15:04 like we got  
15:05 paint so now is it like a powder coated  
15:08 paint or what type of paint we're  
15:10 talking about here  
15:11 well now since they're actually putting  
15:12 the stuff in here i don't know  
15:14 maybe these signs won't line up  
15:15 perfectly yeah yeah um because basically  
15:19 big conveyor table goes in in here okay  
15:22 um and then that comes out and then this  
15:24 big thing here is that  
15:26 vacuum lamination system that i told you  
15:28

about before  
15:29  
uh this guy is the the glue uh  
15:32  
extrusion so glue is gonna be  
you know  
15:35  
th this  
15:36  
this is gonna be riding on rails  
over  
15:38  
the top of the panel  
15:40  
and through all these little  
nozzles  
15:42  
glue will be  
15:43  
extruded out nice then once  
the panel  
15:46  
is done it goes out into the  
next  
15:49  
stations where it gets  
15:51  
paints electrical windows  
basically  
15:53  
everything we can finish on it  
15:55  
we do and then at the end it  
gets  
15:57  
assembled together into the  
15:59  
final building gotcha so we got  
the  
16:02  
paint  
16:02  
then the power then the  
assembly this is  
16:04  
where the manpower comes in  
they  
16:06  
assemble it  
16:08  
then at that point you guys  
shoot it out  
16:09  
and you guys put it on uh  
16:11  
what like a not a fifth wheel  
but like  
16:13

one of those trailers right or  
like  
16:15  
what do you guys put it on  
yeah so um  
16:19  
you know it's gonna go  
through this this  
16:20  
whole assembly line process  
16:22  
at first it'll be more on the  
manual  
16:25  
side  
16:26  
on the manual labor side and  
then as we  
16:28  
kind of refine the process we'll  
start  
16:29  
adding in  
16:30  
custom automation as we go  
and then  
16:34  
once the thing's done it comes  
out  
16:36  
weighing about  
16:37  
uh 12 000 pounds okay 20 feet  
by  
16:40  
eight and a half feet actually  
after  
16:42  
this we'll walk over to  
16:44  
the a folded up one so we can  
get an  
16:46  
idea of that okay and then it  
can go on  
16:48  
you know most any uh trailer  
system and  
16:51  
just kind of you know be  
compatible with  
16:53  
existing  
16:54  
uh shipping infrastructure now  
let's  
16:57  
talk about the casita you  
mentioned that

16:58  
because that could actually be  
permitted  
17:01  
so if you permit  
17:02  
something like that you would  
actually  
17:03  
have to get some sort of  
mortgage but  
17:05  
what happens if you decided  
that  
17:06  
you don't want that  
permanently  
17:08  
installed to the foundation  
17:10  
yeah so um would that change  
the  
17:12  
financing yeah definitely would  
17:14  
there's a number of different  
ways uh  
17:17  
you can  
17:18  
permit these buildings a  
number of  
17:19  
different things you can do  
with them  
17:21  
of course one route is to  
permanently  
17:23  
affix it to a foundation  
17:25  
permanently connect utilities  
at that  
17:28  
point you can get a mortgage  
on it just  
17:29  
like any other  
17:30  
type of building or people can  
do more  
17:33  
kind of temporary things so  
one idea we  
17:35  
had for that was  
17:36  
throw this thing on the trailer  
keep it

17:38  
on the trailer call it an rv  
17:41  
and when that happens two  
important  
17:44  
things  
17:45  
one is you qualify for really  
easy  
17:47  
financing with the rvs  
17:48  
yes they'll give a 25-year loan  
17:52  
credit check only no no  
documents or  
17:53  
anything and then additionally  
17:56  
the setup and install is  
cheaper because  
17:59  
if it's an rv  
18:01  
you're just going to unpack it  
you don't  
18:02  
worry about a foundation yeah  
you don't  
18:03  
worry about permanently  
connecting  
18:05  
utilities you you know plug it in  
with  
18:06  
the util  
18:07  
extension cord and that's  
really the the  
18:09  
lowest barrier for people  
18:10  
to get in there and you know  
set this up  
18:14  
quick and spend the least  
money they can  
18:15  
on kind of the infrastructure  
around it  
18:17  
i like that and i think it'd be  
great  
18:19  
for those people that are into  
like you  
18:20

know off the grid living  
18:21  
tiny homes i think that would  
be a great  
18:23  
feature to have yeah  
18:25  
yeah it's going to be uh really  
great  
18:27  
we're going to work on all  
these  
18:28  
different angles to try to make  
things  
18:30  
yeah  
18:30  
easy for the customers yeah  
what is this  
18:32  
right here so  
18:34  
um basically you know panels  
get built  
18:36  
over there they go through the  
various  
18:38  
stages of finishing then we get  
to the  
18:39  
point where the big  
18:40  
wall panels and floor panels  
have to get  
18:42  
lifted up and put together into  
the  
18:44  
final building  
18:45  
so that happens here that's  
why we have  
18:46  
these big overhead cranes  
18:49  
so you know these are these  
overhead  
18:51  
cranes are going to run along  
here and  
18:52  
guys can use them  
18:53  
to actually lift up these  
different uh  
18:55  
panels and

18:57  
kind of connect them all  
together i like  
18:59  
that we've explored all kinds of  
19:00  
different  
19:01  
alternative building materials  
and this  
19:03  
is what we've chosen in place  
of  
19:04  
sheetrock  
19:05  
it's pretty great stuff the main  
benefit  
19:08  
it has over sheetrock because  
it's very  
19:09  
water resistant  
19:10  
so a traditional house you get  
a flood  
19:12  
um  
19:13  
you know the sheetrock turns  
to mush you  
19:15  
get mold all that you have to  
rip it out  
19:17  
with this stuff it's just going to  
get  
19:19  
wet it's going to dry off and it's  
going  
19:21  
to be  
19:22  
good to go it's also really like  
strong  
19:25  
flexible uh fire resistant  
19:28  
wall board oh so this is also  
fire  
19:30  
resistant  
19:31  
oh yeah oh yeah this stuff is  
hardcore  
19:34  
there's some videos of me  
19:35

shooting like a flame torch at it  
yeah  
19:37  
and nothing nothing happens  
at all just  
19:39  
what about the quality of the  
19:40  
installation on this is it pretty  
good  
19:41  
too as well because this is like  
a  
19:42  
quarter of an inch right or  
19:43  
yeah so the insulation all  
happens in  
19:46  
the kind of the core of the wall  
19:47  
where we have eps foam and  
then this is  
19:49  
just what you see  
19:50  
from the inside of the house  
you'll just  
19:52  
have this board that you'll  
touch and  
19:54  
that'll be painted over oh i like  
that  
19:56  
so you guys gonna uh spray  
the foam  
19:57  
inside then basically  
19:58  
yeah and it's actually it's not a  
spray  
20:00  
foam it's uh it's  
20:02  
eps so it's like polystyrene like  
you  
20:05  
would have like a  
20:06  
a cup you know a polyester  
cup um so  
20:08  
that's actually  
20:09  
blown into uh blocks and then  
the blocks  
20:12  
are shipped to us and then we

20:14  
we cut the blocks oh wow okay  
so you  
20:16  
guys just stack the blocks  
inside  
20:18  
yep and and uh they're big big  
pieces um  
20:21  
but it's different than the the  
20:22  
polyurethane foam which is  
where they  
20:24  
they spray that in  
20:25  
uh we actually explored both  
um but  
20:27  
there were some you know  
pros and cons  
20:29  
so we stuck with the  
20:30  
eps got it all right so let's talk  
about  
20:33  
this  
20:33  
is what is this exactly well this  
is  
20:36  
actually  
20:37  
the same house you saw over  
there but  
20:39  
this is how it ships  
20:40  
so the house folds up and we  
20:44  
wrap it up like that and throw it  
on a  
20:46  
truck the  
20:47  
trick here is to get the house to  
eight  
20:49  
and a half feet wide  
20:51  
or less once you hit eight and a  
half  
20:53  
feet wide  
20:54  
or more you run into all these  
problems

20:56  
and extra requirements that  
includes  
20:58  
uh for wide loads on the  
highway that  
21:01  
includes  
21:02  
uh follow cars yeah uh  
sometimes two  
21:04  
fall cars one in the front one in  
the  
21:06  
back  
21:06  
police escorts uh restricted  
travel  
21:09  
times like you can't travel on  
the  
21:11  
weekends restricted routes  
like you  
21:13  
can't go down certain roads  
and highways  
21:16  
and uh just a huge extra cost  
so  
21:19  
i think you know traditional  
modular uh  
21:22  
homes cost like something like  
maybe 20  
21:25  
20 bucks a mile  
21:26  
to ship so our goal was let's  
just make  
21:29  
these things ship  
21:31  
because the the we thought  
the reason  
21:33  
that buildings were not mass  
produced in  
21:35  
the factory  
21:36  
was just because they were  
too big to  
21:37  
ship it didn't make sense  
otherwise  
21:39

they'd just be being built like  
21:40  
everything else  
21:41  
but they're so big they had to  
be built  
21:43  
on site and we were able to  
figure out a  
21:44  
solution for that shipping  
problem which  
21:46  
was  
21:46  
the core fundamental issue all  
right  
21:48  
let's talk about this electrical  
panel  
21:49  
what's going on with this  
electrical  
21:50  
panel right here  
21:52  
so the boxable casita arrives  
21:56  
just ready to connect to  
whatever you  
21:58  
need so  
21:59  
uh you can plug in uh power  
22:02  
uh water and then this usually  
would be  
22:04  
connected from the factory to  
a little  
22:07  
um condenser for air  
conditioning okay  
22:10  
so it's just you know ready to  
go  
22:12  
uh these units are still a little  
kind  
22:14  
of rough like kind of  
prototypes but you  
22:16  
can see this one is actually  
22:17  
hooked up and powered on  
here um  
22:21

yeah now you mentioned the  
air  
22:22  
conditioning unit where does  
the  
22:24  
condenser grow  
22:24  
and does the condenser  
actually included  
22:27  
with the casita  
22:28  
yep so that's all included and  
all  
22:30  
pre-installed  
22:31  
uh basically it's it's a box like  
like  
22:34  
this big and  
22:36  
usually it would just be bolted  
on the  
22:38  
side for some reason it's not  
on this  
22:39  
one yeah and then  
22:40  
the actual blower inside that  
that  
22:44  
heats and cools the unit is just  
inside  
22:46  
there as well  
22:47  
water heater tankless water  
here let's  
22:49  
talk about this right here how  
did you  
22:50  
guys  
22:50  
selected this brand and why  
did you guys  
22:53  
decided to go to the tankless  
water  
22:54  
heater  
22:55  
there's actually a few different  
22:57  
considerations when  
22:58

talking about water heaters  
and since  
23:01  
this version we've actually  
switched  
23:03  
to a smaller tanked heater  
23:06  
one of the reasons was uh  
when you  
23:09  
arrive on site  
23:10  
you may have gas you may not  
um  
23:14  
but a lot of times when these  
get hooked  
23:16  
up they're going to go  
23:17  
into a main house and i believe  
this is  
23:21  
um uh another option is an  
electric  
23:24  
one so we weren't sure like  
electric or  
23:26  
gas in the case of  
23:28  
electric you can draw a lot of  
power  
23:30  
with something like that and if  
you're  
23:31  
connecting  
23:32  
and you already have a main  
house there  
23:33  
drawing a lot of power and  
then you put  
23:34  
this down with it with a  
23:36  
water heater that draws a lot  
of power  
23:38  
we didn't want to go over you  
know the  
23:40  
the  
23:40  
amperage service that you  
might get to  
23:42

most houses so  
23:44  
we ended up switching it from  
tankless  
23:47  
to a smaller tank  
23:48  
unit so talking about gas and  
electric  
23:50  
so as of right now if we order  
one of  
23:51  
this does it come standard  
with gas or  
23:53  
is it electric  
23:54  
uh that's that's something we  
have not  
23:56  
decided yet so we'll see  
23:58  
we'll see how it goes this first  
batch  
24:01  
that is going out to  
24:03  
the government i believe it's an  
24:05  
electric  
24:06  
tank heater uh smaller size  
because it's  
24:09  
a smaller  
24:10  
house and um that's just  
because the  
24:13  
power requirements  
24:14  
they have they don't have gas  
they just  
24:16  
have power so that may end up  
being an  
24:18  
option where people can  
24:19  
pick what they need now let's  
talk about  
24:21  
water waste where's the water  
waste  
24:23

connect  
24:23  
connected here well actually  
this one  
24:26  
doesn't  
24:27  
isn't hooked up to anything so  
we're  
24:28  
just faking it  
24:30  
but usually there would be like  
a little  
24:33  
your utilities would be here on  
this  
24:34  
side then basically  
24:35  
yeah the idea was just get all  
the  
24:37  
utilities in one  
24:39  
location where it's easy to  
connect  
24:41  
everything so in practice  
24:42  
you just come with your power  
you would  
24:44  
come with your water in and  
24:46  
you come with your your waist  
out and  
24:48  
just connect them all in one  
spot and  
24:49  
and be good to go  
24:51  
and you know make it look  
neat and  
24:52  
that's it perfect all right well  
24:54  
thank you so much for coming  
and taking  
24:56  
the tour  
24:57  
really excited stuff going on  
we think  
25:00

that box bowl has the potential  
to  
25:02  
change lives for you know  
millions of  
25:05  
people all around the world  
25:06  
if we can complete our  
mission which is  
25:08  
to dramatically lower the price  
of  
25:10  
home ownership and building  
construction  
25:12  
this is a big deal not just for  
25:14  
you know this country for the  
whole  
25:16  
world for developing worlds  
25:18  
um really have the potential to  
have a  
25:20  
huge impact here  
25:22  
well i really do appreciate you  
bringing  
25:24  
us  
25:25  
in to this facility and if you  
guys want  
25:28  
more information about this  
company i'm  
25:29  
going to have a link in the  
description  
25:31  
below  
25:32  
also if you guys want to see  
more  
25:33  
content like this please let us  
know  
25:35  
other than that until next time  
i'm  
25:36  
chuck it's peace  
25:42


# Elon Musk's Foldable Tiny House | Boxabl CEO interview

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It was recently revealed Tesla CEO Elon Musk is currently living in a \$50,000 prefabricated house near a SpaceX launch site in Texas. The house, from Las Vegas-based Boxabl, is only 375 square feet. Boxabl's houses are shipped flatpack and are unfolded on-site in a single day. Musk described living in the house as "kinda awesome though." The house is simple, featuring a small bathroom, kitchen, and living area. Boxabl is planning to scale to much larger (and stackable) houses in the future however. Guest: Galiano Tiramani, Founder - Boxabl Boxabl website → <https://bit.ly/ElonHouse>

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[#ElonMusk](#) [#Boxabl](#) [#RealEstate](#) ~Elon Musk's Foldable Tiny House | Boxabl CEO interview ~

00:02	who is the ceo and founder of	you guys have amped this up
[Music]	boxable so	to a whole
00:05	00:26	00:47
all right so today we're going	great to have you on the show	new level
to jump	galliano	00:48
00:07	00:29	tell me about what you guys
into	yeah thanks for having me nice	are doing
00:07	to meet	00:49
a new construction technology	00:30	from a tech standpoint
that's	you and i'm excited to tell you	00:52
00:10	more	yeah um the the big uh
being used across the industry	00:32	00:55
it's kind	about boxable	breakthrough here is all about
00:12	00:33	shipping
of a new evolution we've talked	yeah let's get into it let's talk a	00:58
about	00:35	we feel like why aren't all
00:13	little bit about what the	buildings
this before	process is i	01:00
00:14	00:37	mass-produced in the factory
on the show with some 3d	mean	01:02
printing of 3d	00:38	and they're not is they're too
00:17	the videos look pretty cool	big to
printed houses	these these	01:04
00:18	00:40	ship so that was the first
my name is paul barron	units look like	problem
welcome back to	00:41	01:06
00:19	and you know when you think	we had to solve and then
techpath and today we're	about tiny	everything else
going to join	00:43	01:08
00:21	houses and kind of what's	became possible after that so
joining us is galiona tiramani	been going on	01:10
00:24	00:45	



our houses our room modules  
they fold up  
01:13  
so that they can ship  
01:14  
highway legal and it can be at  
the  
01:16  
lowest cost  
01:17  
and then once they get to site  
they set  
01:19  
up very quickly  
01:20  
and everything's done because  
it's done  
01:23  
in our factory so  
01:24  
kitchen bathroom et cetera it's  
all  
01:27  
ready installed when these  
units get  
01:29  
delivered  
01:31  
i want to jump to your website  
because  
01:32  
it kind of shows our viewers  
01:35  
exactly how one of these gets  
delivered  
01:38  
or it looks to be delivered and  
then how  
01:39  
it's kind of put together  
01:40  
looks like there's only a couple  
of  
01:42  
people here but does it require  
01:44  
i'm assuming it requires looks  
like a  
01:45  
crane to be able to do this  
01:49  
uh yeah we are uh have a  
bunch of  
01:53  
different options for  
01:54  
unfolding it and and setting it  
up one  
01:56

of those is crane it can also be  
done  
01:58  
with a forklift  
01:59  
and then we also have some a  
bracket  
02:01  
system that allows you to  
02:03  
unfold it manually so it's all  
about  
02:05  
reducing those  
02:06  
friction points when you get to  
site so  
02:10  
you know cranes expensive so  
we're  
02:11  
trying to eliminate that  
02:13  
and other um you know  
barriers as well  
02:16  
so the manufacturing process  
in your  
02:19  
factory  
02:20  
uh walk me through that how  
big of a  
02:22  
facility  
02:23  
what all are you guys doing  
there how  
02:25  
much of it is outsourced that  
kind of  
02:27  
scenario  
02:29  
yeah i mean we're just getting  
started  
02:31  
um so we're actually  
02:33  
right about to move into our  
new factory  
02:36  
uh in the next few weeks  
actually we've  
02:38  
set up a large 170  
02:40  
000 foot factory that we  
expect will

02:43  
produce  
02:44  
one house every 90 minutes  
it's going to  
02:47  
be very exciting getting in  
there and  
02:48  
turning on the assembly line  
the way  
02:50  
these houses are built  
02:51  
um we've also innovated on  
the building  
02:54  
materials and manufacturing  
methods  
02:56  
so for example in north  
america most  
02:58  
buildings are built using  
lumber stick  
03:00  
framing  
03:00  
our buildings are not moved  
like that  
03:02  
they use uh all new  
03:04  
uh materials that we think give  
us a lot  
03:07  
of uh  
03:08  
benefits on on cost and and  
ratings and  
03:11  
across the board  
03:13  
how is this gonna from a  
regulatory  
03:16  
standpoint  
03:16  
for housing obviously you have  
to go  
03:18  
through building codes things  
of that  
03:20  
nature and all these different  
countries  
03:22  
and  
03:22

jurisdictions how does this  
stack up  
03:25  
with your product are you guys  
03:27  
fully functional as a being able  
to  
03:30  
put people in these things  
regulated and  
03:32  
all those kind of scenarios  
03:35  
yeah i mean there's a whole uh  
maze of  
03:38  
regulations  
03:39  
for building construction they  
exist at  
03:41  
you know every level of  
government all  
03:43  
the way down to the local guys  
03:45  
so it's really tough to navigate  
however  
03:48  
our buildings will fall under the  
state  
03:50  
modular programs  
03:51  
which actually makes things a  
little bit  
03:53  
easier for our customer who  
would be the  
03:55  
the builder  
03:56  
that that is because the  
inspections  
03:59  
that would usually happen on  
the  
04:00  
building site  
04:01  
actually happen in our factory  
so then  
04:03  
the person building the  
building setting  
04:04  
it up  
04:05

has less interactions less  
waiting  
04:07  
around for that local  
government to come  
04:08  
and inspect  
04:09  
so it's a pretty good situation  
for us  
04:13  
let's talk about use cases what  
are some  
04:14  
of the use cases that you guys  
have  
04:16  
experienced  
04:17  
in rolling these out anything in  
in kind  
04:20  
of emerging countries yet  
04:22  
outside of the united states  
are you  
04:23  
strictly looking at the us as  
your  
04:25  
primary market for now  
04:27  
yeah i mean there's really  
endless use  
04:30  
cases for this product  
04:31  
it's a system where uh  
eventually  
04:34  
different size room modules  
will all  
04:36  
stack and connect in any way  
04:38  
someone wants them to to  
create many  
04:41  
different building types  
04:42  
anything from this little casita  
that  
04:43  
you see on our website up to a  
thousand  
04:45  
unit  
04:46

multi-family uh building so you  
know we  
04:49  
have really grand aspirations  
here but  
04:51  
we're starting  
04:52  
out with the um the casita  
model  
04:56  
and we're targeting that  
towards  
04:58  
backyard houses in california  
05:00  
california has changed the  
laws to make  
05:03  
it very friendly  
05:04  
to build a little house in the  
backyard  
05:06  
of the main house  
05:07  
so there's a rapidly growing  
market for  
05:09  
that and as we get started as a  
company  
05:11  
we thought that's a great place  
to start  
05:13  
so that's where we're  
05:14  
kind of targeting this towards  
initially  
05:17  
but we've heard  
05:18  
from you know thousands of  
potential  
05:20  
customers  
05:21  
about every use case you  
could ever  
05:23  
imagine anything from  
05:25  
you know emerging markets to  
military  
05:28  
disaster relief workforce  
housing  
05:30

vacation rentals uh these are  
just room  
05:33  
modules  
05:33  
and it's a system so a huge  
05:36  
amount of potential use cases  
for this  
05:40  
okay so i've seen on your  
instagram a  
05:41  
few posts i was looking at and  
the  
05:44  
uh one of the things that you  
had one  
05:47  
drawing a rendering where  
05:48  
we're stacking these so this is  
05:50  
potentially  
05:51  
could be utilized as maybe  
maybe a  
05:54  
bigger family dwelling  
05:55  
outside of just maybe  
something that is  
05:58  
a one or two person  
06:00  
tiny home style model is that  
something  
06:02  
that you're seeing a lot of  
people  
06:04  
look at now for potential use  
cases  
06:07  
yeah exactly we we can stack  
and connect  
06:10  
these  
06:10  
rim modules so we've done  
that and  
06:12  
there's actually some some  
live videos  
06:14  
of us doing that on the  
youtube channel  
06:16

we're starting off our initial  
product  
06:18  
is the 20 by 20 room module  
so it's the  
06:20  
smaller one  
06:21  
so kind of less things you can  
do with  
06:23  
that but in the future  
06:25  
we'll roll out bigger room  
modules so 20  
06:27  
by 30 20 by 40 maybe 20 by 60  
06:30  
and at that point you can really  
just  
06:32  
get endless configurations of  
06:35  
houses how is the okay so  
06:38  
i see technology being a huge  
you know  
06:42  
factor here  
06:43  
obviously with off-grid type  
scenarios  
06:46  
you know when you look at  
potentially  
06:48  
utilizing things like a-frames  
and  
06:49  
different kind of  
06:50  
you know off-grid devices are  
you guys  
06:52  
doing any kind of solar  
integration or  
06:54  
off-road  
06:55  
package programs to where i  
could order  
06:57  
one of these  
06:58  
drop it in a remote spot and it  
be fully  
07:00  
self-sufficient  
07:03

yeah that that is really  
interesting to  
07:05  
us however  
07:06  
at the moment we're planning  
to just  
07:08  
provide these room modules  
07:09  
ready to be connected to  
utilities so  
07:11  
then our customer who would  
be a builder  
07:13  
a developer  
07:14  
can plug them into either the  
site  
07:16  
utilities or the off-grid utilities  
07:18  
we do plan in the future to do  
an  
07:20  
off-grid model where we  
supply that from  
07:23  
the factory  
07:24  
with you know water tank  
waste tank  
07:26  
solar panels  
07:27  
whatever else is appropriate  
so that's  
07:30  
definitely a  
07:31  
a big possibility in the future  
and i  
07:33  
think it's going to make sense  
07:34  
more and more in a lot of use  
cases how  
07:37  
okay so shipping one of these  
07:39  
uh this goes on like a flatback  
semi  
07:41  
truck  
07:43  
fairly easy to move across  
country  
07:45

what's cost for one of these if i  
had to  
07:47  
ship it from  
07:48  
say las vegas to texas  
07:52  
yeah the uh shipping is  
incredibly  
07:55  
important  
07:55  
what we've done is we've  
engineered the  
07:58  
room modules so they fold up  
to eight  
07:59  
and a half feet wide  
08:00  
eight and a half feet is the  
magic  
08:03  
number the moment you go an  
inch over  
08:04  
that you incur  
08:06  
all kind of extra charges so if  
you've  
08:08  
ever seen a traditional  
08:09  
factory built house being  
shipped you'll  
08:11  
notice they have the truck  
08:13  
with the house on it and then  
they also  
08:14  
have a follow car with flags  
08:17  
and sometimes two follow  
cars sometimes  
08:19  
police escorts  
08:20  
they have restricted routes in  
certain  
08:22  
states restricted  
08:24  
travel times uh a whole mess  
of  
08:26  
different permits being  
required  
08:28

so shipping our units is uh you  
know a  
08:31  
fraction of the cost of shipping  
those  
08:33  
traditional  
08:34  
modulars so um you know it  
still costs  
08:36  
money to to ship them  
08:38  
but ours is the um definitely  
the lowest  
08:42  
cost  
08:42  
out there yeah so you guys  
have the  
08:45  
federal government on your  
customer list  
08:48  
what kind of scenarios would  
you receive  
08:50  
for this could this be military  
use or  
08:51  
is this mostly for  
08:53  
you know temporary  
applications for  
08:56  
you know maybe expanding  
facilities a  
08:58  
lot like schools are doing now  
with a  
09:00  
lot of these kind of  
09:01  
you know pop-ups what what's  
what's the  
09:04  
government using these things  
for  
09:06  
yeah so we have a couple big  
orders from  
09:08  
the government to provide  
09:10  
uh casitas that's featured on  
our  
09:12  
website for military base  
housing

09:15  
the uh pretty cool that they're  
09:18  
interested in  
09:19  
in this at this early stage of the  
09:21  
company and i think it shows  
09:23  
you know how good the  
product is and we  
09:25  
have also been talking to many  
other  
09:28  
potential government  
customers in  
09:30  
different areas of government  
09:31  
everything from low-income  
housing to  
09:34  
disaster relief  
09:35  
there's just so many use cases  
for this  
09:37  
and i think the government is  
going to  
09:39  
be a really big customer  
09:40  
of ours going forward how  
many of these  
09:43  
can you make  
09:44  
in a in a facility say over a  
month  
09:46  
period  
09:47  
yeah this first factory is  
09:50  
uh projected to produce about  
300  
09:53  
casitas  
09:54  
per month and you know we  
we really  
09:57  
think of this first factory more  
of just  
09:59  
a proof of concept  
10:00

and once it's up and running  
and proven  
10:02  
we're going to be looking to  
scale that  
10:04  
and take it to the next level  
10:05  
and the model we look at is  
automobile  
10:08  
manufacturing  
10:09  
for example uh i i if you look  
on  
10:12  
youtube  
10:12  
at ford f-150 factory they  
advertise  
10:15  
that they produce  
10:16  
one truck every 53 seconds so  
10:19  
we need to do that with  
housing you know  
10:20  
why has no one done that yet  
with  
10:22  
housing so that's what we're  
gonna go  
10:23  
for  
10:24  
um it's it's quite a big  
undertaking to  
10:27  
get a factory of that scale  
10:28  
but it's it's needed because  
there's  
10:30  
housing shortages and  
housing issues  
10:32  
all around the country and all  
around  
10:34  
the world  
10:36  
yeah this is definitely going to  
be one  
10:37  
of those scenarios and i've and  
we've  
10:38  
looked at

10:39  
you know some of these off-  
grid homes  
10:41  
and some of the new  
10:42  
tech that's being done in the  
3d printed  
10:44  
version of of things  
10:46  
like this where it can really  
expand use  
10:48  
cases out for sure  
10:50  
when you look at the future for  
you guys  
10:53  
what what is the next major  
step that  
10:56  
you have to overcome other  
than  
10:58  
maybe the production scenario  
11:01  
well there's definitely going to  
be a  
11:03  
big leap  
11:04  
from this first factory to a fully  
11:07  
automated factory  
11:08  
this first factory has a huge  
amount of  
11:11  
innovations and  
11:12  
tech in it and it's set up to be  
11:14  
compatible that  
11:15  
you know automobile style  
automation and  
11:17  
mass production  
11:19  
but uh the scale we're at now  
we do not  
11:22  
have that full  
11:22  
custom automation so that's  
going to be  
11:25  
a really big leap

11:27  
yeah in communities and we've  
seen  
11:30  
some i got a chance to see one  
of the  
11:33  
communities a video done on  
one in  
11:35  
austin that uh they were using  
tiny  
11:38  
homes and it was basically  
11:39  
um in the un you know the  
unhoused  
11:42  
uh scenario for austin because  
they have  
11:45  
a big homeless community  
there and  
11:46  
they've they've gone to this  
potential  
11:48  
model  
11:49  
do you see this potentially  
being used  
11:51  
in those kind of applications  
for doing  
11:53  
kind of these pseudo  
community pop-ups  
11:57  
where this potentially could to  
attach  
12:00  
to a grid  
12:01  
and create you know a whole  
new small  
12:03  
community of  
12:04  
people that might want to just  
live in  
12:06  
these things yeah it would be  
12:08  
amazing there's uh certainly  
way  
12:11  
different than a traditional  
12:13

build with our units they're gonna have  
12:16  
be able to have a community up  
12:18  
you know maybe in a few weeks versus  
12:20  
months and months or years  
12:21  
our units just take a couple hours on  
12:24  
site to  
12:25  
you know unfold and set up and they're  
12:27  
ready to go so that's  
12:28  
uh way different than what's being done  
12:31  
currently in building construction  
12:33  
yeah for sure all right so i got to ask  
12:35  
you the question elon musk has been  
12:37  
on uh assuming  
12:40  
that he has put one of these to work uh  
12:44  
down near boko chika and there's been  
12:46  
some reports some drone flyovers things  
12:48  
of that nature  
12:49  
of people out there how do you see that  
12:52  
because that's a perfect spot  
12:53  
for building a small community  
12:55  
especially around you know a star base  
12:57  
there in texas because you've got such a  
12:59

remote location  
13:01  
is that i think that use case is perfect  
13:04  
for you guys  
13:05  
is that is that the scenario yeah uh  
13:09  
you know we would love to be involved in  
13:10  
something like that uh  
13:12  
unfortunately i can't really comment on  
13:14  
any of the details but  
13:15  
i think there's some you know publicly  
13:18  
available information  
13:19  
kind of out there now as you mentioned  
13:21  
there's some footage uh  
13:23  
but it's all kind of um something that  
13:26  
we can't really talk about  
13:27  
at the moment so sorry about that i ca i  
13:30  
can't wait to see this community down  
13:32  
there boxables  
13:33  
in boca chika i'm going to go down there  
13:35  
i'm going to check it all out one day  
13:36  
we're going to  
13:36  
take a visit down to check out one of  
13:39  
the starships  
13:40  
and and i'm going to be there can i call  
13:42

you and get a reservation or an airbnb  
13:44  
with one of these uh yeah hopefully  
13:48  
uh we'll we'll be uh once we're up and  
13:51  
running and selling these things uh  
13:53  
we'll have people doing airbnbs  
13:56  
that'll be fun to see if if this becomes  
13:57  
an airbnb you know there's been some  
13:59  
interesting airbnbs i think this would  
14:01  
be one of those for sure  
14:03  
all right so scale-wise what's your  
14:05  
trajectory as a company  
14:07  
how how big do you guys think you need  
14:09  
to get to before you  
14:11  
are going to raise some additional  
14:12  
capital or maybe you're looking at maybe  
14:14  
an ipo  
14:14  
early startup where are you guys in your  
14:17  
in your funding plans  
14:19  
yeah so you know this first factory  
14:20  
should produce 3600 or so  
14:23  
houses per year it's a lot of houses  
14:26  
it's a big undertaking it's a big  
14:27

factory  
14:28  
but in the grand scheme of  
housing  
14:30  
demands this is nothing  
14:31  
uh there's millions of unit  
housing unit  
14:35  
shortages  
14:36  
uh here in the us and and all  
over the  
14:38  
place so  
14:39  
we really need to scale to to  
make a big  
14:41  
difference here  
14:42  
we certainly do intend on  
doing some  
14:45  
type of  
14:45  
public offering or public listing  
at  
14:47  
some point once it makes  
sense  
14:49  
and uh we'll be looking to  
scale as soon  
14:52  
as possible  
14:53  
uh we've raised uh some  
money now to get  
14:56  
us  
14:57  
up and running and going and  
we're  
14:59  
definitely going to need more  
15:00  
as things progress and i will be  
pushing  
15:03  
as  
15:03  
as fast as i can as hard as i  
can to  
15:06  
scale this to massive  
proportions  
15:09

hopefully we go from this first  
factory  
15:11  
that's  
15:12  
you know 170 000 feet to  
something uh 10  
15:15  
times bigger in the next few  
years  
15:17  
and additionally we do have a  
plan to  
15:19  
bring on partners around the  
world to  
15:21  
use our system to turn on  
boxable  
15:23  
factories  
15:24  
around the world and hopefully  
we can  
15:26  
have a really big impact  
15:27  
on housing affordability and  
really  
15:30  
change quality of life for  
people by  
15:32  
reducing their housing costs  
because  
15:34  
right now people most people  
spend a  
15:36  
large percentage of their  
income  
15:37  
on housing so it's not a great  
uh  
15:40  
situation  
15:42  
yeah so capacity-wise i think  
you guys  
15:44  
would be a perfect target for a  
spac  
15:46  
uh rolling up into this  
especially as  
15:48  
you start to you really need  
capital  
15:50

when when you look at where  
you are now  
15:54  
and where you are going in the  
future  
15:56  
what do you think the capacity  
is for  
15:58  
one of your plants  
15:59  
one of your facilities much like  
the one  
16:01  
you have right now in terms of  
annual  
16:04  
capacity  
16:04  
once you're you're ramped up  
things are  
16:07  
going great you've got the  
capital  
16:09  
where do you think this could  
be per  
16:11  
factory  
16:13  
well you know i would like to  
yeah i  
16:15  
would like to go  
16:16  
from this factory uh once it's  
proven  
16:19  
successful  
16:20  
onto something that's you  
know 10 times  
16:22  
bigger  
16:23  
and i think that's totally  
possible and  
16:26  
doable  
16:27  
and once we get that  
automation dialed  
16:29  
in things are going to get  
16:31  
a lot faster but what we're  
trying to do  
16:34

here is mass-produce housing  
on a scale  
16:37  
that's never been done before  
16:38  
at a cost that's below market  
rate for  
16:40  
construction costs so  
16:42  
if we can in fact produce that  
16:45  
everyone's going to want this  
no one's  
16:47  
going to want to build the  
traditional  
16:48  
way no one's going to want to  
wait seven  
16:50  
months average  
16:51  
to to build a residential home  
and pay  
16:53  
the money they're paying so  
16:55  
i believe that our principles put  
us uh  
16:58  
ahead of all the competition  
17:00  
so you know the competition is  
is a guy  
17:03  
uh out out in the sun or the  
rain with a  
17:05  
nail gun  
17:06  
you know nailing together  
pieces of wood  
17:08  
and i don't think that can ever  
compete  
17:10  
with  
17:11  
an efficient assembly line  
where we have  
17:13  
an amazing  
17:14  
we have the best shipping  
solution out  
17:16  
there we're going to have  
17:17

standardization repeatability  
17:19  
automation both purchasing  
we've  
17:21  
dramatically simplified the  
building  
17:24  
and the components within the  
building  
17:25  
and reduced them so  
17:27  
i believe that we're going to  
end up way  
17:29  
ahead and  
17:30  
you know no one's close right  
now if you  
17:32  
look at all the other factory-  
built  
17:33  
housing  
17:34  
they are in there with with  
hand tools  
17:36  
they're shipping extremely  
expensive  
17:38  
wide loads  
17:39  
there's a reason that factory-  
built  
17:41  
housing is only  
17:42  
about 10 of of buildings out  
there  
17:44  
they've kind of failed to gain  
17:46  
market share everything else is  
built in  
17:49  
the factory every other modern  
product  
17:50  
is built in the factory it's about  
time  
17:52  
that  
17:52  
housing is too yeah for sure  
what's your  
17:56

what's your background did  
you come from  
17:58  
the building industry was this  
something  
18:00  
that  
18:01  
you kind of worked with some  
other  
18:03  
people in your startup how did  
this come  
18:05  
about  
18:06  
yeah i have no uh experience  
prior to  
18:10  
this  
18:10  
in building construction at all  
really  
18:13  
um  
18:14  
i've done a bunch of different  
kind of  
18:15  
business startups that have  
been  
18:17  
uh pretty successful one of the  
better  
18:19  
ones was uh related to bitcoin  
years ago  
18:22  
but um back in 2017 uh myself  
18:26  
my father paulo and another  
guy kyle  
18:29  
started working on  
18:30  
uh boxable back then it was  
just an idea  
18:33  
to fold the house up to fix  
18:34  
shipping and we jumped in and  
we started  
18:37  
doing research and  
18:38  
and testing and engineering  
and the  
18:40  
product just got



18:42  
better and better and better  
and we  
18:43  
devoted more and more  
resources to it  
18:45  
and then we all you know  
came together  
18:47  
in vegas to chase it down  
18:49  
full time and now we're here  
and you  
18:52  
know just receiving an  
extraordinary  
18:53  
amount of  
18:54  
of traction and interest and  
inquiries  
18:57  
it's  
18:57  
really been amazing those  
other two guys  
19:00  
on the team  
19:01  
paulo is a engineer with a  
background  
19:05  
uh in intellectual property  
licensing  
19:07  
where he had a business  
19:08  
essentially inventing things  
and  
19:10  
licensing and  
19:12  
licensing or selling those  
patents to  
19:14  
other companies and  
19:15  
the other guy kyle is also an  
engineer  
19:18  
expert  
19:19  
on 3d solid modeling on the  
computer and  
19:22  
he  
19:22

does have a background in uh  
residential  
19:25  
building construction and  
19:26  
right now we're rapidly building  
the  
19:28  
team we've been hiring people  
19:30  
every week um and um you  
know we're  
19:33  
going to be scaling really  
quickly  
19:35  
once we get the keys to this  
new factory  
19:38  
which should be hopefully any  
day now  
19:41  
i like it i like it a lot last  
question  
19:43  
when you guys went out to  
19:45  
to the capital markets were  
you looking  
19:46  
at crowdfunding operations or  
are you  
19:48  
looking at angel and seed what  
was kind  
19:50  
of the  
19:50  
because we have a lot of  
entrepreneurs  
19:52  
here they're either looking at  
startups  
19:53  
they're trying to get  
19:54  
you know kind of get an insight  
from  
19:56  
founders like you how did you  
guys go  
19:58  
about raising capital  
20:00  
we've raised all of the money  
directly  
20:03  
through  
20:03

individual investors through  
our website  
20:05  
it's been  
20:07  
extremely uh powerful and and  
and  
20:10  
valuable  
20:10  
for us to use this strategy  
we've  
20:13  
uh drummed up interest  
through social  
20:16  
media  
20:16  
driven traffic to our website  
and that's  
20:19  
converted  
20:20  
into investors and we really  
love that  
20:23  
uh versus going straight to you  
know  
20:25  
institutional  
20:26  
capital because you know we  
are we  
20:29  
remain in full control  
20:30  
we're calling all the shots we  
now have  
20:33  
an army of  
20:34  
uh supporters behind us so it's  
really a  
20:37  
great way to do it  
20:39  
i like it galliano it's great  
having you  
20:41  
on the show today  
20:42  
good luck to you and the  
boxable team  
20:44  
there i can't wait to see one of  
these  
20:45  
things in person  
20:46

anytime soon you're going to  
have one of  
20:47  
these in florida  
20:50  
thank you i will work on  
sending you one  
20:53  
asap  
20:54  
[Laughter]  
20:55  
let's get it here you know we  
could use  
20:57  
one of these for a sound room  
here in  
20:58  
our studio it'd be perfect right  
out  
21:00  
right outside our studio we  
could sound  
21:02  
proof it  
21:02  
be perfect sound room for all  
of you it  
21:04  
was trying to build a studio  
21:07  
it's very well insulated for  
sound so it  
21:09  
would do great  
21:11

yeah excellent thanks galliano  
we  
21:12  
appreciate you stopping in  
today  
21:14  
great thanks for having me all  
right so  
21:16  
you guys listening over on the  
podcast  
21:18  
right now make sure  
21:19  
and give us some stars we  
love those  
21:21  
feedback uh from you and of  
course if  
21:23  
you have an idea for a show  
you can  
21:24  
shoot that to us  
21:25  
uh which is just producer  
21:26  
reverendnetworks.com you  
can also hit me  
21:28  
up on twitter at paul barron  
that's  
21:30  
easy if you're here on youtube  
you got  
21:32

to subscribe this is the number  
one  
21:33  
channel out there when it  
comes to tech  
21:35  
and we are moving across  
21:36  
all things everything from  
21:38  
cryptocurrency obviously if  
you've been  
21:40  
catching a lot of our eva  
21:42  
autonomy and robotic videos  
you  
21:44  
understand kind of this  
innovation that  
21:46  
is happening  
21:47  
in the technology space so  
make sure and  
21:49  
subscribe to the channel and  
hit the  
21:51  
bell because that's going to  
give you  
21:52  
notifications i'll catch you next  
time  
21:54  
right here on techpath  
22:05

# Factory Tour at BOXABL...Building ADU's and Prefab Tiny Homes for Billionaires?

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Boxabl: Is this Prefab tiny home that unfolds the answer to our housing needs? Can Boxabl work on a massive scale? Can homes built on an assembly line adapt to local building codes? Elon Musk may have purchased one, but what happens if Boxabl ends up with a backlog of inventory no one wants? Is scalable factory mass production of housing possible? Boxabl's new factory is building homes like cars. Flat packed and easily shippable, factory manufactured, and engineered for endless custom configurations, Boxabl says it has over 20,000 reservations for the product with the US federal government issuing their first initial customer order of ~\$9.2 million. Ask these questions and more as Dave Cooper LIVE hosts a conversation with Founder Galiano Tiramani as they tour the brand new 170,000 square foot factory with the capacity to produce thousands of easily shippable homes and drive millions in revenue. Boxabl is protected by 17+ patent filings and growing. Poised to disrupt the massive and outdated trillion dollar building construction market, is their ADU scalable? Will they get into single family and multi-family residential housing? Can they solve the affordable housing crisis nationally if not globally? Join Dave as he asks these questions and more in this behind the scenes look at this offsite construction manufacturing facility in Las Vegas, Nevada. Head on over to our main website: <https://davecooper.live> Check out more DaveCooper.Live social content here:

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00:00	little bit of a tour of the casita	on this model a complete
hey everybody this is dave	we're	walkthrough
cooper and we	00:16	00:33
00:02	also going to give you a tour of	with jennifer and myself
are live in las vegas at boxable	the	00:34
and	00:18	galiano who wakes up and
00:04	factory	says i'm going
standing with me is galiano	00:18	00:37
taramani	and it is being set up there's	to build a folding house
00:07	people	00:39
who is a founder of boxable	00:20	yeah dave well thanks for
along with	working all over the place so it	coming to
00:09	might	00:41
your father	00:22	vegas and it's it's good to be
00:10	get a little noisy on occasion	on your
we are standing in the casita	00:24	00:42
model and	and there's product	show
00:13	everywhere here so	00:43
today	00:26	um you know sometime
00:14	and after	several years ago
not only we're going to give	00:27	00:46
you a	today's show we're going to	we we woke up and we
00:14	release a	thought
	00:29	00:47
	complete review	just that and really it was a
	00:30	way to

00:50  
kind of  
00:50  
try to make housing  
compatible with mass  
00:53  
production  
00:54  
something that hasn't really  
worked very  
00:55  
well to date and hopefully we  
can have a  
00:57  
really big  
00:58  
impact on housing  
affordability so yeah  
01:01  
this is the the casita our our  
flagship  
01:03  
product  
01:04  
yeah and it's beautiful i mean  
it's  
01:06  
built like a you know  
01:07  
like a brick whatever you know  
house or  
01:09  
what have you i mean it's solid  
like a  
01:11  
tank  
01:11  
and speaking of tanks there's  
tanks  
01:12  
right outside the back door  
here you're  
01:14  
next to the military installation  
01:16  
let's talk about this model in  
01:18  
particular what is it exactly  
01:20  
so uh we plan a building  
system this is  
01:23  
the smallest room module  
01:24  
in our building system so it's  
just  
01:26  
fitted out as a little studio  
apartment

01:28  
it's got a kitchen bathroom bed  
and  
01:30  
couch you know every  
everything you need  
01:32  
and this is the initial product  
that  
01:34  
we'll be going out with  
01:36  
so you know it's a really nice  
feeling  
01:38  
to it it's got high  
01:40  
uh nine and a half foot ceilings  
which  
01:42  
you don't always get from the  
from the  
01:43  
video but it's very different  
when you  
01:45  
when you stand inside of it so  
01:47  
really nice and people seem to  
love it  
01:48  
online sure and does it come  
with all  
01:50  
the appliances you got  
refrigerator in  
01:52  
here we got the stove i mean  
you got  
01:53  
lights in the cabinets  
01:55  
and these are actually really  
nice  
01:56  
cabinets yeah so  
01:58  
basically everything we can  
cram into it  
02:01  
uh when we ship it  
02:02  
will ship with it right the unit  
so what  
02:04  
happens is  
02:05  
the whole room folds up and  
kind of all

02:08  
the empty space folds up so  
02:10  
imagine there's no furniture in  
here  
02:12  
there's no better couch you  
just have  
02:13  
this empty room  
02:14  
that's all going to fold up and  
it's  
02:16  
going to fold down to about  
here  
02:18  
and that way we can finish all  
this  
02:19  
stuff in the factory so like five  
feet  
02:21  
by the length of the unit  
02:23  
we can finish anything in the  
factory in  
02:24  
this one it's kitchen and  
bathroom  
02:26  
and this one's kitchen and  
bathroom you  
02:28  
can't see it behind the camera  
guy but  
02:29  
we're gonna show you  
02:30  
uh i mean there's a bed there's  
a  
02:32  
fireplace in here you got a  
couch in  
02:34  
here you got beautiful  
windows  
02:35  
and the bathroom is gorgeous  
i mean is  
02:37  
that that's like a five foot  
shower  
02:39  
yeah yeah it's really nice it's  
really  
02:41  
uh spacious um  
02:42

we worked really hard to get  
the the max  
02:45  
possible  
02:46  
dimensions and not  
compromise on the  
02:48  
space and still make it  
02:50  
shippable so that's so  
important and we  
02:52  
think that's the reason that  
02:53  
factory-built housing has never  
really  
02:54  
taken off or taken market  
share  
02:56  
uh it's just so expensive to  
ship the  
02:58  
buildings so you know our  
initial  
03:00  
innovation was  
03:01  
make them shippable and and  
so now they  
03:03  
are sure and and the cost on  
something  
03:05  
like this right now is going for  
what  
03:07  
uh so we're planning to retail  
this for  
03:09  
uh fifty thousand dollars  
03:11  
and um we'll be opening to the  
public uh  
03:13  
hopefully sometime early next  
year after  
03:15  
we deliver on our initial orders  
03:17  
sure and and the delivery  
process on  
03:20  
this is the truck rolls out  
03:21  
you take it off the truck it  
unfolds  
03:24

site work still needs to be put  
in place  
03:26  
correct  
03:26  
yeah so you'll need to prepare  
in most  
03:28  
cases a foundation and  
utilities to  
03:30  
connect to and then you'll  
03:32  
this will be dropped off and  
you'll  
03:34  
unfold it on the foundation it  
should  
03:35  
only take a few hours to  
03:37  
come together and plug into  
utilities  
03:39  
and  
03:40  
then you're good to go we've  
really  
03:41  
gotten everything we possibly  
could done  
03:43  
in the factory right the  
interesting  
03:47  
part about this journey for you  
and we  
03:49  
spoke a little bit yesterday  
03:51  
was how surprised you were  
from the  
03:53  
support that you had  
03:54  
from people all around the  
world social  
03:56  
media  
03:58  
in in the money you've been  
raising to  
04:00  
do this  
04:01  
tell us a little bit about that  
and tell  
04:02

us you know why does it  
surprise you i  
04:04  
mean this is awesome  
04:05  
yeah well i mean it's certainly a  
very  
04:07  
big undertaking  
04:08  
and it's gotten bigger and  
bigger uh  
04:10  
really quickly  
04:11  
we were really excited to  
realize  
04:15  
how much people cared about  
this because  
04:16  
we didn't expect them to at  
first  
04:18  
and now the amount of  
inquiries that we  
04:20  
get on a daily basis is  
04:22  
absolutely massive so it's just  
resulted  
04:25  
in resources kind of rolling in  
04:27  
from from every angle you  
know customers  
04:29  
investors  
04:30  
uh partners uh installers  
people in  
04:33  
different countries like  
04:35  
thousands and thousands of  
people  
04:36  
interested in doing this  
04:38  
and uh it's great and and it's  
kind of  
04:40  
all thanks to you know social  
media  
04:42  
and you know getting the word  
out there  
04:44

well in the tiny home  
movement  
04:46  
housing affordability there is  
nothing  
04:48  
at this level that i have seen  
and we've  
04:50  
been traveling the country  
04:51  
that compares at this price  
point for  
04:54  
this level of a structure it's  
highly  
04:56  
energy efficient  
04:57  
um and and you literally can  
place this  
05:00  
anywhere and like california  
for  
05:01  
instance we just came to  
california  
05:03  
adus are a big deal because  
there's no  
05:05  
more space where do you put  
aging in  
05:06  
place where do you put college  
kids  
05:08  
that aren't in college because  
of covin  
05:10  
and all these different things  
05:11  
this is a perfect scenario for  
that yeah  
05:14  
so you know a lot of different  
05:15  
market forces kind of you  
know going in  
05:17  
our direction  
05:18  
uh whether it's the adu laws in  
05:20  
california or or other  
05:22  
housing affordability issues  
and this  
05:24

product just really makes  
sense so  
05:26  
it's pretty cool they did pass a  
lot of  
05:27  
laws encouraging those  
05:29  
little backyard units so that  
was our  
05:30  
original idea for this product  
05:32  
we would target it towards  
backyard  
05:34  
housing in california  
05:35  
but you know we've ended up  
getting  
05:37  
people inquiring about  
05:38  
every other use case you can  
possibly  
05:40  
imagine for a small room  
05:42  
and and just recently they did  
some kind  
05:44  
of tiny house laws in  
05:45  
nevada as well and those rules  
are  
05:47  
spreading around the country  
everywhere  
05:48  
so i think it's going to be a  
rapidly  
05:50  
growing market for us to kind  
of deploy  
05:52  
this product into yeah  
05:53  
it really is going to be so  
everybody if  
05:55  
you're just tuning in we are in  
las  
05:57  
vegas nevada  
05:58  
at boxable we are live on  
linkedin  
06:01  
youtube facebook

06:02  
and twitch galliano why don't  
we go to  
06:04  
twitch  
06:06  
it's it's where the action is it is  
06:07  
where the action is it's where  
the young  
06:09  
people are it's where the  
gamers are  
06:10  
it's where the virtual world  
06:12  
uh and digital twin all started  
before  
06:14  
we brought it into this industry  
they're  
06:15  
not coming to us so we're  
going to them  
06:18  
so what is next after the casita  
model  
06:21  
for  
06:21  
for you guys so uh we plan a  
06:25  
building system where we'll  
mass produce  
06:26  
different size room modules in  
different  
06:28  
interior configurations they're  
all  
06:30  
kind of standardized and they'll  
stack  
06:32  
and connect and the range and  
endless  
06:34  
configurations to build  
06:35  
hopefully every you know most  
every  
06:37  
building type on the planet  
06:40  
as soon as we prove things in  
this  
06:41  
factory i'll be making the case  
for the

06:43  
next step  
06:44  
which will be an even bigger  
factory  
06:46  
where we can really hit all the  
06:47  
economies of scale and  
efficiency  
06:50  
that we need to to make this  
into a  
06:52  
modern  
06:53  
manufactured assembly line  
product and  
06:55  
just build it the same way  
we're  
06:56  
building all the other  
06:57  
modern products sure you  
know this is a  
06:59  
big factory you know and  
there's  
07:01  
been so much back and forth  
when's it  
07:03  
opening when's it not opening  
right is  
07:05  
the  
07:05  
machines in here well i can tell  
you  
07:07  
we're going to show you the  
machines are  
07:09  
in the product is lined up all  
the way  
07:11  
down the factory  
07:12  
and we're going to take a walk  
in this  
07:14  
factory here in just a moment  
07:15  
if somebody wanted to get one  
of these  
07:18  
or or  
07:19

to you know donate or what  
have you what  
07:20  
do they have to do there  
07:22  
uh go to the website  
boxable.com go to  
07:25  
the reserve page get your  
name on the  
07:26  
wait list  
07:27  
as soon as uh you know we're  
ready we're  
07:29  
going to reach out to everyone  
on that  
07:30  
list and and start you know  
rolling out  
07:32  
product to people  
07:33  
there's lots of info on there  
lots of  
07:35  
info on on youtube on our  
social medias  
07:37  
and we'll continue to kind of  
update  
07:38  
uh everyone with our progress  
as we move  
07:40  
forward absolutely  
07:42  
hey if you like what you're  
watching  
07:43  
please hit that like and share  
button  
07:44  
right now and if you are not  
following  
07:46  
galliano you need to follow  
galliano but  
07:48  
do it after the show we don't  
want you  
07:49  
to leave  
07:49  
all right now it's time i think we  
need  
07:52

to show people the inside of  
boxable  
07:54  
the factory floor so why don't  
we go and  
07:56  
take a walk down the line  
07:58  
and let's get into the details on  
how  
08:00  
this is built  
08:01  
the structure of the  
engineering we'll  
08:02  
go through all that stuff so  
why don't  
08:04  
we do that  
08:04  
perfect perfect  
08:08  
all right so  
08:11  
if you're tuning in we're at one  
end of  
08:13  
the factory right now  
08:15  
and on the other end of the  
factory is  
08:17  
where the line starts  
08:19  
and we're gonna walk down  
here uh and  
08:21  
and we're gonna be set up on  
this side  
08:23  
because this  
08:23  
is the beginning of the line i  
should  
08:25  
have said you know hey why  
didn't you  
08:26  
put this down there so we  
didn't have to  
08:28  
walk you know  
08:29  
a couple football field lengths  
you're  
08:31  
right and it was there before  
and

08:32  
we moved it out of the way  
because we  
08:34  
needed the space right but it's  
it's  
08:36  
just sitting on  
08:37  
uh caster wheels so we can  
actually roll  
08:39  
it around anywhere  
08:41  
oh well let's go grab it yeah  
we'll tow  
08:43  
it over we'll bring it down we'll  
bring  
08:45  
it down  
08:45  
well i love it so you know tell  
us a  
08:48  
little bit about the process and  
coming  
08:51  
up with the design of the  
factory floor  
08:53  
and and  
08:54  
all of those things and then uh  
then  
08:56  
then we'll walk through it  
08:57  
well it was a tremendous  
amount of you  
08:59  
know research um  
09:01  
you know testing engineering  
on  
09:03  
everything  
09:04  
because we're not really using  
the  
09:06  
common building materials so  
there was  
09:08  
many many considerations and  
09:09  
we had to figure out you know  
what we  
09:11

would use and how we would  
efficiently  
09:13  
manufacture that  
09:14  
and we ended up settling on  
this you  
09:16  
know laminated panel  
09:18  
composite panel process  
which has many  
09:20  
many benefits and we ended  
up finding  
09:22  
some really amazing  
09:23  
equipment that made that a  
very  
09:25  
streamlined for this first stage  
of the  
09:27  
factory  
09:28  
perfect perfect and in the  
factory i  
09:30  
mean we're looking at all the  
product  
09:31  
we're walking by right now i  
mean  
09:33  
that was all just windows  
ready for  
09:35  
orders you have all your uh  
your sit  
09:37  
panels their styrofoam  
09:39  
insulation here to the right all  
lined  
09:42  
up  
09:42  
all the metal sheathing i mean  
you got  
09:44  
paint booths here you have  
everything  
09:46  
set up here  
09:47  
yeah we are you know focused  
on  
09:50

producing this first order that  
we have  
09:51  
which is 150 houses  
09:53  
for the government um you  
know it's it's  
09:56  
really good for us we just get  
to focus  
09:57  
on the manufacturing and  
figure things  
09:59  
out  
09:59  
so everything you see here is  
for that  
10:01  
order and we're you know  
10:03  
very close to turning on this  
whole  
10:05  
assembly line we actually just  
moved  
10:06  
into the building  
10:07  
last week we got our final you  
know  
10:09  
certificate of occupancy right  
from the  
10:10  
city and now we're going to get  
going uh  
10:13  
starting to crank out houses ah  
the  
10:15  
government regulations slow  
things down  
10:17  
all the time  
10:17  
all right everybody let's get to  
the  
10:19  
factory tour  
10:20  
all right hey everybody we are  
live at  
10:23  
boxable you were catching  
some of the  
10:25  
beginning intro  
10:26



we were doing at the casita i  
was  
10:28 hanging out with galiano  
10:30 uh i mean behind us is the  
start of  
10:34 a pretty big production facility  
10:36 happening at the moment  
10:37 which i think is amazing we did  
a little  
10:39 pre-recording of the casita uh  
prior to  
10:42 coming here for whatever  
reason  
10:44 um that's still sitting where it's  
set  
10:46 but we're going to really get  
into this  
10:48 now and let's start talking  
about what's  
10:50 happening here at the factory  
10:52 uh and really what problem are  
you  
10:54 solving  
10:55 yeah so the goal of the  
company is  
10:58 housing affordability we want  
to make  
11:01 you know building  
construction  
11:02 dramatically more affordable  
all around  
11:05 the world  
11:06 uh it's a really a big plan and  
big  
11:08 vision  
11:09 and this is just the start uh  
we're kind  
11:11

of starting  
11:12 pretty big here in the in this big  
11:14 building  
11:16 but compared to where we  
want to be it's  
11:17 it's very small  
11:19 we think that by making  
buildings  
11:22 work in the factory making  
production of  
11:24 buildings  
11:25 work on the assembly line we  
are going  
11:27 to be able to change  
everything  
11:29 this is really the last big uh  
modern  
11:31 product that's not  
11:32 built on a in a factory  
everything else  
11:35 we use you know cars  
sneakers television  
11:37 all of it it's built on an  
assembly line  
11:39 so we enjoy the benefits  
11:41 of those principles and that  
just hasn't  
11:43 translated into housing  
11:44 they're still building by hand 90  
11:46 percent of buildings are built  
by hand  
11:47 it's incredibly  
11:48 slow and inefficient and one of  
the uh  
11:51 kind of examples i like to use  
is  
11:53

imagine that you ordered a car  
and some  
11:56 guys  
11:56 arrive in your driveway with a  
bunch of  
11:58 pieces of metal and welding  
torches and  
12:00 hammers  
12:01 and they start building that  
thing in  
12:02 your driveway that seems  
12:04 crazy it would take forever it  
was  
12:06 incredibly expensive  
12:08 and probably poor quality uh  
but that's  
12:10 how housing is done  
12:11 everyone's used to it we think  
nothing  
12:13 of it so if we can just make  
this work  
12:16 in the factory it's gonna lead to  
uh  
12:18 incredible  
12:19 you know mass production of  
buildings  
12:21 that's never been done before  
incredible  
12:23 cost savings incredible  
12:24 uh quality increases different  
ratings  
12:27 increases  
12:28 there's just so much we can do  
and we  
12:30 think we've kind of solved all  
the  
12:31

problems that have stopped it  
from  
12:32  
working in the factory  
12:33  
and are you know hopefully  
leading up to  
12:35  
to a really big scale yeah for  
sure so  
12:38  
listen if you are just joining us  
we are  
12:41  
live in las vegas at boxable and  
12:43  
standing with me is one of the  
founders  
12:45  
galiano tremani who is a  
mastermind  
12:48  
behind a lot of the equipment  
you're  
12:50  
going to see behind us today  
12:52  
we also have done a full live  
review  
12:54  
jennifer and i  
12:55  
of the casita model which we  
started off  
12:57  
in the beginning of the video  
12:58  
we're going to put that video  
up as well  
13:00  
so you're going to get the full  
vision  
13:02  
of everything that we are  
seeing here  
13:04  
not only that we're going to  
give you  
13:06  
our honest opinion and our  
honest review  
13:09  
of the casita model and you  
might be  
13:11  
surprised what we have to say  
13:13  
so galiano we were talking  
about it

13:16  
earlier at the casita you wake  
up  
13:18  
you know you have this idea  
you and your  
13:20  
dad all this together and your  
dad's  
13:22  
going to join us uh  
13:23  
pialo is going to join us here  
uh in not  
13:25  
too long  
13:27  
where did it begin tell us on  
the  
13:29  
journey like how did you  
13:31  
take it from an idea to paper to  
now a  
13:34  
couple hundred thousand  
square feet of  
13:35  
manufacturing facility  
13:37  
yeah sorry there's a little fly  
there  
13:38  
flying around so  
13:40  
um yeah we we uh you know  
we started  
13:42  
working on this kind of 2017  
13:44  
uh really uh getting in there  
and  
13:47  
figuring things out  
13:48  
uh what wasn't obvious at the  
beginning  
13:49  
was all the problems  
13:51  
uh so it took a while to figure  
out what  
13:53  
that was what the issues are  
where the  
13:54  
friction points are  
13:56

why things aren't done the way  
that  
13:58  
maybe they should be done  
14:00  
and you know as we kind of  
went through  
14:03  
it  
14:03  
and started uh figuring that out  
it it  
14:06  
directed the  
14:06  
the development of the  
product and you  
14:08  
know of course everyone sees  
14:10  
online the shipping solution  
which is  
14:13  
kind of clear and obvious and  
14:14  
and really a game changer to  
make it  
14:17  
possible to  
14:18  
produce in the factory uh but  
beyond  
14:20  
that under the hood there's a  
whole lot  
14:22  
more  
14:22  
a whole lot more innovation  
here  
14:25  
basically  
14:26  
nothing left uh for the most  
part from  
14:28  
traditional construction in our  
14:29  
buildings  
14:30  
right and so when you say that  
14:32  
traditional construction  
nothing about  
14:34  
the process here  
14:35  
i mean some of the lamination  
and

14:36  
materials you're using is  
traditional  
14:38  
but the thought process on  
how it all  
14:40  
goes together is not  
14:42  
you still have a lot of manual  
you know  
14:44  
uh things happening  
14:46  
on your production line but  
you're also  
14:48  
at a price point of 50  
14:49  
000 for that casita is that part  
of the  
14:52  
whole  
14:52  
let's grow into this and build  
up to it  
14:55  
so we can keep our price point  
down so  
14:56  
we can keep it affordable  
14:58  
so we can put a good product  
out the  
15:00  
door if not great products  
15:01  
yeah so uh this kind of starter  
factory  
15:04  
that we're doing here it has a  
lot of  
15:06  
manual processes in it and  
that's  
15:08  
because we have to figure  
things out on  
15:10  
a basic level  
15:10  
before we start adding in that  
15:12  
automation we have to make  
sure that the  
15:13  
product and the process is  
going to stay  
15:16

the way it is and then we'll  
start  
15:17  
adding in that automation as  
soon as it  
15:19  
makes sense  
15:20  
but we do get the advantage of  
using a  
15:22  
lot of  
15:23  
off-the-shelf automation for  
example all  
15:25  
of the sub components we  
have are pretty  
15:27  
much all processed by  
15:29  
cnc computer cutting forming  
equipment  
15:32  
into very accurate tolerance  
components  
15:34  
that can then kind of  
15:35  
assemble together rapidly and  
then you  
15:38  
know beyond that there's a  
whole bunch  
15:39  
of custom automation that will  
15:41  
integrate in later and uh you  
know  
15:44  
the big picture there is this is  
170 000  
15:47  
foot factory  
15:48  
what you need to do a full  
automated  
15:51  
automobile style mass  
production  
15:52  
is a multi-million square foot  
factory a  
15:55  
billion dollar factory  
15:56  
and we think we'll get there as  
soon as  
15:58

we prove things out  
16:00  
here and most importantly the  
product is  
16:02  
engineered to be compatible  
with all  
16:04  
that  
16:04  
whereas the the lumber stick  
framing  
16:06  
that's traditional  
16:07  
construction and traditional  
modular  
16:09  
construction it doesn't it  
doesn't  
16:11  
really work that well with the  
16:12  
automation and that's kind of  
why it  
16:13  
hasn't been done yet  
16:14  
right so customers where's  
your shipping  
16:17  
radius where are you going  
with what's  
16:19  
here right now  
16:20  
so uh really huge interest on  
the on the  
16:23  
customer front  
16:24  
uh first order is is for the  
federal  
16:27  
government  
16:27  
uh and then beyond that we'll  
see you  
16:30  
know kind of who's first  
16:31  
as far as the the rest of the  
customers  
16:33  
the products you know it can  
ship  
16:35  
anywhere  
16:36

you know the most important  
thing is  
16:37  
that we got it down to just a  
highway  
16:39  
legal  
16:39  
standard load so it can be  
compatible  
16:42  
with all the shipping  
infrastructure  
16:43  
that exists  
16:43  
for everything else and we  
don't have  
16:45  
these costs associated with  
16:47  
the oversized buildings um  
16:50  
how far we ship i think you  
know  
16:52  
everything we build in this  
factory  
16:53  
which is thousands of units  
16:54  
it'll probably all get eaten up  
right  
16:56  
right next door here  
16:58  
um and then you know  
shipping does cost  
17:00  
money uh we we have the best  
case for  
17:02  
shipping but it still costs  
money  
17:04  
so sending it you know to the  
other side  
17:05  
of the country uh may or may  
not make  
17:07  
sense depending on like the  
local market  
17:09  
the cost the need of the  
customer the  
17:11  
speed  
17:11

they want so we'll see how that  
all  
17:13  
plays out but um  
17:14  
you know it's it's definitely um  
you  
17:17  
know shipping  
17:18  
super important and the  
situation we  
17:20  
have here where not only is it  
17:22  
a legal load eight and a half  
feet wide  
17:24  
uh it's also fully finished so  
kitchen  
17:26  
bathroom everything is done in  
the  
17:27  
building  
17:27  
and on top of that we're  
actually  
17:29  
shipping 20 feet of  
17:30  
of a footprint uh 20 feet of of  
17:34  
um you know wide of building  
on that  
17:36  
eight and a half footprint so  
it's a  
17:37  
pretty amazing situation  
17:39  
to get into and as people were  
saying in  
17:41  
the intro when we were  
standing in the  
17:42  
in the beginning of the show  
17:44  
inside there i mean that's  
pretty much  
17:45  
how it comes you know minus  
you know  
17:46  
where the mate walls and  
where it folds  
17:48

but all of that products still off  
to  
17:50  
the side as well  
17:51  
were you surprised on how the  
tiny home  
17:54  
movement kind of picked up  
on what you  
17:56  
guys were doing  
17:57  
yeah and you know when we  
got started uh  
18:00  
with boxable we didn't start  
with a  
18:02  
small house or a tiny home  
18:04  
we actually started with bigger  
units  
18:06  
our first units were  
18:07  
about 800 square feet each the  
first  
18:10  
prototype we built  
18:11  
was like a 1600 square foot  
house and  
18:13  
then we started thinking about  
it and  
18:15  
said what's a smart place to  
start  
18:17  
you know where where are  
there lower  
18:18  
barriers to entry where is there  
a  
18:20  
growing market demands  
18:22  
and the tiny house thing just  
made so  
18:24  
much sense and  
18:25  
once we announced this  
product and got  
18:27  
in front of some of those  
18:28

you know tiny house fans they  
went crazy  
18:31  
for it uh that that was how  
things got  
18:33  
started  
18:33  
on social media early on  
someone shared  
18:36  
our video on a channel that  
was devoted  
18:38  
to tiny houses  
18:39  
and that was like our target  
audience  
18:41  
right there so all of a sudden  
you know  
18:42  
web traffic and inquiries  
18:44  
picked up and then it just kind  
of  
18:45  
snowballed from there with  
every new  
18:48  
startup you know and new idea  
18:51  
there's always issues  
problems what what  
18:54  
were some of the issues  
problems maybe  
18:56  
surprises that you had along  
the way  
18:59  
that you weren't expecting  
outside of  
19:01  
building officials yeah i mean  
19:03  
yeah a whole whole lot of stuff  
you know  
19:05  
everything you can imagine  
you know goes  
19:07  
wrong whenever you're  
19:08  
doing a business and the most  
important  
19:10  
thing is just to be persistent  
and

19:12  
and keep going and keep going  
and never  
19:13  
stop so you know every  
everything you  
19:16  
can imagine  
19:17  
has basically happened um  
you know i'll  
19:19  
tell  
19:20  
uh one funny story uh our uh  
19:23  
one of our earlier trade shows  
that we  
19:25  
did where we had those bigger  
prototypes  
19:27  
was in las vegas and you know  
las vegas  
19:29  
is in the desert  
19:31  
and you know we didn't expect  
uh any bad  
19:33  
weather so  
19:34  
yeah so so this prototype we  
had um it  
19:37  
didn't have a roof  
19:38  
on it and and there was just a  
big gap  
19:39  
in the ceiling because we were  
19:40  
showcasing everything else  
right  
19:42  
so you know the morning of  
the show it  
19:44  
snowed in las vegas which  
doesn't happen  
19:46  
a lot  
19:47  
so then we ended up with  
snow on the  
19:50  
roof the sun came up it melted  
19:52

it started uh flooding the whole  
unit  
19:54  
and it was horrifying i was up  
there  
19:57  
with like a broom at like six in  
the  
19:58  
morning trying to broom all the  
all the  
20:00  
the snow off but we ended up  
getting it  
20:03  
dried off and cleaned up and  
the show  
20:05  
opened  
20:06  
and no one noticed so that  
was that was  
20:08  
pretty cool  
20:09  
um you know many other  
things of course  
20:12  
lately  
20:13  
um supply chain disruptions  
have been  
20:15  
really difficult  
20:16  
but we've we've navigated  
them all  
20:19  
everything  
20:19  
from you know the the  
equipment being  
20:22  
delayed because the supplier  
couldn't  
20:23  
source steel or whatever else  
20:25  
to us having to pay premiums  
on raw  
20:26  
materials uh shipping delays  
where you  
20:29  
have shipping container delays  
20:30  
some things just not being  
available  
20:32

like for example um  
20:34  
electrical wiring we we had to  
buy you  
20:36  
know a significant amount of  
electrical  
20:37  
wiring  
20:38  
for the first order that we have  
and it  
20:40  
just wasn't available anywhere  
from any  
20:43  
suppliers so we ended up  
going to home  
20:45  
depot and buying out the  
whole store  
20:47  
because  
20:47  
that was all we could do um so  
that  
20:50  
stuff will is is getting a little  
better  
20:52  
now  
20:52  
and and as we gear up um you  
know we'll  
20:54  
be more prepared for that  
20:56  
in the future but getting  
started you  
20:58  
know it's been a challenge to  
navigate  
21:00  
all that  
21:00  
yeah well i'm sure you know  
with supply  
21:02  
chain with covid all the  
different  
21:04  
aspects that have hit  
21:05  
you know any startup at this  
point  
21:07  
coming through  
21:08

going back to the snow on the  
roof right  
21:10  
let's talk about snow loads for  
a second  
21:12  
i don't really mean that in the  
sense of  
21:14  
las vegas but  
21:15  
the materials you're using are  
actually  
21:19  
if anything had to get wet at  
least it  
21:21  
was a casita  
21:22  
right material versus any  
others like  
21:24  
you said you cleaned it off and  
21:26  
we talked a little bit about this  
on how  
21:27  
it stands up to weather and  
humidity and  
21:29  
water  
21:30  
better than most other  
structures yeah  
21:33  
very water resistant  
21:34  
we're not using sheet rock  
we're not  
21:36  
using common lumber that  
would  
21:37  
traditionally  
21:38  
rot or mold so uh really really  
nice and  
21:41  
we were able to just  
21:43  
wipe it off and and it was good  
to go  
21:45  
and and no one knew  
21:46  
i think we're planning actually  
to do  
21:48

kind of a funny promotional  
video  
21:50  
pretty soon where we put a big  
21:51  
inflatable pool inside the  
house and  
21:53  
just  
21:53  
splash and make a mess  
everywhere but  
21:56  
yeah the the building um  
21:58  
you know has a lot a lot of  
things that  
22:00  
are better than traditional  
buildings  
22:02  
and that's the result of you  
know years  
22:04  
of of research and r d  
22:06  
and testing where we had all  
these  
22:08  
different requirements  
22:09  
and all these different  
requirements uh  
22:11  
for building code for strength  
for  
22:13  
safety for water for fire  
22:15  
wind energy all those different  
things  
22:18  
they don't always  
22:19  
align so you know you might  
try to make  
22:21  
the building stronger but then  
it  
22:22  
becomes much  
22:23  
heavier and that's a problem or  
you know  
22:26  
maybe you want to make it  
cheaper but  
22:27

but then it's not as energy  
efficient  
22:29  
uh so you know it was a big  
bouncing act  
22:31  
and what we've come up with  
now  
22:33  
is really amazing and it it fills  
all  
22:35  
those needs it exceeds  
22:37  
uh all the the standard  
requirements of  
22:39  
traditional buildings  
22:40  
we'll be publishing third-party  
data on  
22:42  
that to prove all those claims  
and it's  
22:44  
going to be  
22:45  
really great for our our  
marketing soon  
22:47  
so we're really excited about  
that but  
22:50  
uh it's been a great journey  
and one of  
22:52  
the reasons we wanted to  
make the  
22:53  
building  
22:54  
so much better and stronger in  
all these  
22:56  
uh different areas was  
22:58  
so that we could have one  
solution one  
23:00  
building type that works  
everywhere and  
23:02  
scales everywhere  
23:03  
versus right now different  
areas they  
23:05  
use different building  
materials and

23:06  
there's different requirements  
so if  
23:08  
you're building a building in  
florida  
23:09  
it might be built for high winds  
if it's  
23:11  
san francisco it might be built  
for  
23:12  
earthquakes we wanted one  
product that  
23:14  
works everywhere  
23:15  
and you know what we've  
come up with it  
23:17  
hits it hits them all  
23:18  
and that means you know first  
and  
23:20  
foremost it's it's very low cost  
and  
23:22  
rapid to manufacture  
23:24  
and then beyond that we've  
kind of been  
23:25  
able to to tweak all the  
engineering  
23:27  
and outperform on everything  
else so  
23:29  
we're really excited to kind of  
23:31  
shake up the the market when  
we release  
23:34  
this product  
23:34  
yeah and so let's let's touch on  
a  
23:37  
couple things here you said  
you know  
23:38  
third party  
23:39  
with any new product any new  
type of  
23:41  
build coming to market

23:42  
third party approvals local  
building  
23:44  
official approvals  
23:46  
getting those inspections is  
part of i  
23:48  
guess the struggle so to speak  
23:50  
how are you doing with that  
are you  
23:52  
finding any pushback  
23:54  
yeah so tremendous amount of  
regulations  
23:56  
surrounding  
23:57  
building construction and it's  
at every  
23:59  
level you know federal state  
24:01  
and local because the local  
governments  
24:03  
use this as a  
24:05  
major source of tax revenue  
they're  
24:06  
meddling in it you know every  
chance  
24:08  
they get so it's very uh difficult  
to  
24:11  
navigate  
24:12  
and you know it kind of makes  
sense that  
24:14  
it's like that because right now  
you  
24:16  
have all these independent  
actors all  
24:17  
these  
24:18  
different builders all doing  
different  
24:19  
stuff so no one's really  
necessarily  
24:21

accountable  
24:22 and you know there's you know high  
24:25 likelihood of a bad  
24:26 craftsmanship that can result in in  
24:28 problems so there's a lot of stuff  
24:30 around it hopefully if we create you  
24:32 know a national brand where we're well  
24:33 known for  
24:34 high quality etc uh those restrictions  
24:37 can can be reduced a little bit but  
24:39 uh immediately will be part of the  
24:41 state's modular housing programs  
24:43 which are are very nice and something  
24:45 that is  
24:46 is far less burdensome than i would have  
24:48 expected um it really consists of  
24:51 two main components one is testing so  
24:54 every test you can imagine  
24:55 we're doing on the house so that's like  
24:58 building panels breaking them lighting  
25:00 them on fire  
25:01 uh water intrusion everything you can

25:03 imagine we test it  
25:04 so that then we can say yes this meets  
25:06 or exceeds the requirements for building  
25:08 code to create a safe  
25:10 building beyond that what uh traditional  
25:13 buildings are are inspected you know at  
25:15 multiple times during the process on  
25:16 on the site like walls are kept open and  
25:19 then the inspector comes and looked  
25:20 at electric for example so because we're  
25:22 building them all in the factory  
25:24 they're not able to be inspected on site  
25:26 so therefore we need a third-party  
25:27 inspector  
25:28 in the factory so all of our buildings  
25:30 will be inspected by the third-party  
25:33 inspector and that satisfies the the  
25:35 building department regulations  
25:37 and it's really a great situation for  
25:39 everyone especially our customer  
25:40 because now they're going to have way

25:42 less interactions with that building  
25:43 department  
25:44 they're going to maybe have one final  
25:45 inspection and that's it they're not  
25:47 going to have multiple inspections  
25:48 they're going to have plans that are  
25:49 pre-approved at the state level  
25:50 and just a lot of benefits to these  
25:52 modular programs well there is a lot of  
25:54 benefits to it because the third party  
25:55 inspections are all happening mainly  
25:57 here in the facility and you have a  
25:58 third party agency that is looking at  
26:00 all that  
26:00 but for the consumer it's a really great  
26:02 thing because not only are they looking  
26:03 at it typically the building  
26:04 departments are looking at it as well  
26:06 and you are getting some final  
26:07 walkthrough inspections on site but you  
26:09 still have your site work with these  
26:10



that one still has to put in  
place uh  
26:13  
foundation plumbing sewer  
water so that  
26:15  
that still has to happen and  
those  
26:17  
inspections happen  
26:18  
regularly but you're right it cuts  
26:20  
probably three quarters of the  
26:21  
inspections out  
26:22  
yeah it's very nice situation  
super nice  
26:24  
so we're going to take a walk  
on the  
26:25  
factory floor  
26:26  
down through this area here  
and as we're  
26:28  
doing it let's talk about some  
of the  
26:30  
efficiencies you were you were  
26:31  
speaking of as far as how this  
goes  
26:34  
together and why it can go  
together so  
26:36  
i don't know if easily is the way  
to put  
26:38  
it but you're using a lot of  
precision  
26:40  
cnc  
26:41  
parts that you have outsourced  
and  
26:43  
bringing in house as you grow  
26:44  
but you're outsourcing so all  
this stuff  
26:46  
really is an assembly line  
26:49  
not a not a not a  
manufacturing one yeah

26:51  
a good way of saying it yeah  
absolutely  
26:53  
everything is standardized and  
26:55  
repeatable so we will get more  
and more  
26:57  
efficient as we go we'll get  
faster and  
26:59  
better at things and we'll dial it  
in  
27:00  
and refine that  
27:01  
assembly line on an ongoing  
basis and i  
27:03  
think once we walk through the  
line  
27:05  
we'll come back  
27:06  
your dad will be with us then  
so when we  
27:07  
come back here he can join us  
27:09  
i have a feeling like you know  
he he's a  
27:11  
lot of brains behind this  
operator oh  
27:13  
yeah  
27:13  
right does he know that we're  
going to  
27:15  
jump the pickup truck off the  
loading  
27:17  
dock yet  
27:18  
you know uh usually usually  
usually you  
27:21  
would hide that from your dad  
but i  
27:23  
think he might be driving  
27:24  
yeah driving the truck off the  
jump if  
27:26  
you if you like this  
27:27

jump a pickup truck off the  
loading dock  
27:30  
please make about a 50 000  
27:32  
donation i'll give him the link  
and  
27:34  
we'll go we'll go drive it up  
27:35  
i think he's serious it's making  
me a  
27:37  
little nervous yeah we're doing  
it all  
27:38  
right so hey everybody we are  
live right  
27:40  
now linkedin  
27:41  
youtube facebook and twitch if  
you are  
27:43  
not subscribed to our youtube  
channel  
27:45  
we have been traveling the  
country coast  
27:47  
to coast in a motorhome  
27:49  
going to only the places  
showcasing  
27:51  
people that are doing it better  
27:53  
we have been to 3d printed  
homes we have  
27:55  
been to modular  
manufacturers we have  
27:56  
been to fully automated home  
building  
27:58  
manufacturing facilities  
28:00  
and now we are in las vegas at  
boxable  
28:03  
with gileano talking about how  
we're  
28:05  
going to make affordable  
housing  
28:07  
fifty thousand dollars right fifty  
28:09

thousand and wait until you  
see the  
28:10  
review jennifer and i do on this  
home  
28:13  
delivered to your doorstep and  
up in one  
28:16  
day so  
28:17  
with that said why don't we  
hop and go  
28:18  
through uh the factory tour  
here real  
28:20  
quick and just kind of show a  
little bit  
28:21  
of the lamination process  
28:23  
there's a good portion of the  
factory  
28:24  
we're still working on some ips  
so  
28:26  
we'll beat it out of it and then  
and  
28:28  
then you might as well think  
about now  
28:30  
i'm going to ask you about elon  
musk  
28:31  
everyone wants to know about  
elon musk  
28:33  
i'm going to he's going to spill  
the  
28:35  
beans by the end of this show  
so  
28:37  
why don't we go this way we'll  
switch  
28:38  
cameras here and we'll walk  
over  
28:40  
so as we're walking josh why  
don't you  
28:43  
show some of the  
28:44  
the stuff that we have here uh  
what what

28:46  
are we looking at right now  
28:48  
yeah so what we're doing is a  
laminated  
28:50  
panel process so it's a  
composite panel  
28:53  
where we  
28:54  
basically glue different  
substrates  
28:55  
together and by doing it that  
way  
28:58  
we were not only able to  
increase the  
29:00  
the ratings on various things  
as i  
29:01  
mentioned before  
29:02  
but also dramatically simplify  
so now we  
29:05  
have much bigger pieces that  
kind of  
29:07  
uh assemble together rapidly  
so we've  
29:10  
gone from you know  
29:11  
hundreds of little pieces of  
wood and  
29:12  
thousands of nails down to  
just these  
29:14  
big blocks that  
29:15  
are precision caught in the cnc  
and then  
29:17  
rapidly laminate together so  
these  
29:19  
machines right here and i don't  
know if  
29:21  
you can see some of this but  
29:23  
basically what's happening  
there's some  
29:24

panels down there will show  
the panel's  
29:26  
laying down  
29:27  
you're going to this is going to  
come  
29:28  
across it's going to lay the glue  
down  
29:30  
and then you're going to put  
another  
29:31  
panel and then another panel  
sandwiches  
29:33  
it to get another set of glue  
29:35  
and then a panel sandwiching  
it together  
29:37  
is that accurate  
29:38  
yeah so we will you know  
rapidly  
29:40  
assemble these substrates on  
this  
29:42  
conveyor and then we get to a  
really you  
29:44  
know high level of finished  
panel as  
29:46  
soon as it comes off this line  
29:48  
and that's all um you know  
29:51  
one one single big wall panel  
is all  
29:54  
laminated in one piece so  
we're not  
29:55  
making smaller little panels  
and kind of  
29:57  
splining them together later  
29:58  
for example the the front wall  
of the  
30:00  
casita let's say that's 10 feet  
by 20  
30:02  
feet  
30:02

that will all be in one big piece  
on  
30:04  
this and assembled at one  
time  
30:06  
and what these do here is is  
let's say  
30:09  
we lay down the outer  
30:10  
uh board for the outer wall and  
then  
30:14  
this passes over and extrudes  
30:15  
polyurethane adhesive  
30:17  
and the polyurethane adhesive  
is really  
30:19  
amazing because  
30:20  
what happens is it's a  
chemical reaction  
30:22  
right that results in an  
irreversible  
30:25  
uh securing of the glue so  
once it  
30:28  
cures it it never goes back you  
know you  
30:31  
can heat it up it's not going to  
melt  
30:33  
anything like that and and  
basically um  
30:36  
you know you're you're going  
to end up  
30:38  
with this mechanical bond  
throughout the  
30:40  
whole thing so you can you  
can imagine  
30:43  
um you know when the glue  
goes in there  
30:45  
it eventually goes into a press  
and the  
30:47  
glue kind of expands and it  
seeps into  
30:49

all the micro  
30:50  
cracks in the substrate and  
then it  
30:51  
grabs into them and then it  
hardens  
30:53  
and that's kind of equivalent to  
you  
30:55  
know a nail or a screw  
30:56  
but like thousands of them  
everywhere so  
30:59  
it becomes  
31:00  
uh incredibly strong and we  
love the  
31:02  
laminated panel technology  
31:04  
you know our core innovation  
is shipping  
31:07  
and  
31:07  
then uh beyond that we have a  
lot of  
31:09  
other innovations the shipping  
thing  
31:11  
that's always going to be there  
we can  
31:13  
change everything else about  
the  
31:14  
building anytime we want  
31:15  
and we'll probably continue to  
do that  
31:17  
as we go forward and have  
next  
31:18  
generations of the product  
31:20  
just like any other uh uh you  
know  
31:22  
product like an iphone or a car  
that has  
31:24  
a different version every  
couple years  
31:27

right and everything's gonna  
go through  
31:28  
iteration and it should  
31:30  
we should always be moving  
forward our  
31:32  
industry doesn't think that way  
31:33  
typically everyone usually  
we're stuck  
31:35  
150 years behind  
31:36  
but we're not anymore we are  
moving  
31:38  
forward we are going to take it  
to the  
31:40  
next level  
31:41  
we are going to figure out this  
housing  
31:42  
affordability issue  
31:44  
and we are going to hopefully  
figure out  
31:46  
this supply chain issue so  
31:47  
if we go up here a little further  
we can  
31:49  
see some of these panels but  
before we  
31:51  
show the panels  
31:52  
every piece that you bring in  
that's  
31:54  
going to run down this line  
31:57  
is already precision  
manufactured right  
32:00  
and you have the big i see you  
got the  
32:01  
big vacuum picks that  
32:02  
so there's no manual lifting the  
stuff  
32:05  
up and slapping it down  
32:06

you have the machines to do it  
this all  
32:08  
just goes together like a  
crossword  
32:09  
puzzle  
32:10  
yeah really nice so all the  
materials  
32:12  
that go into it  
32:13  
are auto fed into cnc machines  
cut and  
32:16  
then spit out the other end  
32:18  
uh then they're brought over  
here where  
32:20  
they kind of rapidly assemble  
together  
32:21  
in a precision manner  
32:23  
right now we do have these  
vacuum  
32:25  
lifting systems  
32:26  
but as soon as it makes sense  
we're  
32:27  
going to be swapping those  
out for the  
32:29  
robot arms  
32:30  
and then this process should  
be  
32:32  
incredibly fast where wall  
panels are  
32:33  
just churning out  
32:34  
sure and so what is this  
material that  
32:36  
i'm looking at right here  
32:38  
so this is what we've chosen  
for the  
32:40  
interior wall  
32:41  
uh in place of sheetrock it's uh  
really

32:44  
amazing stuff  
32:45  
you know as you just lifted it  
it's it's  
32:47  
just really strong and flexible  
32:49  
um g-rock would have snapped  
maybe right  
32:51  
there huh yeah yeah definitely  
would and  
32:53  
then uh  
32:55  
we picked this uh because it it  
has a  
32:57  
lot of benefits  
32:59  
over sheet rock and that is you  
know not  
33:01  
only the strength  
33:02  
uh the strength means that you  
can throw  
33:04  
a screw in  
33:05  
anywhere on the wall you don't  
have to  
33:06  
find a stud because that can  
hold  
33:08  
a few hundred pounds per per  
screw so  
33:11  
that's that's really nice  
33:12  
uh then the the combustibility  
on it um  
33:15  
sheetrock is  
33:16  
rated non-combustible but it is  
33:17  
technically combustibile this  
stuff is  
33:19  
not this stuff will not  
33:20  
burn uh will not you know  
ignite uh then  
33:23  
beyond  
33:24

that it it's very water  
resistant so  
33:26  
that was the real reason why  
we loved it  
33:28  
because  
33:29  
uh water damage and mold  
growth in  
33:31  
houses is a big  
33:32  
health problem and it's and it's  
nasty  
33:34  
so uh  
33:35  
these things you know this is  
going to  
33:37  
make that house so if it gets  
wet if it  
33:39  
floods the water drains out  
33:40  
and it's it's good to go it's not  
as  
33:42  
damaged as a traditional  
house might be  
33:44  
yeah for sure  
33:45  
let's keep walking is it airtight i  
mean  
33:47  
it might be going to mars right  
33:50  
i cannot i can't talk about mars  
or  
33:52  
anything like that  
33:53  
are you crazy all right so let's  
we'll  
33:55  
walk down a little bit further  
33:56  
now look i mean we're  
surrounded by  
33:59  
metal here so hopefully we got  
the  
34:00  
signal up high enough  
34:01  
uh and we're not getting stuck  
what are

34:04 these  
34:05 machines they look like they  
move right  
34:07 up and down yeah so  
34:08 uh as we were exploring the  
equipment to  
34:10 do the laminated panel  
process  
34:12 we looked at many many  
different things  
34:15 uh many different ways to do  
the process  
34:17 and actually bought and tested  
out  
34:20 different equipment as we  
went forward  
34:22 and we ended up settling on  
this piece  
34:24 it's really amazing  
34:25 uh we absolutely love it it's  
going to  
34:27 allow us to crank out panels  
34:29 so fast uh what this is is a  
multi-story  
34:32 vacuum press so as part of  
that glue  
34:34 curing process  
34:35 you have to put a lot of  
pressure on the  
34:37 panel to lock it in place  
because the  
34:38 glue expands  
34:39 and you don't want it moving  
around okay  
34:41 so different ways to achieve  
that  
34:43

pressure the psi that you need  
one way  
34:45 is with vacuum  
34:46 so pretty cool uh basically you  
know  
34:48 this lines up with the conveyor  
it opens  
34:50 up  
34:51 a panel slides in it closes and  
the  
34:53 vacuum is put on it  
34:55 and then it's secured uh yeah i  
got it  
34:58 all right so just  
34:58 here stay right there so  
basically  
35:00 everything comes down this  
line  
35:02 here right this is moving up it  
takes a  
35:05 panel  
35:06 that line keeps moving it  
doesn't stop  
35:08 because it's only one panel  
35:09 and you keep feeding the  
panels like  
35:11 pancakes this is vacuum  
35:13 suction everything so if it seals  
tight  
35:16 like when you vacuum your  
clothes to put  
35:17 them in a closet those bags  
35:19 so it's similar to what that is  
and then  
35:21 they come out the bottom and  
the process  
35:23 just keeps going

35:25 and going and it moves on to  
the next  
35:26 stage is that that accurate  
35:28 yeah so we can fit uh two of  
our biggest  
35:30 wall panels on each of these  
systems  
35:32 each uh two of those should  
be about ten  
35:34 minutes process time  
35:35 then it gets fed into this um  
three  
35:39 are curing and one is being  
loaded  
35:40 unloaded so then we have a  
continuous  
35:42 output and this thing will crank  
out  
35:43 panels  
35:44 really fast wow okay very cool  
very cool  
35:47 what's the length of these  
35:49 i believe it's uh 50 feet so you  
know  
35:51 our biggest panel is is  
35:52 in this version is 20 feet but  
you know  
35:55 we do we have set up this  
factory to do  
35:57 larger units  
35:58 although i suspect we'll end up  
just  
36:00 with our hands full with the  
casi the  
36:01 smaller units in this factory  
36:03 can you do two units uh on one  
and one

36:06 vacuum like two walls two 20-foot walls  
36:08 yeah exactly so so every time the the  
36:10 press is loaded there'll be two two big  
36:12 panels in there or even if there's some  
36:14 smaller ones maybe let's say we do like  
36:16 like interior division walls there'll be  
36:19 even more  
36:19 you know you can actually see on the  
36:21 bottom there uh we'll show that when we  
36:23 come back around but  
36:25 where those panels will sit inside there  
36:27 what what do we have going on here  
36:28 keliano  
36:29 so this is a uh paint and sanding booth  
36:33 uh basically the only purpose it serves  
36:35 is to get rid of the seams on the  
36:37 interior wall in the building uh i'm not  
36:39 a big fan of this i think we're going to  
36:41 end up with some solutions  
36:42 to get around this because this is just  
36:44 traditional paint and spackle and

36:46 the way you would treat a regular um you  
36:49 know seam in in a sheet rock  
36:51 okay got it got it so the boots will get  
36:53 filled here that one has doors is one  
36:55 different than the other  
36:57 yeah so one is uh sanding uh to put the  
37:00 um  
37:00 the mud on the spackle to get rid of the  
37:02 seam and then the other just just paints  
37:04 the panel  
37:04 they'll come out of this machine onto  
37:07 carts they'll  
37:08 be fed into um you know these stations  
37:10 and just keep going through  
37:11 right so when they come out of here down  
37:13 the line here that's where a lot of the  
37:15 manual  
37:16 process is put into play is that  
37:18 accurate so what's what's after the  
37:20 paint and sanding booth  
37:21 yeah so at that point you know you have  
37:23 a wall panel that has a pretty  
37:25 significant level of finish and you know

37:26 compare that to traditional  
37:28 wall assembly it's just many steps are  
37:30 kind of gone from the process  
37:32 then it'll go through windows and  
37:35 electrical  
37:36 uh while it's just still a panel um so  
37:39 the the windows are easy  
37:40 uh electrical we have kind of a cool uh  
37:42 innovation there where  
37:43 there's uh like kind of tunnels or  
37:46 chases  
37:47 throughout all the walls floor and  
37:48 ceiling so there's no like drilling  
37:50 through studs or anything in a  
37:51 traditional electrical  
37:52 and we'll just be sending in these kind  
37:54 of uh electrical  
37:56 wiring harnesses then those panels are  
37:59 pretty much finished and then they'll go  
38:00 and get assembled and put together  
38:02 into the final home and then you know  
38:04 fold it up and fold it up  
38:06 and i mean so what's interesting about

38:07  
this this is really  
38:09  
the most automated part that  
we're going  
38:11  
to see because everything else  
38:13  
is really do i say it plug and  
play yeah  
38:16  
it's everything is you know  
pretty  
38:18  
simple and  
38:19  
uh right now we're trying to  
keep it uh  
38:21  
very basic we're not trying to  
go crazy  
38:23  
with automation  
38:24  
we need to make uh smart  
decisions as we  
38:26  
move forward  
38:27  
we need to spend our our  
money wisely so  
38:30  
what we want to do is figure  
out the  
38:32  
whole process uh with the  
most basic  
38:34  
equipment we possibly can  
38:36  
and then as we see fit we'll  
add in that  
38:38  
automation  
38:39  
this factory will get to a certain  
level  
38:41  
of automation where it's kind  
of maxed  
38:42  
out  
38:43  
because it's only so big and  
then  
38:45  
hopefully at that point we'll be  
38:46

move on to a much bigger  
facility where  
38:49  
we can break up all the all the  
38:50  
processes  
38:51  
into even more stations to  
make uh the  
38:54  
whole  
38:54  
flow happen even faster when  
are you  
38:57  
looking at  
38:58  
opening up the lines here now  
and i and  
39:00  
i say that we've had a lot of  
39:01  
conversation yesterday when  
we were here  
39:03  
and you know the the the  
approval  
39:06  
process  
39:07  
the safety inspections all of  
the things  
39:10  
that had to happen even just to  
be in  
39:12  
this building  
39:13  
uh especially during cobin and  
what's  
39:14  
been going on you know has  
slowed it up  
39:17  
a little bit yes  
39:18  
yeah it was a little frustrating  
because  
39:20  
um as we were doing the the  
fit out on  
39:22  
the building  
39:23  
we weren't actually allowed to  
come in  
39:25  
and do anything except  
39:26

fit out we weren't even allowed  
to to  
39:28  
sit in the in the office  
39:30  
so we had to wait until all that  
process  
39:31  
was done uh  
39:33  
all the city inspections were  
done  
39:34  
before we were even allowed  
to move in  
39:36  
uh and and we ended up uh  
getting a  
39:39  
little bit of a jump start  
39:40  
because what we have right  
now is a  
39:42  
temporary occupancy  
39:44  
there's still some some stuff  
with  
39:45  
inspections for uh fire  
suppression  
39:48  
uh but we're allowed to use  
everything  
39:50  
except for those few items  
that still  
39:52  
have outstanding inspections  
on them  
39:54  
so you know we just got in  
here last  
39:55  
week and we are starting to  
turn on the  
39:58  
equipment  
39:58  
uh learn the ropes and then  
hopefully in  
40:00  
a month or two the first house  
comes out  
40:02  
right in a month or two perfect  
yeah and  
40:04  
that's that's the government

40:05  
that you're doing or is that  
something  
40:07  
different yeah so uh the first  
order uh  
40:09  
we're fortunate enough to have  
40:11  
a big order from the  
government so it  
40:13  
really allows us to focus on the  
40:14  
manufacturing  
40:16  
um as we you know scale up  
the plant so  
40:18  
it's an order for 150  
40:20  
casitas and we just figure out  
40:22  
manufacturing  
40:23  
it's a great position because i  
don't  
40:24  
have to worry too much about  
dealing  
40:26  
with customers dealing with  
financing  
40:28  
dealing with contractors  
40:29  
any of the other stuff we can  
kind of  
40:31  
put that on hold for a little bit  
until  
40:33  
the manufacturing's dialed in  
40:34  
sure from a consumer's  
perspective  
40:38  
you've been getting a ton of  
feedback on  
40:39  
the social media  
40:41  
what is the feedback that  
you've been  
40:42  
hearing from the consumers  
40:44  
in regards to i want one is  
there a lot

40:47  
of that happening  
40:48  
yeah the the amount of of  
interest is is  
40:51  
off the charts  
40:52  
um we've had tens of  
thousands of emails  
40:55  
um  
40:55  
massive amount of social  
media comments  
40:58  
and messages as well  
41:00  
basically it's people coming up  
with  
41:03  
every single use case you  
could  
41:04  
ever imagine for a little room  
module  
41:06  
right you know everyone has a  
different  
41:08  
thing that they want to do with  
it  
41:09  
and you know it's everything  
from a  
41:11  
backyard  
41:13  
adu to workforce housing to  
you know  
41:16  
many many  
41:17  
other crazy and wacky things  
that you  
41:18  
could do with a room module  
as well so  
41:20  
people it's really caught  
people's kind  
41:22  
of imagination i think  
41:24  
yeah i want i'm you're  
delivering one  
41:26  
for my new studio right when i  
live in a

41:27  
house again oh you'll be  
41:28  
you'll be the first one after the  
after  
41:30  
the government no problem  
what i think  
41:32  
is really cool is we'll put it on  
the  
41:33  
boxable truck on the back of  
the bed  
41:35  
and i can just use that as our  
home as  
41:37  
we travel just open it up we'll  
set it  
41:39  
up that i can just  
41:40  
hit the plumbing and heating  
we just  
41:41  
travel the country in it so  
41:43  
i know i know your dad's  
getting ready  
41:45  
to join us we're gonna head  
back here  
41:46  
but  
41:46  
as we're walking uh these are  
the vacuum  
41:49  
machines right that are going  
to be  
41:51  
picking up the panels  
41:52  
and i know uh you know maybe  
just pan a  
41:55  
little bit  
41:56  
on this over here so they can  
see this  
41:58  
but what a lot of people  
42:00  
are not seeing on the back end  
and one  
42:02  
it's just a lot of space to walk  
but two



42:04  
is  
42:04  
i mean you have hundreds of  
windows  
42:08  
doors refrigerators i mean this  
place is  
42:10  
just  
42:11  
packed full full of product  
42:14  
ready to really get this line  
going yeah  
42:16  
we've got everything we need  
for this  
42:18  
first order  
42:19  
and you know i expect it's  
going to take  
42:20  
us you know months to get  
this first  
42:22  
156 out you know you know  
into  
42:25  
early next year so we have  
materials for  
42:28  
that but once we get up to  
speed it  
42:30  
should be hopefully about 300  
houses a  
42:31  
month  
42:32  
so at that point we're gonna  
have even  
42:33  
more stuff in here even more  
42:35  
shelving to keep it on and uh  
houses a  
42:37  
month yeah that's that's the  
plan  
42:39  
max 175 175 000 square foot  
facility  
42:43  
just one  
42:44  
yep on two shifts that's what  
our

42:45  
projections are so we'll see  
what we hit  
42:47  
on two shifts so we have two  
lines going  
42:50  
right so you're looking at two  
lines two  
42:52  
shafts you know  
42:53  
16 20 hour days somewhere in  
there yep  
42:56  
exactly what we're looking at  
doing  
42:57  
yeah perfect perfect so if you  
if you  
42:59  
want this is the boxable truck  
maybe  
43:01  
showing the box that's what  
we're gonna  
43:02  
jump off the uh  
43:05  
off the cargo ramp and the  
loading ramp  
43:08  
and you know what if you pan  
on those  
43:09  
windows i know we're not  
showing it but  
43:10  
we're gonna we have some b-  
roll  
43:12  
there is a ton of people inside  
the  
43:14  
building uh on that right side  
over  
43:16  
there  
43:16  
that uh are working in a big  
way so  
43:20  
why don't we go over here i  
know your  
43:21  
dad's gonna join us here in a  
second so  
43:24

we're gonna switch back to  
this camera  
43:26  
here and uh  
43:27  
you got to make room for your  
dad come  
43:29  
on over here juliana we'll put  
your dad  
43:31  
in the center when he comes  
43:32  
so how important and how uh  
43:36  
how your dad in this process is  
it  
43:38  
working out between you or  
you  
43:40  
guys go fist the cup  
everywhere uh whoa  
43:43  
james there we go where could  
you  
43:46  
almost hit me i got it i got that  
on  
43:48  
video wow you know  
43:50  
live live wow that is awesome  
so  
43:53  
paulo palo germany is  
43:56  
the other founder and the  
father of this  
43:58  
being right here at the same  
time  
44:00  
i was just asking how do you  
guys get  
44:01  
along do you go fish to cuff  
everyone i  
44:03  
wouldn't go look at the alarms  
on this  
44:04  
guy  
44:06  
i don't even stand next to you  
you're  
44:07  
making me look small but  
44:10

so we just did a walkthrough  
this has  
44:13  
been a this has been a process  
for  
44:15  
for all of you trying to get this  
from  
44:17  
where it started and where it is  
44:18  
now what palette talking to  
your son a  
44:22  
lot  
44:23  
what has been your primary  
role here at  
44:25  
boxable  
44:26  
right so yeah great so uh great  
question  
44:29  
and you asked  
44:29  
another question about how  
we get along  
44:31  
yeah that sort of feeds into our  
roles  
44:33  
and it's very interesting  
because uh  
44:35  
we have very different skill  
sets uh and  
44:38  
uh  
44:38  
we uh all right just talk i'm  
holding  
44:41  
you go ahead and so we just  
we just work  
44:43  
things out  
44:43  
uh we we don't have too many  
conflicts  
44:46  
actually  
44:46  
um we're very respectful of  
each other  
44:48  
and i think that's uh  
44:51

just a great way to to work  
with a  
44:53  
family  
44:54  
um a number of very  
successful  
44:56  
businesses  
44:57  
prior very different skill sets to  
mine  
44:59  
with a good overlap  
45:01  
but very different he's much  
more on the  
45:03  
business and growth and then  
i'm much  
45:05  
more on the  
45:06  
on the ip intellectual property  
45:09  
uh patent and the innovation  
side really  
45:12  
he does everything very well  
sure  
45:13  
and let me ask what what what  
was uh  
45:15  
what did you do before you  
decided  
45:17  
you're going to build folding  
houses  
45:18  
yeah absolutely so for a couple  
of  
45:20  
decades i had a company that  
was  
45:22  
fairly successful it was an ip  
company  
45:24  
which for your viewers is an  
45:25  
intellectual property  
45:26  
licensing company it's just a  
fancy way  
45:28  
of saying that we  
45:30

sat around invented things uh  
ip sounds  
45:32  
better than inventors yeah  
45:34  
sounds like really crazy and uh  
we would  
45:36  
just come up with products  
45:37  
all the products have to have  
patent  
45:39  
protection okay and then we  
would  
45:40  
license it to industry  
45:41  
in the similar way that  
somebody would  
45:43  
would take uh  
45:45  
like a musician or a songwriter  
or  
45:47  
somebody that writes books  
45:49  
and they get paid a royalty and  
we did  
45:50  
that with inventions and over a  
period  
45:52  
of time we said okay  
45:54  
what's the biggest idea we can  
we can  
45:56  
come up with  
45:57  
as ip guys and fix a problem  
sure and  
46:00  
that's this guy behind us  
46:02  
and it is fixing it so yeah all  
right  
46:04  
everybody we're live linkedin  
youtube  
46:06  
facebook and twitch please hit  
that like  
46:08  
and share  
46:09  
button right now and if you are  
not

46:10  
subscribed to our youtube  
channel dave  
46:12  
cooper live or to  
46:14  
boxable's youtube channel  
you're wrong  
46:16  
you should be let's not wait  
any longer  
46:18  
hit that subscribe  
46:19  
and that like button so all right  
let's  
46:21  
let's get into the nuts and bolts  
in  
46:23  
this so  
46:24  
it's time to produce affordable  
housing  
46:26  
right we've waited long enough  
the  
46:28  
traditional way of how we've  
been  
46:30  
building  
46:31  
hasn't worked the people  
before you have  
46:34  
not got it right we're just not  
there  
46:36  
we're falling behind we're  
falling  
46:37  
behind on technology you guys  
have  
46:40  
a very viable solution from  
everything  
46:42  
that i have seen so far and  
we've been  
46:44  
traveling the country  
46:45  
to really make a big dent in  
this how  
46:48  
are you seeing it personally  
46:50

in terms of the technology in  
terms of  
46:53  
the technology and the  
marketplace and  
46:55  
really being able to deliver  
46:56  
an affordable housing yep so i  
mean sort  
46:59  
of so top line view  
47:00  
the marketplace is what in  
what we call  
47:02  
a pre-industrial condition  
everything  
47:04  
else is built in a factory  
47:05  
kaliana's probably mentioned  
some of  
47:07  
this and the reason  
47:08  
uh building buildings are not  
building a  
47:10  
factory is because they're big  
47:12  
right and so the first thing we  
had to  
47:13  
fix was the size we fixed the  
size  
47:15  
they packed down to eight and  
a half  
47:16  
foot wide down back to 20 foot  
47:19  
these are basically building  
modules  
47:20  
building boxes like big legos  
47:22  
to build anything and that's  
one of the  
47:25  
key breakthroughs  
47:26  
and then we've just dived dived  
into  
47:28  
that into further and further  
levels of  
47:30

refinement you know if you're  
out in the  
47:31  
factory  
47:32  
if you're out in the field rather  
and  
47:34  
you have to climb up uh  
47:35  
four stories and you're nailing  
things  
47:37  
in in the snow  
47:38  
in the in the sun you know it's  
not  
47:40  
efficient you can only  
47:41  
move around small materials  
that's why  
47:43  
two by fours are two by fours  
and might  
47:45  
be small  
47:46  
we don't have that restriction  
47:47  
whatsoever we can build  
panels here up  
47:49  
to  
47:50  
40 foot long in one big piece  
and  
47:53  
believe me when we press that  
down  
47:54  
with a quarter of a million tons  
uh yeah  
47:57  
according to 250  
47:58  
000 pounds worth of pressure  
it really  
48:01  
makes for a unit to remember  
that's  
48:03  
never ever going to come apart  
48:04  
ever can i come apart so why  
don't we  
48:06  
take a moment if you're joining  
us i

48:08  
want to get to the audience we  
want to  
48:09  
do some comments and  
questions i mean  
48:11  
it's lit up in red and  
48:12  
i'm seeing it all over the place  
um  
48:14  
jenna we ready for some  
questions maybe  
48:16  
we can go through and some  
comments then  
48:18  
we're going to come back to  
third-party  
48:19  
inspections some more we're  
going to  
48:20  
come back to  
48:21  
the precision and the assembly  
process  
48:24  
of this you know  
48:25  
what you mentioned about  
how many units  
48:26  
a month you can put out i  
mean that  
48:28  
that's a really significant  
number out  
48:30  
of a manufacturing facility  
48:32  
of this size so these are all  
really uh  
48:35  
key things and then we're  
going to talk  
48:36  
about elon musk because the  
world wants  
48:38  
to know it and  
48:39  
he keeps saying listen as long  
as his  
48:42  
dad doesn't tackle me i'll beat  
it out  
48:43

of him  
48:44  
and i think his dad's going to  
protect  
48:45  
him all right let's go to some  
comments  
48:47  
and questions here real quick  
48:48  
krista price exciting to get a  
sneak  
48:50  
peek of the new boxable  
manufacturing  
48:53  
space  
48:53  
looking forward to following  
the journey  
48:55  
once production starts  
48:57  
thanks krista awesome we're  
definitely  
48:59  
going to  
49:00  
let people follow the journey  
because  
49:01  
we're going to be posting  
constant  
49:03  
updates on on youtube  
49:05  
uh instagram all kind of stuff  
because  
49:08  
we're trying to get as much  
49:09  
engagement and interest from  
people as  
49:10  
we can so that's  
49:12  
very important to us if you're  
producing  
49:13  
that many units you got to get  
them out  
49:15  
to everybody  
49:16  
i love it yeah go for it gilbert  
meyer  
49:18  
great vision  
49:19

we need to replace stick built  
gilbert  
49:22  
myers thanks for joining us  
today from  
49:24  
linkedin  
49:25  
perfect ah question gilbert  
always  
49:28  
follows the rules he's got the  
queue  
49:29  
there  
49:30  
we are looking for automated  
glue  
49:32  
application can you share the  
49:33  
manufacturer  
49:35  
of your equipment so gilbert  
tires is  
49:37  
mmc 3  
49:38  
out of honduras and they're  
doing a  
49:40  
panel system a little similar to  
what  
49:42  
you're doing but not  
49:43  
not the same after we order 10  
more i'll  
49:46  
uh  
49:46  
i'll let you know just kidding  
you can  
49:48  
email me yeah  
49:50  
you can reach out to me and i  
can put  
49:52  
you in contact alison d  
49:54  
here in the midwest we need  
basements  
49:56  
for storm shelters  
49:58  
can the cassista be placed on  
top of a  
50:00

basement great question  
50:02  
yeah alison absolutely you can  
think of  
50:04  
the casita products and our  
building  
50:06  
shells  
50:07  
as you would any traditional  
stick built  
50:09  
or modular  
50:10  
so you can put them down on  
slabs on on  
50:13  
posts  
50:13  
and full basements uh for your  
50:15  
particular use application you  
can also  
50:18  
uh we believe once we're done  
we'll be  
50:19  
able to register those as hud  
homes  
50:21  
as trailers as rv homes and in  
fact  
50:24  
we think that the standards are  
so low  
50:26  
in the industry we plan to have  
50:28  
a boxable standard code and  
we'll work  
50:30  
our way through up through  
50:32  
hopefully to the federal  
government and  
50:33  
get an actual possible  
standard  
50:36  
and so that the public can have  
the  
50:38  
quality of product that they  
deserve and  
50:40  
they expect  
50:41

from everything else in their  
life a  
50:43  
botchable standard irc  
50:45  
code across the country if not  
across  
50:48  
the globe  
50:49  
nah he doesn't think big i  
would love to  
50:51  
see that  
50:52  
okay next one  
50:57  
all right joel hodgins what's  
happening  
50:59  
joel plug and play  
51:01  
the a in dfma designed for  
manufacturer  
51:04  
assembly  
51:05  
and you guys really are an  
assembly line  
51:07  
here i mean you have a little bit  
of  
51:08  
manufacturing  
51:09  
but the majority of this is  
going to be  
51:10  
just a big assembly line where  
you can  
51:12  
put  
51:13  
skilled people to work non-  
skilled  
51:14  
people to work and get the  
same quality  
51:17  
and same consistency out the  
door is  
51:19  
that accurate  
51:21  
yeah absolutely uh dave it's  
completely  
51:24  
uh  
51:25

got your name wrong but uh  
the plug and  
51:26  
play aspect is very very  
important  
51:28  
we've basically devolved  
building  
51:30  
construction down to  
51:31  
the the the dna the cellular  
level and  
51:34  
then we've built it up as simply  
51:36  
as we can and it takes a very  
very long  
51:38  
time to make complicated  
things  
51:40  
uh simple but the payoffs just  
keep  
51:42  
paying off forever so we have  
plug and  
51:44  
play in the factory  
51:45  
we've had porsche come in  
porsche  
51:47  
consulting they have 700  
consulting  
51:49  
engineers  
51:49  
to help us set up a production  
line  
51:51  
because there are numero uno  
51:53  
in terms of production line  
know-how  
51:55  
automatic production line i  
mean  
51:56  
and then the product itself is  
plug and  
51:59  
play the factory is plug and  
play  
52:01  
this is our manufacturing cell  
it's  
52:02

manufacturing cell number  
one  
52:04  
and the product themselves  
are very very  
52:06  
much stack and connect  
52:08  
perfect all right thank you joel  
52:09  
hutchins for that question  
52:12  
john soderberg i'm connecting  
from  
52:15  
arizona  
52:16  
excited about the product all  
right  
52:18  
thanks john from youtube  
52:20  
i'm ready awesome concept  
and what a  
52:22  
great product to assist with  
the housing  
52:24  
needs  
52:25  
i would love to connect to  
discuss  
52:27  
options well there you go  
52:28  
you got to reach out to them j  
lo flicks  
52:32  
what's happening j lo flicks  
52:33  
i love the old uh uh you see it  
52:37  
he has arms like you actually  
hey ben  
52:40  
benvenuti  
52:42  
i'm saying it wrong then you  
know how to  
52:44  
say it i come back  
52:46  
with hell i want to work for you  
guys  
52:48  
that's all what  
52:50  
benevoluti thank you jen hell i  
want to

52:53  
work for you guys  
52:58  
all right google i'm gonna need  
you to  
53:00  
translate that for me  
53:01  
david antosiak and if i get  
people's  
53:04  
names wrong  
53:05  
i apologize i'm not intentionally  
doing  
53:07  
it incredible product guys  
congrats on  
53:10  
being so  
53:10  
innovative linkedin love it  
53:14  
steven hellstrom can you tell  
again how  
53:17  
you deal with electrical  
53:18  
and plumbing  
53:22  
yeah the electrical plumbing is  
very  
53:24  
interesting part of the  
technology we  
53:26  
have  
53:26  
patented technology is our  
walls are  
53:29  
smart i actually hate the  
expression  
53:30  
smart but they really are smart  
53:32  
they are every about 30 inches  
or so  
53:34  
there is a chase  
53:36  
on every panel the floor the  
ceiling the  
53:37  
walls everything a chase is  
simply a  
53:40  
hole  
53:41

that runs through the middle of  
the  
53:42  
panel it doesn't uh doesn't  
have any  
53:44  
thermal bridging  
53:45  
it's all very well insulated and  
what  
53:47  
that grid does it's like a  
subway system  
53:49  
we have a main trunk line in  
the ceiling  
53:51  
and we can in the factory after  
the  
53:54  
factory in the field we can add  
electric  
53:56  
we have kinetics  
53:57  
for sprinklers uh so it's a very  
very  
54:00  
flexible  
54:01  
uh building shell system with  
this first  
54:03  
baby this uh  
54:04  
casita we've configured and  
then  
54:06  
generally water  
54:08  
waste uh electric all ports to  
one  
54:11  
corner of  
54:12  
the casita for backslash  
russian  
54:16  
plug-and-play  
54:16  
well and it is here listen if we  
54:19  
simplify the process of what  
we're  
54:21  
building  
54:22  
and we stick to that process  
you can get

54:24  
the efficiencies you can get  
the  
54:26  
benefits  
54:27  
each and every home that is  
coming off  
54:29  
the line for the casita  
54:30  
you know where the wiring  
where the  
54:32  
plugs where the lighting  
54:33  
needs to be down to the  
millimeter  
54:36  
there's no guessing which  
makes  
54:37  
efficiency super easy and why  
you hired  
54:39  
porsche  
54:40  
because they do it every day is  
that  
54:42  
accurate absolutely  
54:43  
perfect all right chad crosby  
54:47  
been very interesting following  
boxable  
54:49  
for over a year  
54:50  
getting so close to production  
it's not  
54:53  
just getting close i mean  
54:54  
these guys are here i know you  
guys  
54:56  
probably told them to quiet  
down but  
54:57  
i mean they're working all  
around here  
54:59  
to get this thing ready to go  
55:01  
yeah absolutely we are we are  
working 24  
55:04  
7.

55:04  
uh we could work 25 seven if  
we had an  
55:07  
extra hour in the day  
55:08  
to get the product our  
customers are the  
55:11  
number one  
55:12  
uh the number one thing here  
the  
55:13  
customer is absolutely number  
one that's  
55:16  
how we start and end our day  
55:18  
and uh we're working very hard  
to get to  
55:20  
production  
55:21  
all right thank you for that  
question  
55:24  
all right gilbert meyer are your  
55:26  
internal panels  
55:27  
are at frp  
55:31  
tire resistant panels i'm  
assuming is  
55:33  
what he's going for  
55:34  
uh no i think it's uh fiber  
reinforced  
55:37  
polymer yeah so that's that's a  
plastic  
55:41  
um system it's like kind of like  
55:43  
fiberglass i believe  
55:44  
uh we have looked at that um  
we didn't  
55:46  
end up going with it  
55:48  
we may circle back in the  
future they do  
55:50  
make some pretty cool  
55:51

frp i-beam um our floor and  
ceiling  
55:54  
both have a steel i-beam in  
them so that  
55:56  
is a candidate to swap out for  
for an  
55:58  
frp  
55:59  
i-beam in the future there you  
go great  
56:02  
question gilbert thank you so  
much  
56:07  
david barajas looking at local  
building  
56:09  
code heights how tall  
56:11  
outside height for one unit and  
how  
56:14  
outside height for two units  
56:16  
okay so i'm assuming  
stackable what are  
56:18  
the what are the top dimension  
height  
56:19  
wise  
56:19  
super easy uh ten and a half  
for one  
56:22  
twenty one  
56:23  
for two if my math is correct  
ten and a  
56:26  
half one twenty one for two  
56:27  
yeah so listen i mean that's  
great i  
56:29  
mean across the country i  
mean building  
56:30  
codes vary  
56:31  
yeah place to place so that  
would work  
56:33  
from what i understand in  
most building  
56:35

codes for sure  
56:36  
yeah it's uh it's a nine and a  
half  
56:37  
interior ceiling height yeah and  
then  
56:39  
the thickness of the panel on  
the floor  
56:40  
and ceiling is another six  
inches on  
56:42  
floor  
56:42  
and ceiling that's going to get  
to 10  
56:44  
and a half all right listen  
everybody if  
56:45  
you have a question try and  
put a cue in  
56:47  
front of it jennifer is working  
hard  
56:49  
behind the scenes to keep up  
with  
56:50  
everything out there and put  
the  
56:51  
questions up  
56:52  
we have about 10 minutes left  
on the  
56:54  
show here we will try and get  
to as many  
56:55  
as we can  
56:56  
so if you have some great  
questions put  
56:58  
them in there okay john  
57:01  
bydor chandra thank you for  
joining us  
57:03  
what is the material used for  
making the  
57:06  
wall panels are the external  
and  
57:07

internal panels different i kind  
of we  
57:09  
just kind of touched on that i  
think  
57:10  
right  
57:11  
in some aspects yeah so the  
internal and  
57:13  
external panels are the same  
they're  
57:15  
basically  
57:16  
layers of concrete board steel  
57:19  
insulation  
57:20  
and a version of non-  
flammable uh  
57:22  
ceramic  
57:23  
board called ngo magnesium  
oxide so it's  
57:27  
it's a lamina  
57:28  
of cocktail really of different  
57:30  
materials that provide us with  
all the  
57:32  
elements we need  
57:33  
at the highest stiffness the  
highest  
57:34  
performance quality and the  
lowest cost  
57:37  
thank you for the questions  
that are  
57:39  
hopefully i said that right  
57:41  
all right next question from  
youtube  
57:44  
blair bames  
57:45  
do you have a factory  
fabricated base  
57:48  
foundation system  
57:50

we do not actually we think  
some of the  
57:52  
printed product out there could  
57:54  
could do that in the future  
rather well  
57:56  
what we will be providing  
57:58  
on our website is a full  
supplement of  
58:02  
additional  
58:03  
uh downloads for example  
because we're  
58:05  
systemized back to that dna  
level  
58:07  
discussion  
58:08  
out our basement drawings for  
either a  
58:11  
slab or posts or a full  
basement  
58:13  
can be completely systemized  
uh very  
58:16  
very simple  
58:17  
and we can put this and roof  
trusses and  
58:19  
all sorts  
58:20  
online as we grow we can do  
the work  
58:22  
once  
58:23  
and then tens of thousands of  
customers  
58:25  
can download them  
58:26  
that sounds like a good deal  
for  
58:27  
everybody to me yeah  
58:30  
one thing that worth  
mentioning on that  
58:32  
is that the floor on our units is  
58:34



incredibly strong and rigid so  
that  
58:36  
means the foundation  
requirements are  
58:38  
much less  
58:39  
we're not you know building  
with stick  
58:41  
framing on a foundation  
58:42  
we're simply using the  
foundation to  
58:44  
anchor this thing into the  
ground so  
58:46  
that  
58:46  
opens up the option for people  
to use  
58:48  
the lowest cost  
58:49  
foundation solution and and so  
that's  
58:51  
you know one of the many  
58:53  
other smaller you know friction  
points  
58:55  
that we've tried to reduce with  
our  
58:57  
system throughout the process  
58:59  
great all right thank you for  
that  
59:00  
question  
59:02  
alexandre cagnet hey  
alexandra  
59:05  
great concept you guys need  
to team up  
59:08  
with prefab of  
59:09  
all in one hvac d unit  
manufacturer  
59:13  
minute air huh wonder who is  
the founder  
59:19

his name might be alessandra  
it might it  
59:21  
might be in alexandria he's  
been on our  
59:23  
show  
59:24  
building science uh quite often  
he  
59:26  
really does have a cool product  
and you  
59:27  
know he has a point it might  
be  
59:28  
something to take a look at  
yeah please  
59:30  
send us info  
59:30  
below at boxable we'll take a  
look give  
59:33  
us a call there you go there you  
go  
59:35  
thank you jlo flicks is back no  
pharaoh  
59:38  
did i say that right  
59:40  
uh it might be from another  
hemisphere  
59:41  
but yes i apologize might be  
from  
59:43  
another hemisphere  
59:44  
all right gilbert myers back  
man gilbert  
59:46  
you're loading up the questions  
59:47  
what is your total factory time  
to  
59:49  
finish a small house  
59:51  
take that self cool uh yeah so  
the  
59:54  
uh basically the final output is  
going  
59:56  
to be  
59:57

one house every 90 minutes  
we just have  
60:00  
to ensure that none of the  
stations take  
60:02  
more than 90 minutes so the  
house can  
60:04  
keep moving through there  
hopefully  
60:05  
we'll be able to do  
60:06  
even better than that but we'll  
see how  
60:09  
it goes right now we're  
projecting  
60:11  
uh you know about 3 600  
houses for the  
60:13  
year on two shifts  
60:15  
and a house coming out every  
90 minutes  
60:16  
that's great for me just to give  
you an  
60:18  
idea of the scale and our  
ambitions  
60:20  
uh a ford f-150 comes off the  
line every  
60:23  
58 seconds  
60:25  
much more complicated than  
what we're  
60:26  
doing so let's see how low we  
can go if  
60:29  
we take the ford f-150  
60:31  
as uh as our race competition  
yeah and  
60:33  
you should if you keep  
60:34  
if you don't make a lot of  
changes on it  
60:36  
we're going to get into how  
much  
60:37  
customization

60:38  
and we're also going to get  
into showing  
60:40  
you the casita there will be  
some videos  
60:42  
after this where we do full  
reviews of  
60:44  
this product jennifer and i  
60:45  
so make sure you keep an eye  
out for  
60:47  
that and subscribe to the  
channel to  
60:48  
check it out  
60:49  
john sutterberg do you have  
projections  
60:51  
of how long your completion  
offline date  
60:54  
would be  
60:54  
if ordering a home today also  
when you  
60:57  
are ramped up  
60:58  
at full capacity how many  
homes will you  
61:01  
be building a month and i know  
we talked  
61:03  
about that but let's  
61:03  
answer one more time well  
right now we  
61:06  
just have an absolutely  
61:08  
massive uh waiting list so um  
61:11  
not really sure how it's how it's  
all  
61:13  
gonna work out we're gonna  
try to  
61:15  
approach the list uh tactfully  
61:17  
and uh the most important  
thing here is  
61:20

that we're gonna be looking to  
the to  
61:22  
the next step  
61:23  
as soon as we possibly can  
and that next  
61:25  
step  
61:26  
is not uh this factory that will  
produce  
61:28  
3 600 houses a year  
61:30  
obviously demand for housing  
is much  
61:31  
larger than that so  
61:33  
if we're successful here i'll be  
making  
61:35  
the case to go to that next  
level  
61:37  
which hopefully won't be a 50  
million  
61:39  
dollar factory  
61:40  
like we're now it'll be a several  
61:42  
billion dollar factory which is  
where we  
61:44  
need to go  
61:45  
to take advantage of the you  
know uh  
61:47  
mass production automation  
61:49  
and also to satisfy the demand  
both here  
61:52  
in the us and everywhere else  
in the  
61:54  
world  
61:55  
great question thank you for  
that  
61:58  
big mesh online durasami  
hopefully i got  
62:01  
that right what  
62:02

is exactly sandwiched between  
the  
62:04  
exterior and anterior cladding  
62:06  
of the wall panel so what are  
you  
62:07  
putting between the cladding  
is what  
62:09  
he's asking  
62:10  
steel insulation wiring packs if  
it  
62:13  
needs sprinklers  
62:14  
uh plumbing all the usual  
things you  
62:17  
find in a home  
62:18  
except they're all organized in  
one  
62:19  
space we have it thank you for  
your  
62:21  
question  
62:22  
david barajas very energy  
efficient how  
62:25  
about air quality all right so  
this was  
62:27  
part of my list  
62:28  
let's let's talk a little bit about  
62:29  
energy efficiency  
62:31  
uh reducing carbon footprint  
all the hot  
62:33  
topics that are out there right  
now  
62:36  
where are we on the energy  
efficiency of  
62:37  
these products  
62:39  
yeah so the the situation we  
have is  
62:42  
really  
62:43

absolutely amazing um we've  
done some  
62:45  
preliminary  
62:46  
energy calculations on this  
thing and  
62:48  
it's it's off the charts  
62:50  
if you look at existing  
structurally  
62:52  
insulated panel products  
62:54  
which is what our principles  
are based  
62:55  
off of you'll see how well they  
perform  
62:57  
in energy  
62:58  
our system kind of goes a step  
further  
63:01  
than those ones  
63:02  
and we think that you know  
every house  
63:05  
that we make by default  
63:07  
is going to have absolutely  
incredible  
63:09  
energy efficiency  
63:10  
and that's due to the fact that  
the  
63:13  
walls have  
63:14  
uninterrupted eps foam  
insulation  
63:16  
throughout them  
63:17  
so that means very limited  
thermal  
63:18  
bridging where in a traditional  
house  
63:20  
you would lose energy  
63:21  
through studs additionally the  
envelope  
63:24

is very tight so the airwork  
63:26  
conditioning  
63:26  
we're keeping inside it's not  
leaking or  
63:28  
gaps in the walls or an open  
wall cavity  
63:30  
or anything like that and then  
the  
63:32  
quality of the air is handled by  
63:34  
mechanical such solutions and  
mechanical  
63:38  
ventilation so we use  
63:39  
a mini split system that heats  
or cools  
63:42  
the air inside  
63:43  
and for this small unit i don't  
think  
63:46  
it's necessary but in bigger  
ones  
63:48  
we could add heat recovery  
ventilators  
63:51  
as well  
63:52  
to get in that that fresh air but  
63:54  
certainly it's a better situation  
than  
63:56  
traditional uh  
63:58  
ducting where you have kind of  
you know  
64:00  
unsanitary  
64:01  
and less energy efficient uh  
ducting  
64:03  
running running through the  
houses  
64:05  
yeah yeah well who needs air  
and ducting  
64:07  
in your house i mean it's gonna  
be so

64:09  
built so insulated and so tight  
right  
64:11  
maybe in vegas it was 122  
degrees when i  
64:13  
got my car yesterday  
64:14  
yeah it's not here we live in the  
desert  
64:17  
you do live in the desert  
64:18  
and we will be doing the review  
on this  
64:20  
we're going to look at it we'll  
look at  
64:21  
the hinges we'll talk to  
64:22  
we'll talk about the product  
with both  
64:24  
of you and we'll be putting that  
video  
64:25  
up as well  
64:26  
so everybody can really see  
the fit and  
64:28  
finish of the product okay  
64:30  
blair baines from youtube what  
are the  
64:32  
hvac  
64:33  
options hydronic how tight is  
the  
64:35  
envelope and what type of air  
exchange  
64:37  
are you seeing in a finished  
unit so  
64:39  
there's only two things i think  
we  
64:40  
should answer one here  
64:42  
how customizable is it  
because that's  
64:44  
part of the customizable side  
of this

64:46  
and you know obviously the  
unit on the  
64:48  
mechanicals and the hvac  
question  
64:50  
who wants to take it uh i don't  
know  
64:52  
that the numbers on  
64:53  
air exchange or anything like  
that we've  
64:55  
done the blower door tests on  
our kind  
64:57  
of prototype units and then  
we'll do  
64:59  
the blower door test on our  
production  
65:01  
units as well  
65:02  
uh and i have not heard of  
hydronic do  
65:04  
you know what that is  
65:06  
it's water heat right you're  
looking at  
65:08  
hydronic flooring water-based  
heating  
65:10  
okay  
65:10  
or even water-based furnaces  
or heating  
65:13  
systems is what  
65:14  
what they're asking so this is  
like  
65:15  
subterranean tanks where the  
where the  
65:17  
water's  
65:17  
temperature is controlled by  
there you'd  
65:19  
have to run the water through  
pipes yeah  
65:20

yeah cool yeah yeah well i  
mean i think  
65:24  
all those are an option here's  
65:25  
here's the deal everybody if  
you're out  
65:27  
there if you're a consumer  
watching i  
65:28  
know we got a lot of  
consumers right now  
65:30  
is you know to make it  
efficient you got  
65:33  
to find the most efficient  
products that  
65:35  
work on the prod  
65:36  
on the production line but to  
find the  
65:37  
most efficient products on the  
65:39  
production line  
65:40  
you also have to find the  
products that  
65:42  
are going to keep the  
consumer happy  
65:43  
when they're in their house so  
right  
65:45  
there's two sides to this it's  
65:47  
it's not just what's the most  
efficient  
65:49  
it's what's going to give my  
customer  
65:50  
the best experience  
65:51  
yeah absolutely that's a really  
great  
65:52  
question actually um  
65:54  
so factories want to do one  
thing  
65:56  
repeatability they want  
repeatability  
65:58

repeatability  
65:59  
so that's what if it's a nut and a  
bolt  
66:01  
that's what they want to make  
forever  
66:02  
and a day  
66:03  
however our customer who is  
ultimately  
66:05  
more important than the  
factory  
66:06  
needs uh diversity and  
customization  
66:09  
just like everything else when  
you order  
66:10  
your car  
66:11  
you order your iphone you  
order your  
66:12  
shirts uh color size and  
everything else  
66:15  
and so what we've done is is  
we thread  
66:17  
the needle  
66:18  
between giving the factory  
what it needs  
66:21  
to raise the quality  
66:22  
and lower the price but we've  
given the  
66:25  
customers  
66:26  
as we grow beyond the casita  
really  
66:29  
ultimate customization there's  
very  
66:30  
little you can't build  
66:32  
with the boxable tech with the  
boxable  
66:34  
technology and we've taken  
care of the  
66:36

heavy lifting  
66:37  
we take quite literally the  
heavy  
66:38  
lifting uh in terms of providing  
66:41  
these these building shelves  
as we can  
66:43  
see with the casita  
66:44  
that's just pre everything so  
when it  
66:47  
gets on site  
66:48  
and you know one of the  
interesting  
66:49  
things is with architects uh  
66:52  
architects obviously create  
very  
66:53  
beautiful buildings and we  
thought to  
66:54  
ourselves  
66:55  
early on how is an architect  
going to  
66:57  
react are they going to hate us  
66:59  
basically and uh it was 180  
degrees they  
67:02  
love us for the same reasons  
67:03  
we take care of the heavy  
lifting and it  
67:06  
allows creative folks  
67:07  
to be creative i i i believe that  
67:10  
wholeheartedly it does take  
creative  
67:12  
hopes and  
67:12  
architects typically are creative  
so  
67:14  
looking at things differently in  
my mind  
67:16

should be part of what they do  
every day  
67:18  
all right let's go on question  
steve  
67:21  
alicott  
67:22  
how many contractors do you  
currently  
67:24  
have in your network  
67:25  
there's a great question yeah  
uh well  
67:29  
uh right now since we're at  
early stages  
67:32  
we don't  
67:33  
officially have everyone  
however we do  
67:35  
have a massive list of inquiries  
from  
67:38  
interested contractors so we're  
gonna  
67:40  
have quite a large network  
once we're  
67:42  
ready to turn that online we're  
going to  
67:43  
create a little program for  
them  
67:45  
and then we're going to go out  
to all of  
67:46  
them and say hey you guys  
want to sign  
67:48  
up for this and  
67:49  
we think they're going to  
absolutely  
67:50  
love it because this is going to  
change  
67:52  
their process  
67:53  
from you know six months  
average build  
67:55  
time to create a building and

67:57  
headaches with multiple  
subcontractors  
67:59  
and and over  
68:00  
over cost overruns and all kind  
of  
68:02  
issues and  
68:03  
just simplify that down you  
know 90 of  
68:06  
the heavy lifting is done here in  
the  
68:07  
factory and hopefully they'll be  
able to  
68:09  
do more jobs per year and a  
lower cost  
68:12  
and offer a higher  
68:13  
level of quality to the  
customers  
68:16  
i will have we'll have boxable  
certified  
68:19  
contractors we will be putting  
together  
68:21  
a boxable you a possible  
university it  
68:24  
will be online  
68:25  
we prefer you to come in  
person and  
68:27  
there will be different grades  
of  
68:28  
installer  
68:29  
everybody's happy it means  
the homeowner  
68:31  
gets what they need  
68:32  
they need they get someone to  
install  
68:34  
the product they know it's  
certified  
68:36

the the certified installer gets  
to turn  
68:38  
more projects get sales leads  
from us  
68:40  
and everybody is keeping an  
eye on  
68:42  
everybody else  
68:43  
i love that you hear that  
universities  
68:45  
if you're out there we've been  
live  
68:46  
streaming into universities  
across this  
68:48  
country with our show  
68:49  
uh so there you go there's  
gonna be some  
68:51  
training maybe some training  
for the  
68:52  
universities too just food for  
fun  
68:55  
let's bring the kids that are  
coming out  
68:56  
up to speed so across this  
great country  
68:58  
of ours  
68:59  
they can do it but guess what  
69:02  
it's only united states there's  
europe  
69:04  
there's that you know there's  
there's  
69:06  
there's south america there's  
all these  
69:07  
other countries that want a  
boxable  
69:10  
can i put a box bowl on a  
shipping  
69:12  
container boat and go  
69:14

yeah so there's a couple of  
levels to  
69:15  
that the box full packs down  
69:17  
and it becomes a shipping  
container and  
69:18  
it has something on iso  
corners on the  
69:21  
four corners that's what  
69:22  
the cranes and the uh the the  
cranes  
69:24  
from uh  
69:25  
for the train yards and the boat  
yards  
69:27  
used to pick these things up  
69:28  
so it's very standardized it has  
two  
69:30  
pockets as well  
69:31  
to move it around so it is built  
to be  
69:33  
very very movable  
69:35  
all around all around the world  
69:36  
ultimately however even  
though we're  
69:38  
very  
69:38  
efficient to ship we need  
factories  
69:40  
around the world and  
69:41  
uh different countries have  
different  
69:43  
local tastes different flavors  
different  
69:45  
architectural styles  
69:46  
different rules different laws  
and so  
69:49  
we'll be having a partner  
factories  
69:51

we're having those discussions  
now it is  
69:53  
a very big world to fill  
69:54  
and we can do it with partner  
factories  
69:56  
that can provide a local flavor  
product  
69:58  
i love it local flavor for your  
housing  
70:01  
only by boxable  
70:03  
all right next comment please  
gary  
70:05  
fleischer the mod coach in the  
house  
70:07  
gary  
70:07  
always a pleasure to see you  
uh one of  
70:10  
my one of my biggest friends  
and  
70:12  
colleagues and i'm a huge fan  
of gary  
70:13  
the mod coach so me too  
70:15  
love that guy yeah gary gary's  
awesome  
70:17  
we've been in this industry a  
long time  
70:18  
together there's very few of us  
that  
70:20  
really are so excited to see it  
changing  
70:22  
gary is one of them so all right  
gary i  
70:24  
hope you and pegg are doing  
well i  
70:25  
wanted to read what gary had  
there if i  
70:27  
could  
70:27

put that back up on there i get  
to talk  
70:30  
and you know jen gets excited  
and then i  
70:31  
bounce around  
70:32  
the factory process looks great  
great  
70:34  
job and the best of everything  
for you  
70:37  
and the boxable family from  
the mod  
70:38  
coach thank you thank you so  
much thank  
70:40  
you very nice very nice  
70:42  
very good all right next  
comment please  
70:45  
all right  
70:45  
stephen hillstrom what does  
box will  
70:48  
feel is the biggest innovation  
70:50  
they have developed so that's  
actually a  
70:53  
very interesting question  
70:54  
it takes a long time to figure  
out what  
70:56  
questions to ask actually  
70:57  
and what the problems really  
are and  
70:59  
what the problems really aren't  
71:00  
i would say the way we  
approach r d  
71:03  
always in product development  
71:04  
is we look at what we call the  
problem  
71:06  
pie pizza pie your favorite type  
of pie  
71:08

and then we slice it up and we  
attack  
71:10  
all of those elements with  
equal weight  
71:12  
and intensity uh but obviously  
you know  
71:15  
shipping  
71:16  
is huge systemization is huge  
factory  
71:19  
production is huge  
71:20  
and then getting to the  
granular level  
71:22  
inside the wall so i would  
71:23  
i would say we probably have  
about seven  
71:25  
or eight  
71:26  
really really core inventions  
and that's  
71:29  
exactly what's needed  
71:31  
to change the industry on a  
global scale  
71:34  
and to be able to manage it so  
yeah well  
71:36  
listen everybody we are out of  
time  
71:38  
however we're not going to  
leave without  
71:40  
asking the question  
71:42  
when are we going to find out  
is elon  
71:44  
musk actually living in this did  
he  
71:46  
really buy one from you  
71:47  
well i got a couple questions  
so don't  
71:49  
say no yet is this going to  
mars are you  
71:52

working on an airtight  
prototype that  
71:53  
you can pump  
71:54  
oxygen in or make your own  
oxygen we  
71:56  
want to know all the above  
because  
71:58  
there's a world out there  
71:59  
waiting to hear this please  
don't tell  
72:01  
me you have a uh  
72:02  
a silent nda not a lot of talk  
compete  
72:06  
i will answer okay so i'll give  
you some  
72:09  
breaking news actually  
72:10  
breaking news on the mars  
boxable we're  
72:13  
just having a bit of fun  
72:15  
and uh we just had a bit of fun  
our guys  
72:16  
did a very very cute video  
72:19  
and uh we had some great  
comments on the  
72:21  
videos like how is that thing  
going to  
72:22  
seal in mars  
72:23  
well it's not it was just a bit of  
fun  
72:27  
okay well there was more  
questions on  
72:29  
that galiano come on spill the  
beans  
72:31  
i personally had elon musk's  
secretary  
72:33  
take him out so he doesn't  
hear it go  
72:35

ahead  
72:36  
i thank you for asking but we  
just  
72:38  
cannot  
72:39  
make any comment on  
anything like that  
72:40  
um maybe  
72:42  
uh you know ask him see what  
he says uh  
72:45  
about it  
72:45  
all right so here's what i'm  
gonna do  
72:47  
we're gonna drive this truck off  
of the  
72:49  
ramp here i'll be driving maybe  
he'll  
72:51  
spill the beans before we hit  
the ramp  
72:52  
part of it who knows

72:54  
well listen everybody we are in  
boxable  
72:55  
in las vegas nevada  
72:57  
we are going to be releasing  
more videos  
72:59  
we're going to be doing some  
behind the  
73:00  
scenes here  
73:01  
and we are going to do a really  
in-depth  
73:03  
video of the casita  
73:05  
with our friends here at  
boxable and you  
73:07  
might just be surprised on  
what we have  
73:08  
to say  
73:09  
about it gentlemen thank you  
so much  
73:12

pleasure  
73:13  
man yeah thank you thank you  
guys all  
73:16  
right everybody listen hit that  
73:17  
subscribe button one more  
time and if  
73:18  
you are not following these  
two  
73:20  
please follow them they are  
changing the  
73:22  
way we build it takes different  
minds  
73:24  
to take our industry into the  
next  
73:26  
century these guys are doing it  
thanks  
73:28  
everybody  
73:29



# Bringing Innovation And Affordability To The Industry with Paolo Tiramani From Boxabl

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2

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00:00  
casey gray here and you are  
listening to  
00:02  
another episode of the  
conscious builder  
00:04  
show  
00:05  
and today we have paulo t  
romani i just

00:07  
want to make sure i pronounce  
that right  
00:09  
on the show with us and he is  
with  
00:11  
boxable  
00:12  
he is the ceo and boxable  
delivers  
00:14  
houses to site  
00:15

which can be set up in in one  
day i  
00:18  
think less than a day  
00:20  
uh like within hours and they  
start at  
00:23  
250  
00:24  
per month or 50 000 u.s and  
the specs  
00:27

are around 375 square feet  
we're going  
00:29  
to get into all the technical  
00:30  
details of this uh folding house  
from  
00:33  
what i've seen  
00:34  
on the videos online but maybe  
before we  
00:38  
get into everything that  
boxable does  
00:40  
uh paolo i'd love to get to know  
you a  
00:41  
little bit better and show us  
00:43  
tell us a little bit about your  
00:44  
background and what  
ultimately brought  
00:46  
you  
00:47  
to building and being a part of  
boxable  
00:50  
yeah absolutely i'm very nice to  
meet  
00:52  
you so my background is  
00:54  
i have a couple of degrees in  
industrial  
00:56  
design and the mechanical  
engineering  
00:59  
and i ran a company that i  
started  
01:02  
for a couple of decades and all  
we did  
01:05  
was invent  
01:06  
and license that technology  
and we did  
01:08  
everything we did automatic  
automotive  
01:10  
medical house whereas  
01:12

uh it was all over the place and  
we had  
01:14  
a very creative team  
01:16  
and we would sit around and  
we would  
01:20  
find value invent it had to be  
01:22  
defensible  
01:24  
add value to the marketplace  
uh and the  
01:27  
company did  
01:27  
uh fairly well i think we had uh  
01:31  
155 160  
01:34  
patent filings and they each  
cost you  
01:37  
know  
01:37  
several hundred thousand so i  
guess we  
01:39  
had to do well to pay those  
bills  
01:41  
and over the course of that  
time uh i  
01:44  
think that  
01:45  
we were looking at products  
that perhaps  
01:48  
a  
01:48  
product category perhaps we  
could get  
01:50  
into  
01:51  
that was underserved and  
actually do  
01:54  
some good  
01:55  
as well and um you know over  
the years  
01:58  
we developed these  
01:59  
products uh you know we said  
to

02:02  
ourselves you know if you're  
um  
02:04  
if you're accountant if you're a  
cpa you  
02:06  
should be able to go into any  
business  
02:08  
and count numbers and if you  
are  
02:11  
a technology company and  
inventors we  
02:14  
should be able  
02:15  
to just turn our our focus  
02:18  
to a problem that's not being  
solved so  
02:22  
we really looked around we  
looked at a  
02:23  
couple of different market  
sectors  
02:25  
and housing just stood right up  
02:29  
as effectively a pre-industrial  
product  
02:32  
i mean  
02:34  
everything we buy and  
consume today is  
02:36  
used and built  
02:37  
is is built in a factory um  
there's no  
02:40  
shortage of  
02:41  
iphones there's no shortage of  
shirts  
02:44  
everything's done in a factory  
it's  
02:46  
incredibly efficient it's post  
02:48  
industrial  
02:49  
with the exception of building  
02:51

construction for the very  
obvious reason  
02:54  
that they're big so and the  
factory  
02:57  
solutions  
02:58  
really weren't working very well  
so we  
03:01  
looked at that and said you  
know what  
03:02  
this  
03:02  
is a multi-disciplinary  
disciplinary  
03:05  
problem uh let's dig in  
03:09  
and see if we can slice up the  
problem  
03:11  
pi  
03:12  
find effective solutions for all  
of the  
03:15  
components  
03:16  
and actually bring something  
to the  
03:18  
marketplace  
03:19  
that can uh can do some good  
and uh  
03:22  
and create a new a new  
product category  
03:26  
in the consumer product space  
you know  
03:28  
we would literally  
03:29  
go to the store and say to  
ourselves you  
03:32  
know if we can  
03:33  
push apart the shelves of the  
existing  
03:35  
product and put a new product  
in  
03:38

the actu a new product  
category that  
03:40  
doesn't exist what that would  
be  
03:42  
and um in and that's quite  
challenging  
03:46  
and in the construction space  
uh that  
03:49  
hole  
03:50  
was already there if you like  
for us to  
03:52  
to fill  
03:53  
so that's some of the  
background we had  
03:57  
always uh harvard uh  
ambitions to become  
04:01  
operators if we could find a  
space that  
04:04  
was challenging enough  
04:05  
rather than an ip company that  
would  
04:08  
license  
04:09  
uh to others uh so this this  
seemed like  
04:12  
a good segue to us  
04:14  
so over a period of about five  
or six  
04:17  
years  
04:17  
we as we um we sold the  
licenses  
04:21  
typically back to our licensees  
and we  
04:24  
moved operations and we  
04:25  
from new york and we brought  
several key  
04:28  
guys  
04:29

out here and now we're on  
boarding we're  
04:31  
out here in las vegas and  
nevada  
04:34  
and we're on boarding staff as  
we  
04:36  
prepare to bring  
04:38  
possible you know if you like  
from from  
04:41  
zero to one  
04:42  
from a technology startup to  
an  
04:44  
operating company so that's a  
sort of a  
04:47  
fast track of the origination of  
the  
04:50  
idea  
04:51  
uh to to where we are you  
know today on  
04:54  
the starting blocks if you like  
04:56  
right so describe your house  
so the  
04:59  
product that you're developing  
is  
05:00  
boxable this  
05:01  
this home uh describe it to us  
for those  
05:04  
of us who  
05:04  
well we can do a replay for  
anybody  
05:06  
watching a video we can show  
some of  
05:08  
these  
05:09  
videos to people but for those  
who are  
05:10  
listening on the podcast uh  
05:12

describe it in words you know  
what what  
05:14  
is it  
05:16  
absolutely uh so perhaps i can  
describe  
05:18  
it back from the issues that we  
have to  
05:20  
solve  
05:20  
and that sort of leads us by  
resolving  
05:23  
all the various issues  
05:25  
it it brings us to the product so  
05:28  
uh to to build uh buildings  
05:32  
in a you know in a factory uh  
obviously  
05:35  
there are factory solutions but  
they  
05:36  
ship a wide load  
05:38  
they're 14 foot wide or they're  
05:39  
compromised by being  
05:41  
eight and a half foot wide um  
so they're  
05:44  
not really effective modules  
for people  
05:46  
to live in  
05:46  
and and that's demonstrated  
by the fact  
05:49  
that  
05:50  
on the modular houses trailer  
homes  
05:52  
things of that nature  
05:54  
uh they can't really ship more  
than a  
05:56  
couple of hundred miles radius  
it's not  
05:57  
cost effective

05:59  
and then the container homes  
which is  
06:00  
really not a product category  
06:02  
uh they're just too  
compromised to live  
06:05  
in  
06:06  
so the first thing we had to do  
was to  
06:08  
create something that could  
shift within  
06:10  
our national borders  
06:12  
and even outside our national  
borders  
06:13  
for export and that meant  
06:17  
being constrained by by  
highway  
06:21  
and current infrastructure  
dimensions so  
06:24  
our possibles are shipped  
06:27  
eight and a half foot wide and  
from the  
06:29  
tarmac to the  
06:30  
to the roof thirteen and a half  
foot  
06:33  
tall these were critical  
dimensions  
06:35  
um but of course a module  
that small  
06:39  
uh in the field for for an owner  
or a  
06:41  
customer  
06:42  
would be far too small so we  
have um  
06:46  
the possibles actually unpack  
if you can  
06:49  
imagine like  
06:50

a a very large box that just  
quite  
06:53  
literally  
06:53  
unpacks and the the the  
metrics are  
06:57  
pretty shocking actually  
06:58  
we ship down the highway  
eight and a  
07:01  
half foot wide like  
07:02  
any other uh big rig with a  
tractor  
07:05  
trailer on the back  
07:07  
and from eight and a half foot  
wide in  
07:09  
the matter of about an  
07:10  
hour the box balls unpack  
07:14  
to really quite a shocking 20  
foot wide  
07:17  
from eight and a half foot wide  
to 20  
07:20  
foot wide  
07:20  
and that's on the narrow  
dimension uh  
07:24  
the next challenge for us was  
the  
07:25  
ceiling height if we were to  
create  
07:27  
really  
07:28  
uh a new technology that could  
get  
07:30  
traction in the marketplace  
and selling  
07:32  
high volume  
07:33  
we couldn't have these  
compromised low  
07:35  
ceilings so  
07:36

um eight and a half nine foot  
ceiling  
07:39  
and nine foot ceiling is  
generous  
07:41  
our ceilings are nine for we  
have nine  
07:44  
foot six ceilings very very tall  
07:45  
ceilings  
07:46  
uh so now some of those basic  
principles  
07:49  
are starting to drop into place  
07:51  
uh to have a building system  
that can  
07:54  
build most  
07:55  
things uh so now if you can  
imagine  
07:58  
going from eight and a half  
foot wide to  
08:00  
20 foot  
08:01  
wide you have a very wide  
room on the  
08:04  
short side  
08:05  
lovely nine and a half foot  
ceiling uh  
08:08  
and we will be building these  
things out  
08:10  
to 60 foot long  
08:12  
so that unpacks to 1200  
square feet  
08:15  
uh and a 60 foot clear span  
08:20  
so those are some of the basic  
08:21  
principles and from there now  
we felt we  
08:24  
had  
08:24  
a basic building module a  
basic building  
08:27

box that can  
08:28  
unbox in the field to create  
most  
08:32  
anything from there we filed  
about  
08:36  
18 i think 20 24 now  
mechanical patterns  
08:40  
a tremendous about amount of  
08:41  
intellectual property  
08:43  
uh that's you know my my  
previous core  
08:45  
business i guess i can't help  
myself  
08:48  
and um we said okay great this  
08:52  
this looks like the beginnings  
of a  
08:53  
great technology as a building  
material  
08:56  
it's very very abstract  
08:58  
um very difficult for that to get  
09:00  
traction so we came up the  
idea  
09:02  
to to take our building  
technology and  
09:05  
configure it  
09:06  
do a configuration into a retail  
product  
09:09  
and we looked around we're  
here on the  
09:11  
west coast we moved here for  
this  
09:13  
company  
09:15  
and there is a tremendous  
need for  
09:18  
affordable smaller homes and  
so the  
09:21  
casita

09:23  
was born so the the casita is  
09:26  
20 foot by 20 foot with a nine  
and a  
09:30  
half foot ceiling  
09:31  
uh they're very very compact  
uh they're  
09:34  
perfect for backyard  
09:36  
casitas and because they  
especially in  
09:39  
california  
09:41  
they change the regulations  
where you  
09:43  
can have these small backyard  
homes  
09:45  
um the casita product  
configuration i  
09:48  
should say  
09:49  
just like all of our box balls  
packs  
09:51  
down to eight and a half foot  
wide so  
09:52  
you can bring it down a  
09:54  
residential driveway and set it  
up uh in  
09:57  
a backyard  
09:58  
uh and that gave us uh that  
that gives  
10:00  
us sort of the principle of that  
first  
10:03  
product um and then the casita  
itself is  
10:07  
a configuration  
10:08  
even though it's a small space  
about 20  
10:11  
by 20  
10:11  
about 400 square feet

10:15  
if we look at some of the  
interior  
10:18  
visuals you know we are  
designers we are  
10:20  
industrial designers and  
architects  
10:22  
and it had to be beautiful and it  
had to  
10:24  
be quality living  
10:27  
just because it's small doesn't  
mean  
10:29  
everything should be full size  
10:31  
and everything shouldn't be  
high quality  
10:34  
so by that i mean our windows  
are eight  
10:38  
foot tall  
10:39  
they're three foot wide  
outdoors are  
10:41  
eight foot tall  
10:42  
and if i can take a moment to  
count them  
10:44  
we have one  
10:46  
two three four five  
10:50  
five windows that are eight  
foot tall  
10:53  
and two doors in a four  
10:56  
four hundred square foot  
space with the  
10:59  
nine and a half foot ceiling  
11:00  
so we have it's just flooded  
with light  
11:02  
so the basic  
11:03  
bones of the building when you  
walk in  
11:06  
are absolutely

11:08  
uh fantastic and then if you  
can imagine  
11:11  
looking down  
11:12  
on the boxable is basically a  
square  
11:15  
lego  
11:16  
and if you uh divide that in two  
with an  
11:19  
x in the middle  
11:20  
it's bifurcated twice into  
11:23  
into four pieces uh a bedroom  
11:27  
area a living room a kitchen  
11:30  
and a bathroom and we left it  
very open  
11:33  
plan  
11:34  
so your eyes go to the back  
corners of  
11:36  
the space  
11:38  
and when you're in the space  
it's really  
11:39  
very comfortable very  
generous  
11:42  
uh feeling um and so that's the  
11:45  
principle of the  
11:46  
of the casita now my my  
mind's going to  
11:50  
construction like i love the idea  
you  
11:51  
basically roll this  
11:52  
this home up and either you lift  
it into  
11:54  
a backyard or you roll it you  
drop it  
11:56  
wherever it needs to go  
11:57

but there obviously needs to  
be a  
11:58  
foundation too uh where we  
live it's a  
12:00  
little bit different than there  
12:02  
but what's required before the  
casita  
12:05  
in this case shows up on site  
right so  
12:08  
that's a terrific question so if i  
can  
12:10  
just  
12:10  
uh just take a side road just to  
12:13  
traditional construction  
12:15  
traditional construction  
typically needs  
12:17  
a slab or a foundation  
12:19  
or a concrete scar upon which  
to put  
12:22  
a traditional walls that stick  
built  
12:24  
with you know wooden sticks  
essentially  
12:27  
and the foundation supports  
the home  
12:30  
above it in traditional  
construction  
12:32  
with boxable uh we actually  
have no  
12:36  
functional requirement for a  
foundation  
12:39  
it's the panels themselves  
have such  
12:42  
structural integrity  
12:43  
it can be minimally held up in  
the four  
12:46  
corners  
12:47

however that doesn't mean  
today's  
12:49  
current building  
12:50  
codes which we must and are  
happy to  
12:52  
comply  
12:53  
so it can sit down on any  
foundation  
12:57  
we recommend the least  
expensive uh  
13:00  
foundation  
13:01  
that your township or your  
state allows  
13:03  
so that means it can go down  
on the slab  
13:06  
it can go down on posts uh  
and it just  
13:09  
we provide  
13:09  
plates that permanently affix it  
to the  
13:13  
foundation so it goes down  
13:15  
just like any other home um on  
a regular  
13:18  
foundation  
13:19  
in our in our lab here we have  
an r d  
13:22  
lab  
13:23  
behind me with some of the  
possible  
13:25  
products  
13:26  
and uh we have one unpacked  
uh  
13:29  
view actually can't see it but  
and that  
13:31  
is held up  
13:33  
just in the four corners and if  
you were

13:35  
to walk in that and jump up  
and down  
13:37  
uh nothing flexes there's  
nothing  
13:39  
underneath so  
13:40  
um so it's definitely over  
performing  
13:43  
in terms of what's needed how  
do you  
13:46  
connect the  
13:47  
the plumbing and the electrical  
13:49  
electrical could be done easier  
but on  
13:51  
orchids are like  
13:52  
you have your toilets and  
everything  
13:53  
where does that plumbing get  
connected  
13:54  
to into the  
13:56  
system whether it's a septic or  
to the  
13:58  
municipality  
13:59  
yeah great so we all of all of  
our  
14:01  
mechanicals  
14:02  
uh electric waste water all  
14:05  
poured out to one corner of the  
unit and  
14:08  
it would be just like a  
traditional home  
14:10  
uh that you um you just you  
just connect  
14:13  
uh  
14:14  
as you would to any other  
home wait  
14:17

to any other a lot building  
block or any  
14:20  
the same way any other home  
would  
14:22  
connect and then internally  
14:24  
we have a gas cooker folks  
seem to  
14:27  
prefer that  
14:28  
and on the heating and cooling  
we're  
14:29  
using um  
14:31  
mini splits if uh if your viewers  
aren't  
14:34  
familiar with that  
14:35  
it's somewhat similar to  
automotive air  
14:37  
conditioning  
14:38  
uh unlike the hvac with the  
ducts that  
14:41  
can carry  
14:42  
mold and make people sneeze  
this has  
14:45  
none of that  
14:47  
and they're very easy to add  
and remove  
14:49  
midi splits to create  
14:54  
temperature that's required for  
each  
14:56  
room  
14:57  
and the rest of the plumbing is  
is auto  
15:00  
code  
15:01  
and you know fairly traditional  
you know  
15:03  
with good architecture you  
tend to  
15:05

to back your or your water  
elements to  
15:08  
one side of the structure  
15:10  
and we've done that you know  
the the  
15:12  
kitchen is next to  
15:14  
the bathroom and everything  
ports uh to  
15:17  
one corner  
15:18  
for a traditional hookup  
15:21  
are you do you have anything  
with  
15:23  
regards to like a fresh air  
system i  
15:24  
don't know what the codes are  
there  
15:26  
but at least where we build  
here in  
15:28  
canada and we we deal with  
extreme heat  
15:31  
and extreme uh cold so  
15:34  
you know we would need  
things need to be  
15:38  
you know heated in the winter  
and and  
15:40  
cool but we also  
15:41  
focus a lot on air tightness so i  
guess  
15:43  
uh two questions you know  
15:45  
have you put any testing or  
done any  
15:47  
testing with regards to how  
airtight the  
15:48  
units are when they're set up  
15:50  
and if so do you also have like  
a fresh  
15:52  
air system like an erv or an hrv

15:55  
yeah so um on on the  
15:59  
recirculation of air i know that  
we meet  
16:02  
all the colors for  
16:03  
for the different states uh  
specifically  
16:06  
for each individual states i i  
don't  
16:09  
have that level of  
16:10  
information right now  
16:13  
in terms of the ceiling uh  
ceiling c  
16:16  
e i l i n g u m  
16:20  
these are almost sort of  
vacuum pressure  
16:22  
chambers if you like this oh  
well sealed  
16:25  
um when our walls come  
together they  
16:28  
have  
16:28  
uh gaskets in them each at the  
end  
16:32  
has two gaskets similar to the  
gaskets  
16:35  
in your car when you open the  
door and  
16:36  
you see the rubber gasket  
16:38  
these things shut down like a  
vault um  
16:41  
they're very very thermally  
efficient uh  
16:44  
you can think of it as sort of a  
16:46  
sort of a thermos or an igloo  
cooler  
16:48  
depending on whether you  
want to stay  
16:50

warm or cold  
16:52  
but they're very thermally  
efficient our  
16:55  
wall panels  
16:56  
have no thermal bridging  
thermal  
16:58  
bridging for your viewers is  
you know  
17:01  
traditional mall has two by  
fours along  
17:04  
its length  
17:05  
and that bridges the inside to  
the out  
17:08  
and allows  
17:09  
heat or cold ducts and we  
don't have any  
17:12  
of that so  
17:13  
our walls are very very  
thermally  
17:16  
uh efficient so yeah so one of  
the  
17:19  
things like when you make a  
home that  
17:20  
airtight  
17:21  
you'll definitely want to  
ventilate them  
17:23  
you know in the building  
science that we  
17:24  
do in the high end  
17:25  
the high performance homes  
that we do so  
17:28  
for example like if you turn on  
if you  
17:30  
have a  
17:30  
gas ranger i'm assuming or  
sorry a gas  
17:33  
range you typically



17:34  
have a range hood to exhaust  
that um  
17:37  
but one of the concerns which  
might not  
17:40  
be a big concern where you are  
but when  
17:41  
you turn that fan on that air it  
gets  
17:43  
sucked in from somewhere  
17:44  
right because it's it it has to if  
it's  
17:47  
leaving the house it has to  
come in from  
17:48  
somewhere  
17:49  
same with the bathroom fan so  
we try to  
17:51  
eliminate some of those things  
if  
17:52  
there's a gas range we can't  
17:54  
eliminate that but that's where  
the the  
17:56  
fresh air system comes in like  
that hrv  
17:58  
and urbi and it's actually  
required by  
18:00  
code here in ontario  
18:01  
i don't know what the state  
building  
18:02  
codes are like it's a little bit  
18:05  
different ontario has a pretty  
18:07  
uh good building code but  
those would be  
18:09  
things that i know would come  
up  
18:11  
for people that were would be  
coming to  
18:13  
us for example

18:14  
for building so is that  
something are  
18:16  
you planning on being able to  
ship  
18:18  
you know outside of the the us  
18:21  
i believe you are yeah  
absolutely so you  
18:24  
know it's a big world  
18:25  
with a lot of codes uh we have  
50 codes  
18:28  
here  
18:29  
and we're slowly working our  
way through  
18:31  
all of our  
18:32  
certifications and we're  
dealing you  
18:34  
know within our national  
borders  
18:38  
for the moment but the plan is  
of course  
18:40  
the ship by globally  
18:42  
actually and even have  
franchise  
18:44  
factories  
18:45  
uh outside of the country as  
well as the  
18:48  
business grows  
18:49  
and have you shipped any or  
are you  
18:50  
still raising funds and doing  
your  
18:52  
uh getting the business set up  
so we  
18:55  
haven't shipped any  
18:56  
any we've shown the product  
uh uh three  
19:00

years now it's evolved  
19:01  
from from the construction  
technology  
19:04  
and it's just this last february  
19:06  
two years actually just this last  
19:07  
february we showed because  
he does  
19:10  
uh we've taken um we've taken  
i think  
19:14  
over 2 000 orders with  
deposits  
19:18  
i think there's probably seven  
or eight  
19:20  
times that without deposits  
19:22  
we just received a department  
of defense  
19:25  
order  
19:26  
from the dod obviously and  
19:30  
for i think about 155 160  
19:34  
homes that will be delivering  
to a  
19:36  
military base on the east  
19:38  
coast uh in 11 months  
19:41  
so it's keeping us rather busy  
so  
19:43  
that'll be a  
19:44  
terrific first trial and we're still  
19:47  
we're standing up uh  
19:51  
twenty hundred thirty thousand  
square  
19:52  
foot uh first manufacturing  
19:55  
uh factory uh uh  
19:58  
to to produce uh to produce  
the homes  
20:01

wow that's great so yeah i'd  
love to to  
20:06  
know how the first test goes  
right with  
20:08  
people living in them and what  
works and  
20:09  
what doesn't work right  
because there's  
20:11  
always things that that there's  
20:13  
there's uh i always tell people  
even the  
20:15  
homes that we do you know  
there's theory  
20:16  
and then there's reality you  
know  
20:18  
in theory it should work like  
this in  
20:19  
reality this is what happened  
so this is  
20:20  
what we had to do to fix it  
20:24  
or maybe it works out better  
sometimes  
20:25  
right so that's always a  
possibility as  
20:27  
well  
20:28  
um we've learned some of  
those things as  
20:31  
well for example  
20:32  
the model that we showed in  
february you  
20:34  
know we built it and then we  
put the bed  
20:36  
in  
20:36  
and we realized um we  
realized for  
20:39  
example  
20:40  
that uh you know we actually  
knew this

20:43  
and then we said leave it in  
20:44  
and we saw there was a  
window behind the  
20:46  
bed you don't want the window  
behind the  
20:48  
bed  
20:49  
so we deleted that and we built  
the  
20:52  
sample with just one door  
20:54  
there was always a plan to  
have two  
20:56  
doors for example so these are  
some of  
20:58  
the tweaks i think you're  
referring to  
21:01  
our production model will have  
a door in  
21:03  
the front and a door in the  
back  
21:04  
uh so that if you have a small  
backyard  
21:07  
um  
21:08  
it really gives a tremendous  
feeling of  
21:09  
openness if you don't even  
know it's  
21:11  
only 400 square feet  
21:13  
um you can have a you know  
back door to  
21:16  
a backyard  
21:17  
i think that really makes it feel  
like a  
21:19  
true like a true home  
21:21  
and as you can imagine you  
know space  
21:24  
planning on something  
21:25

uh that's 400 square feet  
becomes  
21:28  
all important yeah absolutely  
smarter  
21:31  
use of the space  
21:32  
are these units stackable like  
are you  
21:35  
going to be able to stack them  
up and do  
21:36  
you know two or three story  
homes yeah  
21:39  
that's  
21:40  
a terrific question absolutely  
building  
21:42  
technology  
21:43  
so um we right now  
21:47  
uh we're able to stack uh three  
high  
21:50  
uh we think once we're through  
ourselves  
21:52  
with throughout all of our  
21:53  
certifications  
21:54  
we will actually be able to  
stack these  
21:56  
six or seven high  
21:58  
which is really quite shocking  
22:01  
and i think it's i think it's going  
to  
22:03  
be terrific for the casita itself  
22:06  
um we are already working on  
a second  
22:09  
story  
22:11  
it's really quite beautiful  
actually um  
22:14  
customers homeowners to buy  
the casita  
22:17

will have a choice to grow their  
casino  
22:19  
they can go sideways of  
course  
22:21  
um and and remain one story  
22:25  
but that they may not have the  
side yard  
22:27  
or they would have to add to  
their  
22:28  
existing pad  
22:29  
that is going up has a lot less  
22:32  
challenges  
22:33  
so uh we will have an upgrade  
kit  
22:37  
that allows a second story to  
be put on  
22:40  
if you can imagine that with a  
an  
22:43  
internal stair  
22:44  
so then the the studio space i'll  
call  
22:48  
it in the existing casita  
22:51  
which combines the living and  
the  
22:53  
sleeping  
22:54  
can turn into a full living area  
22:57  
and then going upstairs you  
will have a  
23:00  
very large  
23:01  
walk-in closet a very large  
bathroom and  
23:04  
a really nice bedroom  
23:05  
and it makes really a fantastic  
23:08  
two-story  
23:09  
townhouse and i'll add one  
more thing

23:13  
that um with the 2020 footprint  
23:17  
um that is you know standard  
parking  
23:20  
space is 9 by 18  
23:23  
so that 2020 is effectively  
23:26  
two uh standard parking  
spaces  
23:30  
so we won't be able to go up to  
three  
23:32  
stories uh where you could  
have a  
23:34  
townhouse  
23:35  
um where you can park two  
cars go  
23:38  
upstairs  
23:40  
to your to your to your first  
story and  
23:42  
then up the stairs one more  
time  
23:43  
to your bedroom and if you can  
imagine  
23:46  
back to that  
23:47  
uh backyard because he does  
scenario  
23:51  
if you have parking um  
23:54  
you can actually straddle a  
casita uh  
23:58  
that would be a one bedroom  
two-story  
24:00  
home with two-car parking  
underneath  
24:03  
you can straddle that over your  
existing  
24:05  
driveway  
24:06  
and you've net zero yeah  
24:10

um and so we've got a really a  
couple of  
24:13  
really nice  
24:14  
scalability options coming  
24:17  
for customers and that's to  
answer your  
24:20  
question  
24:20  
just going out uh vertically  
24:24  
yeah now what kind of  
warranty would you  
24:27  
be offering as part of this uh i  
know  
24:30  
like there's  
24:31  
warranties you know depends  
on the home  
24:32  
builder and where you build  
like there's  
24:34  
certain things that are required  
24:36  
by law like for example here in  
ontario  
24:38  
as a builder  
24:39  
we have to provide terrion  
which is a  
24:41  
seven year home warranty it's  
third  
24:43  
party but we have to be a  
registered  
24:44  
carry-on builder in order to  
build  
24:46  
homes is this something that  
would be  
24:48  
applicable to boxable and if  
not  
24:49  
would you be providing your  
own warranty  
24:51  
with your with your products  
24:53

yeah no 100 percent uh you  
know the  
24:55  
warranty is very important  
that's part  
24:57  
of the  
24:59  
providing a responsible  
product you know  
25:01  
oftentimes if you  
25:03  
custom build a home and you  
get uh the  
25:06  
plumber and the electrician  
25:08  
um and the masonry guy in  
and then they  
25:11  
scan  
25:12  
to the to the four corners and  
you can't  
25:14  
find them and good luck with  
the  
25:15  
warranty  
25:16  
one of the nice things about  
buying a  
25:17  
boxable is  
25:19  
there's box people standing  
behind your  
25:21  
home uh so  
25:23  
we'll we'll have a 30-year  
warranty as  
25:25  
standard  
25:27  
and we're looking at some  
items even  
25:28  
being life  
25:30  
lifetime so it's something we're  
very  
25:32  
conscious of  
25:34  
um we're building these things  
to stand  
25:37

up  
25:37  
effectively forever that's the  
goal  
25:40  
that's great  
25:41  
sounds like you're definitely  
just one  
25:43  
more thing on that  
25:44  
uh unlike a traditional home uh  
25:47  
these are you know our  
25:50  
these are basically steel and  
25:54  
uh performance ceramic  
concrete uh  
25:57  
homes with um insulation  
material  
26:01  
so those materials don't burn  
too well  
26:03  
the ceramic  
26:04  
concrete is rated unflammable  
um  
26:08  
there's almost no fiber in the  
building  
26:11  
there's no wood in the building  
26:12  
to speak up really uh so there's  
no  
26:15  
there's no wood there's no  
noticeable  
26:18  
amount of wood to  
26:20  
to rock or swell um there's  
nothing that  
26:24  
termites can eat in the  
product  
26:27  
there's nothing they can feast  
on so  
26:29  
when it comes to  
26:30  
sort of water and termites and  
fire  
26:34

it's all superior to what's  
currently  
26:38  
on the market and then the  
panels  
26:40  
themselves  
26:42  
are essentially they're one  
piece  
26:45  
so there's nothing really to flex  
or  
26:47  
warp uh  
26:48  
that's why we we could be you  
know very  
26:50  
bullish on our warranty  
26:53  
what what's the uh the r-value  
of the  
26:56  
walls  
26:56  
like how much insulation and  
what is the  
26:58  
material right  
27:00  
so i actually don't have the  
elephant at  
27:02  
my fingertips i apologize  
27:04  
uh for that uh and then the  
construction  
27:06  
is these  
27:07  
are these are laminate panels  
that we  
27:09  
make in one piece  
27:11  
so um for example  
27:14  
uh these are a wall panel  
would be 20  
27:17  
foot wide  
27:18  
by nine and a half foot tall 20  
foot  
27:20  
wide by nine and a half foot  
tall  
27:23

and that is made in one piece  
um  
27:26  
in layers the the outer layer  
27:30  
is uh is galvanized steel with  
an  
27:33  
exterior  
27:34  
so it's not going to rust with an  
27:35  
exterior coat of paint  
27:37  
uh insulation material uh the  
insulation  
27:41  
material is pre-chased  
27:42  
so it's placed about every 30  
inches or  
27:45  
so  
27:46  
so there's a there's a network a  
hidden  
27:48  
network inside the walls  
27:50  
to run anything you want in  
terms of  
27:52  
electric or  
27:53  
electrical lines things of that  
nature  
27:55  
which allows you to put  
27:57  
outdoors on the floor the walls  
the  
27:58  
ceilings very very flexible  
28:01  
the insulation material another  
layer of  
28:05  
galvanized steel and then the  
interior  
28:07  
lining  
28:08  
is the non-combustible  
28:12  
ceramic concrete board this all  
gets  
28:16  
uh pressed together in a press  
with

28:19  
about a quarter of a million  
pounds  
28:21  
of pressure to create one solid  
panel  
28:24  
um the panels uh it's actually a  
robotic  
28:29  
uh  
28:30  
assembly for the panels that  
we can make  
28:33  
very very quickly that's and  
that's the  
28:36  
general construction  
28:37  
and then there's a 3d printing  
28:40  
a perimeter vinyl perimeter  
28:44  
that captures everything and  
holds uh  
28:47  
the gaskets  
28:48  
and um in certain areas we  
embed  
28:51  
a steel uh for the some of the  
hinging  
28:55  
elements for the boxing and  
unboxing so  
28:58  
you know fairly sophisticated  
29:00  
but the end result actually has  
29:04  
you know dozens of  
components instead of  
29:06  
you know  
29:07  
probably a thousand  
components in a  
29:09  
traditional wall  
29:10  
well that's probably you know  
950  
29:13  
components  
29:14  
less to go wrong right now  
when you're

29:17  
uh when a your you know the  
casita gets  
29:21  
unfolded can you tell when it's  
set up  
29:23  
that it was  
29:23  
a house that was you know  
that came  
29:26  
kind of in a box that had to be  
expanded  
29:30  
is there noticeable defect or  
not not  
29:32  
defects is there noticeable  
things that  
29:34  
that tell you that or do all  
those  
29:35  
things get hidden  
29:37  
yeah that's great uh so these  
are panels  
29:40  
and then  
29:40  
uh the basically unboxing  
unfold and  
29:44  
there are  
29:44  
there are hinges but the hinges  
are  
29:47  
completely hidden  
29:49  
so when you're standing inside  
the  
29:51  
casita  
29:53  
it looks 100 like the traditional  
home  
29:56  
we have smooth white walls  
29:59  
that are very precise that meet  
up in  
30:01  
the corners  
30:02  
uh with no extra anything there  
is a  
30:04

baseboard  
30:07  
four-inch baseboard along the  
perimeter  
30:10  
and the exterior would be this  
the same  
30:12  
as well there are corner caps  
30:15  
on the exterior there's nothing  
there's  
30:17  
nothing to tell you that this  
house can  
30:20  
unpack and actually back back  
down  
30:23  
that's great  
30:24  
well it sounds like you've  
definitely  
30:25  
thought of everything  
30:28  
and uh you'll probably learn  
more as you  
30:30  
start to do a lot of these test  
homes so  
30:32  
i'm looking forward to seeing  
the growth  
30:33  
and how  
30:34  
how this uh unfolds for you no  
pun  
30:36  
intended but  
30:37  
um yeah uh any uh any  
30:40  
requests or asks of our  
viewers and our  
30:43  
listeners  
30:45  
um i think uh just i think the  
general  
30:48  
message that we have  
30:49  
is um we're looking to change  
an  
30:52  
industry here  
30:53

on a very large scale it's a very  
30:55  
ambitious  
30:56  
uh project and the goal is to  
30:58  
dramatically  
30:59  
lower the cost and speed  
31:02  
and and the availability uh for  
31:05  
regular homeowners uh we are  
for profit  
31:09  
we're not a charity but we are  
good  
31:11  
works we are good works  
31:13  
uh the point of of the project is  
to  
31:16  
uh have reasonable margins  
and bring to  
31:19  
market  
31:20  
product at a price that  
homeowners  
31:23  
really will be  
31:24  
very shocked at a quality that  
is on par  
31:28  
with uh with any other product  
out there  
31:32  
because it's built in the factory  
31:34  
we are in the process of going  
uh from  
31:37  
zero to one  
31:38  
is when you go from from a  
start-up to  
31:42  
operational uh we're putting up  
a very  
31:46  
significant factory it's the  
smallest  
31:48  
factory we can put up  
31:49  
and it's still absolutely  
massive we are

31:53  
here  
31:53  
in las vegas in north las vegas  
and um  
31:57  
any of your viewers that would  
like to  
31:59  
visit come on down  
32:01  
check us out and of course  
follow us at  
32:03  
uh  
32:05  
boxable.com the news is  
coming thick and  
32:08  
fast and faster all the time so  
32:10  
definitely an exciting period  
32:14  
uh for the company well pal  
32:17  
thanks again and thank you for  
you know  
32:20  
putting yourself  
32:21  
out there and uh taking the  
business is  
32:24  
definitely  
32:25  
uh your experience but it's it's  
risky  
32:27  
right so there's a there's a lot  
at  
32:28  
stake  
32:29  
and it's not an uh it's not a  
small task  
32:31  
at hand so thank you for doing  
that and  
32:33  
leading  
32:34  
this uh in the industry  
32:38  
thanks for watching another  
episode of  
32:41  
the conscious builder show  
32:42

if you haven't already please  
subscribe  
32:44  
to the channel here we have a  
lot of  
32:45  
exciting projects on the go a  
lot of

32:47  
things happening  
32:48  
including our first official  
series of  
32:50  
three-day cottage  
32:51

which we have started  
recording and you  
32:53  
can watch some teaser videos  
32:54  
right now  
33:12  
you

# Affordable Housing with Boxabl Featuring Galiano Tiramani

122 views

Aug 3, 2021

6

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00:13  
hey everyone welcome back  
00:15  
to another episode of the  
brickwork  
00:17  
podcast  
00:19  
uh our guest today is galiano  
turmani  
00:22  
co-founder of boxable hi  
gagliano  
00:27  
hey there thank you so much  
for having  
00:29  
me on your show  
00:30  
my name is galiano tiramani  
i'm one of  
00:33  
the founders of boxable  
00:34  
and we are working to make  
housing  
00:37  
dramatically more affordable  
00:39  
i love that absolutely and i'm  
super

00:41  
excited  
00:43  
to have you on i think you're  
going to  
00:44  
bring a lot of value to  
00:46  
our user base and real estate  
agents out  
00:49  
and all over southern california  
and the  
00:51  
bay area  
00:52  
and we've been getting a lot of  
demand  
00:55  
for  
00:55  
adus and especially for  
00:58  
vendors that we can um uh you  
know  
01:01  
recommend  
01:02  
and you're at the top of my list  
so i'm  
01:04

glad uh  
01:05  
i'm glad to have you on so let's  
start  
01:08  
off with  
01:08  
um how boxable uh uh came  
about  
01:12  
like give us kind of your uh  
background  
01:15  
and  
01:15  
how you guys got started here  
yeah so  
01:18  
uh boxable we are planning to  
01:22  
manufacture factory built rib  
modules  
01:24  
the initial product will be  
01:26  
adus and yes we're going to be  
targeting  
01:28  
that california market  
01:30



right away myself you know i i  
started  
01:33  
working on this back in  
01:35  
2017 with my father  
01:38  
paolo and another guy named  
kyle and the  
01:40  
three of us  
01:41  
uh set out to do a whole lot of  
01:44  
research on alternative  
building  
01:46  
materials uh testing  
01:47  
on those materials and  
engineering and  
01:50  
what we've come up with  
01:51  
is pretty amazing and we think  
it  
01:54  
makes building construction  
compatible  
01:56  
with the factory  
01:58  
whereas to date factory-built  
housing  
02:00  
hasn't really worked it hasn't  
really  
02:01  
gained market share  
02:02  
we believe that's the key to  
02:04  
affordability let's just build  
these  
02:06  
houses the same way we build  
02:07  
everything else on an  
assembly line  
02:10  
awesome and you know we  
were introduced  
02:13  
by zane  
02:14  
and i've literally been  
fascinated ever  
02:16  
since

02:17  
and i'm super happy with uh  
everything  
02:20  
that's going on over there with  
you guys  
02:21  
and uh  
02:22  
like i had mentioned i can't  
wait uh to  
02:24  
see a boxable  
02:26  
in on every uh home that is  
allowed  
02:30  
to have one right so um yeah i  
02:33  
and and just to uh kind of um  
uh segue  
02:36  
to that so we  
02:37  
uh at brickwork now started to  
uh  
02:41  
you know we started off  
ourselves just  
02:43  
doing multi-family  
02:44  
um development due diligence  
reports  
02:47  
partner alex is a land use  
consultant so  
02:50  
there's a lot of red tape and it's  
super  
02:52  
difficult sometimes right to  
navigate  
02:54  
here in la  
02:55  
so you know we've been  
around for two  
02:58  
years  
02:58  
had success with that all the  
top  
03:00  
commercial agents and  
brokers  
03:02  
are our users right now from  
cvre on

03:04  
down but  
03:05  
uh a lot of the residential uh  
03:07  
brokerages when we met with  
them  
03:09  
said you know this is kind of  
not what  
03:12  
we do we'd love to see  
03:13  
some sort of uh reports that  
can help us  
03:16  
bring us value and so we  
initially did  
03:18  
the small lot  
03:18  
subdivisions but those things  
take up to  
03:21  
18 months just to get  
approved before  
03:23  
you're even permit ready right  
and so  
03:25  
that's  
03:25  
all that is simply is just taking  
a  
03:27  
single family and turning it  
03:28  
you know into a duplex and  
adding one  
03:30  
unit it'll it'll take  
03:32  
upwards of two years and  
that's uh  
03:34  
normal process here in  
03:35  
in california and uh you know  
03:37  
jurisdictions here but um  
03:39  
you know when the adus uh  
like you had  
03:42  
mentioned  
03:42  
uh uh california's adu laws got  
kind of  
03:45

overlooked um  
03:46  
you know because it passed in  
january of  
03:48  
2020 and then we were  
03:50  
in the midst of the pandemic  
but um this  
03:53  
year  
03:53  
in in january is when we got a  
lot of um  
03:56  
requests for that for some  
early uh  
03:59  
agents that were looking uh  
04:01  
at uh to implement that and so  
we  
04:03  
decided to uh  
04:04  
launch the adu and so yeah  
give us a  
04:07  
kind of an  
04:07  
update um on uh what do you  
guys plan on  
04:11  
doing uh to cover even just  
04:13  
california i mean there's so  
much  
04:15  
there's going to be so much  
demand for  
04:16  
you guys  
04:18  
moving forward yeah we have  
a building  
04:21  
system where different  
04:22  
room modules will stack and  
connect to  
04:24  
build different custom  
buildings  
04:27  
that product is a 20 foot by 20  
foot  
04:30  
room module that's our our  
initial one

04:33  
and  
04:34  
we are uh planning to  
introduce that to  
04:38  
california  
04:39  
um this real module uh is uh  
04:42  
you know kitchen bathroom  
bed and a  
04:45  
couch  
04:46  
and uh really that the you know  
the  
04:48  
lowest cost option  
04:50  
uh we could we could create to  
serve  
04:52  
that market so  
04:53  
we're just uh getting set up  
right now  
04:56  
we're  
04:57  
turning on a very big factory  
here in  
04:59  
las vegas  
05:00  
it's um should produce  
hopefully  
05:03  
thousands of these  
05:04  
per year and hopefully the  
product will  
05:07  
be  
05:08  
much faster and much lower  
cost and much  
05:11  
higher quality on a  
05:13  
whole range of different uh  
you know  
05:17  
metrics so it's looking pretty  
good and  
05:20  
many people are very excited  
about it so  
05:24

you know we're we're just now  
getting  
05:26  
this uh really big factory  
05:28  
set up we've got all our  
equipment  
05:29  
bolted in there and actually got  
our  
05:31  
certificate of occupancy  
05:32  
today so we'll be uh moving in  
05:35  
and turning on the machines  
and turning  
05:38  
on the assembly line  
05:40  
yeah you hit the nail on the  
head right  
05:42  
there because uh our early uh  
edu  
05:44  
reports and agents and  
05:46  
you know homeowners and  
investors uh  
05:49  
started to  
05:50  
post a report start to get  
quotes on  
05:53  
both sides they were looking at  
uh  
05:55  
you know modular options  
locally here  
05:57  
and then uh  
05:58  
at gcs and they were and some  
of them in  
06:00  
some neighborhoods were  
getting quoted  
06:02  
four hundred dollars per  
square foot  
06:04  
hard and soft costs included  
but you  
06:07  
know uh  
06:08

it that quickly means that if  
you know i  
06:11  
let's just say a detached  
06:13  
you could build up to 1200  
square feet  
06:15  
with the lot allows for it and in  
06:17  
la city you could build two  
stories so  
06:19  
getting quoted  
06:20  
you know even let's just say for  
math a  
06:22  
thousand square feet  
06:23  
that's four hundred thousand  
dollars  
06:26  
right for one of these in your  
backyard  
06:28  
so  
06:28  
uh it quickly doesn't make  
sense for  
06:31  
everybody else i mean  
06:33  
select few probably can still do  
that  
06:35  
but  
06:36  
but it just you know there's no  
06:38  
incentive i guess uh  
06:40  
given even if they could earn  
rental  
06:42  
income the break-even period  
is going to  
06:44  
be  
06:45  
uh years and years down the  
down the  
06:46  
line so yeah i mean  
06:48  
let's talk about um starting  
price  
06:50  
points for you guys

06:51  
is it 50 000 and goes from  
there and it  
06:54  
just depends on  
06:56  
um i guess uh you know a  
bigger casita  
06:59  
means just more or putting  
07:00  
them together can you talk  
about a  
07:02  
little bit more about what you  
guys  
07:03  
offer  
07:05  
yeah you know the prices that  
we've seen  
07:06  
out there are totally crazy  
07:09  
especially all the other uh  
factory  
07:12  
built you know modular  
competitors  
07:14  
pretty much have not found  
one under 150  
07:17  
000 just for the the module not  
07:20  
including  
07:21  
site work so incredibly  
expensive  
07:24  
but you know that does make  
sense in  
07:26  
some cases  
07:28  
for some people however uh  
we have  
07:30  
hopefully a much better option  
07:32  
our uh initial product which is  
the  
07:35  
20 by 20 room module nine  
and a half  
07:37  
foot high ceilings  
07:38

kitchen bathroom bedroom  
couch we are  
07:41  
planning to retell that for  
07:42  
fifty thousand dollars so that's  
just  
07:44  
for the room module then  
you'll have to  
07:46  
uh add in some other uh costs  
to uh  
07:50  
apparently fix it to a  
foundation and  
07:51  
connect utilities and those  
kind of  
07:53  
range depending on on the site  
and the  
07:55  
accessibility and the  
permanent keys and  
07:57  
all that  
07:58  
but i think what we have is  
going to be  
08:00  
the lowest cost  
08:01  
option certainly that's our our  
goal as  
08:04  
a  
08:04  
company and then additionally  
we're  
08:08  
going to once we're ready  
we're going to  
08:09  
roll out  
08:11  
other interior configurations of  
that 20  
08:14  
by 20 room module  
08:15  
so we'll also have an empty  
one and then  
08:18  
you can take the kitchen  
bathroom one  
08:19  
connect it to the empty one  
and now you

08:21  
have 800 square feet  
08:24  
and and they'll stack and  
connect and  
08:26  
they can be customized on  
sites  
08:28  
additionally uh eventually we  
will try  
08:31  
to put out  
08:32  
uh larger room modules as  
well um that  
08:35  
won't be for for a little while  
because  
08:37  
we have so much interest in  
the  
08:39  
20 by 20 product but you know  
the goal  
08:42  
of our company is to have the  
lowest  
08:44  
cost  
08:45  
housing solution ever and uh  
it's a  
08:48  
pretty  
08:49  
big vision and i think all of our  
08:51  
principles put us in the right  
place  
08:53  
where we have this amazing  
low-cost  
08:55  
shipping solution we have a  
simplified  
08:58  
product design we have the  
assembly line  
09:00  
the automation the bulk  
purchasing  
09:03  
all of these things that uh  
hopefully uh  
09:06  
doing it one at a time by hand  
09:08

those guys won't be able to  
compete yeah  
09:11  
so let's  
09:12  
get right into what you were  
talking  
09:13  
about in transportation costs  
because  
09:15  
uh uh you're right some of the  
other  
09:17  
competitors if you kind of  
09:18  
look at them uh in detail uh  
09:21  
you start to quickly see the  
price  
09:23  
points going up  
09:24  
not only based on their initial  
uh  
09:27  
quotes on what they offer  
09:28  
and then tack on that the cost  
to get  
09:32  
get it  
09:32  
everything all um you know  
attached and  
09:34  
up and running  
09:36  
depending on property location  
and  
09:38  
jurisdiction and then the  
transportation  
09:40  
right if if that companies in the  
09:42  
midwest or somewhere on the  
east coast  
09:44  
it's going to be a hefty cost to  
bring  
09:46  
it uh here into california so  
09:49  
um uh you know uh what  
09:52  
um what's kind of uh you know  
your cost  
09:55

advantage there uh in  
transportation  
09:57  
versus say some of the uh  
09:59  
some of these competitors  
yeah i would  
10:01  
recommend anyone listening  
to  
10:03  
check out the website  
boxable.comabl.com  
10:07  
and they'll quickly understand  
what  
10:09  
we've done the  
10:11  
uh core innovation here that's  
most  
10:13  
important for us  
10:15  
is that our house is fold up to  
become a  
10:18  
highway legal load  
10:20  
so that means eight and a half  
foot wide  
10:22  
and all of a sudden you've  
dramatically  
10:24  
reduced your  
10:24  
shipping cost whereas other  
guys ship a  
10:27  
wide load  
10:28  
which is very expensive and  
cumbersome  
10:31  
and  
10:32  
there isn't this expensive it's  
because  
10:34  
they'll be required to have  
10:35  
uh follow cars sometimes  
more than one  
10:39  
police escorts there's  
restricted routes  
10:42  
there's restricted

10:43  
travel times it's just a  
nightmare when  
10:45  
you're trying to  
10:46  
move something down the  
road that  
10:47  
doesn't fit on the road  
10:49  
so that was so important to us  
and  
10:52  
we think that factory-built  
housing in  
10:54  
general is a non-starter  
10:55  
unless you can ship it  
efficiently so  
10:58  
pretty good situation we have  
11:00  
of course it still costs money  
to ship  
11:02  
but certainly ours is the  
11:04  
lowest cost option and and the  
best  
11:07  
solution for  
11:08  
shipping where a 20 foot wide  
room  
11:11  
becomes eight and a half foot  
wide it  
11:13  
ships on a highway legal load  
11:15  
and then it's fully finished  
when it  
11:17  
arrives on site with just a  
couple hours  
11:19  
of setup time  
11:21  
yeah absolutely um i i don't  
know if  
11:24  
you've heard um  
11:25  
warren buffett recently  
invested in a  
11:27  
company

11:28  
called my tech and they have a  
slightly  
11:31  
different take  
11:32  
where they're trying to build uh  
and  
11:35  
and have you assemble on site  
so kind of  
11:38  
like ikea  
11:39  
where they designed it in  
pieces so that  
11:42  
it was meant to be  
11:43  
kind of shipped in pieces like  
ikea  
11:46  
furniture  
11:47  
but then they would specially  
train the  
11:49  
gc on site  
11:50  
to then assemble so um i you  
know in  
11:53  
theory  
11:54  
that could obviously uh you  
know  
11:58  
drive down the transportation  
cost but i  
11:59  
don't know necessarily  
12:01  
it um being able to scale i'm  
sure you  
12:04  
could still be able to do that  
for one  
12:05  
ops but when you start to  
12:07  
you know approach developers  
and that  
12:10  
that want to do these  
12:11  
um you know mass orders or  
even attempt  
12:14  
to go into multifamily

12:16  
i'm not really sure uh how that  
could be  
12:18  
effective i'm not sure if you've  
heard  
12:19  
of them  
12:20  
uh at all but there's a lot of  
others  
12:22  
that are trying different things  
yeah  
12:24  
i i heard about uh my tech um  
12:27  
which i think is pretty early  
stage uh  
12:30  
well that portion of their  
company is  
12:32  
but i wasn't sure exactly what  
the  
12:34  
solution was  
12:35  
if it was uh penalized or if it  
was a  
12:38  
fully finished  
12:39  
module i think that anything  
12:43  
that requires site work is uh  
not really  
12:46  
gonna going to win  
12:47  
in the long term uh so you  
know often  
12:50  
they'll have panelized solutions  
where  
12:52  
they finish the panel  
12:53  
in the factory and then when  
they get  
12:55  
out to site they assemble  
those panels  
12:57  
together  
12:58  
but you know that doesn't  
really put you  
13:00

into a great place because  
there's just  
13:01  
still a tremendous amount of  
work you  
13:02  
have to do on site  
13:03  
where it's very very expensive  
so i  
13:06  
think you know  
13:07  
for in the future um to change  
housing  
13:10  
everything has to happen in  
the factory  
13:12  
the site work has to be  
13:13  
minimal and then we can really  
start to  
13:15  
push the cost down  
13:17  
i agree i agree and uh yeah  
let's get  
13:20  
right into  
13:21  
the uh news that um about  
elon musk  
13:25  
and uh how basically again  
we're  
13:28  
we're based out of la and i've  
already  
13:31  
you know  
13:32  
um saw a lot of articles come  
through  
13:34  
the real deal that uh  
13:36  
you know he sold off all his  
properties  
13:38  
in bel air i think they  
13:40  
get close to 100 million dollars  
and  
13:42  
just recently  
13:44  
he has a boxable um was that  
delivered

13:46  
to  
13:47  
uh boca chica in in the new uh  
space  
13:50  
spacex uh launch site in texas  
and  
13:54  
i just wanted to ask you did  
you know  
13:55  
about that order going through  
13:57  
in advance or did the team  
kind of just  
14:00  
put one through  
14:01  
without you noticing or um  
what was the  
14:04  
story behind that  
14:06  
i'm sorry but i just cannot  
comment on  
14:09  
that  
14:09  
at all i can't apologize  
14:13  
no worries look i just i just  
thought  
14:15  
i'd throw it out there i think uh  
14:17  
for me i think that's uh  
awesome that uh  
14:19  
you know it did get that press  
coverage  
14:21  
because  
14:22  
you know ultimately i'm a big  
fan right  
14:25  
of  
14:25  
of obviously you guys and elon  
and if  
14:28  
there's any  
14:30  
connection to him coming uh  
bringing  
14:32  
more  
14:33

uh eyes on uh in the space  
right when it  
14:35  
comes to  
14:36  
modular build and the new way  
of doing  
14:39  
things and development i'm all  
for it so  
14:41  
it was worth a shot  
14:44  
yeah sorry about that certainly  
the  
14:47  
press is welcome any attention  
and  
14:50  
web traffic is very welcome  
absolutely  
14:53  
so um let's go into kind of um  
14:57  
so what we discussed was uh  
you know  
15:00  
uh you guys obviously have  
back orders  
15:02  
and and  
15:03  
and i think that's gonna um uh  
obviously  
15:07  
be the case um uh just for this  
year  
15:09  
into next year but what are  
your  
15:11  
what's the bottleneck to scale  
is it um  
15:14  
looking at another  
15:15  
uh factory to build out do you  
guys have  
15:18  
an idea of where  
15:19  
you would that would be  
located and you  
15:22  
know you guys are in las vegas  
so i  
15:24  
completely understand uh  
targeting

15:26  
california because there's  
going to be a  
15:27  
lot of demand here and this  
adu law  
15:30  
just matches up perfectly with  
what you  
15:32  
guys are doing but what's  
going to be  
15:34  
um uh kind of moving forward  
where do  
15:36  
you guys kind of want to  
15:38  
start to uh be as far as you  
know uh  
15:40  
your factory  
15:41  
if it's gonna be automated or  
not and  
15:43  
then covering what areas  
15:44  
in the u.s next yeah well  
15:48  
we're just getting started uh  
really  
15:49  
we've only built a few  
prototypes of  
15:51  
proof of concept so far  
15:53  
and we are uh setting up a  
really big  
15:56  
factory it's a 170 000 feet  
15:59  
so that's like to put in  
perspective you  
16:01  
know about  
16:02  
three football fields inside a  
building  
16:05  
and uh  
16:06  
that factory is uh filled with  
equipment  
16:09  
right now everything's bolted in  
16:11

ready to go uh we're gonna be  
moving in  
16:14  
there in the next  
16:15  
uh few days and getting to  
work turning  
16:18  
on that assembly line  
16:19  
and uh we'll start uh getting  
things up  
16:22  
to speed  
16:23  
and then uh hopefully hit the  
plans  
16:26  
uh output of that factory which  
should  
16:28  
be 3 600  
16:30  
casitas per year and pretty  
sure we'll  
16:32  
be sending those all to  
16:33  
california for the most part no  
blessing  
16:39  
just trying to finish my son's  
choice  
16:42  
[Laughter]  
16:44  
all right so look i um uh  
16:48  
i had a couple other uh  
questions for  
16:50  
you but there's uh  
16:52  
we've been we've been um you  
know i've  
16:54  
been discussing a few ideas  
with  
16:55  
developers so  
16:56  
on the homeowner's side of  
things you  
16:59  
know it's going to be great for  
them to  
17:00  
go on to boxable.com  
17:02

order a casita and just have  
one kind of  
17:05  
uh um you know delivered and  
attached  
17:07  
that's great but i know  
17:09  
on the development side of  
things  
17:10  
because we have a lot of um  
17:12  
uh developers also as users  
um  
17:15  
let's just say a developer  
comes to you  
17:17  
guys and they want to start to  
build  
17:19  
a lot of these boxables uh and  
on their  
17:22  
investment properties right  
and so  
17:24  
let's just say they do um in  
excess of  
17:28  
like  
17:28  
a hundred or so do they do  
they get  
17:31  
discounts from  
17:33  
for mass orders of of more  
than 100 and  
17:36  
is there kind of an advantage  
to do that  
17:38  
on a development side versus  
say the  
17:40  
retail buyer or the homeowner  
17:43  
well we'll see how it all plays  
out but  
17:45  
right now i have  
17:46  
a wait list with 40 000 names  
on it  
17:49  
so i think we probably won't be  
doing

17:53  
any discounts for quite a while  
just  
17:56  
because there's so much  
demand and  
17:57  
because the price is already  
17:58  
significantly lower than  
18:00  
uh all the other competitors so  
um you  
18:03  
know we're going to be trying  
to  
18:05  
scale this thing as quickly as  
possible  
18:06  
and as soon as we prove  
factory one  
18:09  
we'll be looking to scale it even  
more  
18:11  
from there and scale it into the  
the  
18:12  
full building system where  
different  
18:14  
size room modules will  
18:15  
stack and connect to build all  
different  
18:17  
building types  
18:18  
yeah and i i guess that's my  
final thing  
18:21  
i wanted to cover with you was  
uh  
18:23  
on the multi-family front like  
uh so we  
18:26  
uh  
18:26  
started brickwork really to help  
uh with  
18:28  
the affordable housing  
18:30  
and a lot of the developers are  
trying  
18:33  
to build

18:34  
and they're uh hitting red tape  
and  
18:36  
there's it's just so  
18:37  
you know cumbersome let's  
just say to  
18:39  
put uh you know  
18:40  
a project in la and they're  
always  
18:42  
looking for alternative ways to  
do it  
18:44  
and  
18:45  
maybe in different cities so  
you know  
18:47  
what are any plans for you  
guys  
18:49  
to for that system to launch for  
it to  
18:53  
be multifamily and have you  
guys  
18:55  
already planned out how many  
stories how  
18:57  
many units can be put together  
18:59  
is there is there some early  
plans for  
19:01  
for that and on the multi-family  
front  
19:04  
yeah well all of our modules do  
stack  
19:06  
and connect  
19:07  
so the current version can do  
three  
19:09  
stories  
19:10  
we have some tweaks to the  
engineering  
19:12  
that we'll do in the next gen  
that can  
19:14

go even taller than that the big  
thing  
19:16  
with multi-family is you're  
gonna have  
19:18  
the added  
19:19  
uh fire ratings that are required  
so a  
19:21  
multi-hour  
19:22  
uh wall assembly burn test so  
19:26  
uh our early testing shows that  
19:30  
we're gonna knock it out of the  
park on  
19:32  
those tests so that our product  
will  
19:34  
work for  
19:35  
uh multi-story without any  
added you  
19:38  
know  
19:38  
firewall in there and uh yeah i  
think  
19:41  
that'll be a big  
19:43  
big part of our customer base  
is people  
19:46  
doing that with our product  
19:48  
awesome yeah um so uh i'd  
like to end  
19:52  
these  
19:52  
with just some final thoughts  
um you  
19:55  
know  
19:55  
do you guys do you have a kind  
of um uh  
19:59  
moving forward what you're  
looking  
20:00  
forward to i mean obviously  
like you  
20:02



said you're just  
20:02  
at the early stages i get it  
you're just  
20:05  
uh gonna be launching back  
order or  
20:07  
forty thousand i think that's  
gonna  
20:08  
quickly go up  
20:09  
a lot um when more uh  
homeowners and  
20:12  
everyone in  
20:13  
just in california alone uh hear  
about  
20:15  
your solution and  
20:17  
and they're gonna order but is  
there  
20:19  
anything else um  
20:20  
kind of in the works for you  
guys on um  
20:23  
when you do get to that  
20:24  
future point where you do build  
out the  
20:27  
next factory  
20:28  
are you looking at um a  
different way  
20:33  
uh to deliver these or is there  
any sort  
20:36  
of like technology already  
20:38  
um starting to plan out for the  
future  
20:39  
or anything else you want to  
share  
20:42  
yeah well what we have is uh  
20:44  
tremendously different than  
20:46  
anything else out there of  
course we  
20:49

have the shipping innovation  
that i  
20:50  
described  
20:51  
beyond that this is not a  
traditional  
20:53  
lumber frame house  
20:54  
as you would see in the  
majority of  
20:56  
other uh buildings  
20:58  
we're using all different  
building  
20:59  
materials and manufacturing  
methods  
21:02  
and this stage of factory uh  
has a  
21:05  
certain degree of automation  
21:07  
but it's not uh the final  
21:11  
stop for for automation we  
want to after  
21:14  
we prove this factory out we  
want to  
21:17  
uh continue down that path  
and  
21:20  
hopefully end up with a a really  
a fully  
21:23  
automated factory  
21:25  
really hardcore the way the  
automakers  
21:27  
do it because they're  
21:28  
they're the ones who have uh  
you know  
21:30  
the expertise in this  
21:33  
you know mass production  
assembly line  
21:37  
robotics what they do is  
amazing no one  
21:40  
has

21:40  
applied that to housing yet so  
that's  
21:42  
what we eventually want to do  
21:44  
although that's a significantly  
bigger  
21:47  
undertaking  
21:48  
uh you know maybe maybe  
with a billion  
21:51  
dollar price tag on it  
21:52  
um which hopefully we'll get to  
one day  
21:56  
yeah absolutely i i think uh the  
car  
21:59  
industry is something to look  
forward to  
22:01  
but then housing would be  
different just  
22:02  
because  
22:03  
now you're talking about  
terrain and  
22:05  
jurisdiction and  
22:06  
and specifics on that house so  
it's hard  
22:08  
to sometimes  
22:10  
get things to conform and you  
might have  
22:12  
to do some customization  
22:13  
but you're right it uh if if you  
guys  
22:16  
could get  
22:17  
fully automated and and get  
these out at  
22:19  
scale  
22:20  
um you're definitely going to  
have an  
22:22

effect uh in housing and and i  
can't  
22:24  
wait to see that i think  
22:26  
um uh really really a big fan of  
yours  
22:29  
galiano and boxable and so um  
in the  
22:32  
future i'm hoping to  
22:33  
feature as many of your  
casitas in our  
22:36  
brickwork reports  
22:37  
moving forward uh with agents  
and stuff  
22:40  
so i i really just feel  
22:41  
a lot of the the people we've  
spoken to  
22:44  
just  
22:45  
aren't aware of what the best  
options

22:46  
are there so i'm i'm  
22:48  
more than happy to uh um let  
them be  
22:51  
aware  
22:51  
that that you guys are around  
so uh with  
22:54  
that  
22:54  
thanks so much caleno really  
appreciate  
22:56  
your time  
22:57  
and uh look forward to uh to  
working  
23:00  
with you here soon  
23:03  
yeah thank you so much for uh  
chatting  
23:05  
with me  
23:06  
hopefully we'll be sending a  
bunch of

23:08  
casitas your way soon and if  
anybody  
23:10  
else is interested in learning  
more  
23:12  
about boxable check out the  
website  
23:13  
boxable.com  
23:15  
check out you know youtube  
page and the  
23:16  
other social media we're going  
to  
23:18  
be posting continuous updates  
as we  
23:22  
develop this first factor  
awesome  
23:25  
thanks so much appreciate it  
23:36  
you

# Galiano Tiramani (Boxabl) Presents at The Housing Startups Boom | September 2021

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00:03

[Music]

00:05

so next we have a very special guest as

00:07

well we have galiano taramani who is the

00:09

founder of boxable boxful mass produces

00:13

foldable tiny homes delivered straight

00:15

to you this results in creating homes at

00:17

a notably lower price without

00:19

sacrificing the quality of living

00:21

galiano how you doing today

00:24

hey guys thank you so much for that uh

00:26

introduction and and thank you for

00:28

having me on your show i appreciate it

00:30

uh as as you said my name is galiano

00:32

tiramani and i'm one of the founders of

00:35

boxable um

00:37

we are making houses but they're kind of

00:40

a

00:40

different house

00:42

a lot of differences and actually i'm

00:44

i'm sitting in a factory right now we we

00:46

uh conference room was being used so i

00:48

figured i'd come out here be  
more more  
00:50  
interesting for you guys so i'm  
going to  
00:52  
play a quick video just so  
people  
00:55  
understand what it is i'm  
talking about  
00:57  
and then  
00:59  
after that we'll go and i'll give  
you  
01:01  
the more in-depth  
01:03  
stuff so hopefully you can see  
this  
01:06  
so  
01:07  
there it is a magical unfolding  
house  
01:11  
um and and i promise we're  
we're not  
01:13  
just unfolding the house  
because it's  
01:14  
cool there is there is a reason  
behind  
01:16  
it  
01:17  
um those are those are some  
of the  
01:18  
interior uh shots there  
01:21  
uh and and there it is you saw  
it again  
01:23  
so that  
01:24  
house was just uh pulled in in  
a trailer  
01:27  
and uh  
01:28  
uh unfolded  
01:30  
um  
01:32  
and yeah as i mentioned there  
we have

01:34  
really a lot of innovations um  
uh better  
01:38  
houses so that that shot is  
actually the  
01:42  
building i'm sitting in right now  
but  
01:44  
before it was filled with  
01:46  
workers and  
01:48  
equipment and raw materials  
so  
01:50  
pretty cool  
01:53  
hopefully some of you guys  
have have  
01:54  
heard about us in the press  
we've done  
01:56  
done pretty well  
01:57  
uh with the with the press uh  
this video  
02:00  
i'll just give you a quick  
02:02  
kind of overview of it  
02:14  
see what else we got  
02:20  
oh and this one so that is  
actually a  
02:23  
house uh behind the tesla  
being being  
02:25  
towed by the tesla and that's  
the uh  
02:28  
that's the factory i'm in right  
now  
02:30  
um oh this slides about our  
first  
02:33  
customer which we're  
producing for right  
02:35  
now which is the  
02:36  
federal government so  
02:39

get out of that share and i will  
give  
02:42  
you the  
02:43  
big picture  
02:44  
so um essentially we set out a  
few years  
02:48  
ago to  
02:49  
kind of make building  
construction  
02:51  
compatible with uh modern  
manufacturing  
02:55  
modern mass production  
because that's  
02:57  
really  
02:58  
where we think all the  
problems with  
02:59  
housing come from um you  
know there's  
03:01  
lots of problems with housing  
03:03  
affordability availability there's  
03:05  
there's big shortages of  
housing so  
03:07  
if you look around the world  
pretty much  
03:09  
every modern product is kind  
of  
03:11  
mass-produced on an  
assembly line in a  
03:13  
factory  
03:15  
whether it's a car or a sneaker  
or a  
03:18  
television  
03:20  
and you know there's no uh  
03:22  
uh sneaker affordability crisis  
uh uh  
03:25  
there's no uh television  
shortage but

03:28 these problems exist for for housing  
03:31 and we think that's because they have  
03:33 not  
03:35 made it into the the factory the same  
03:37 way everything else has and the reason  
03:40 we think that's the case is  
03:42 they're just so big  
03:43 so some factory-built housing does exist  
03:45 but the bulk of the market is just built  
03:47 by hand  
03:48 one at a time so  
03:50 people have tried to build in the  
03:52 factory and it hasn't really taken off  
03:54 the way we think it should so houses are  
03:56 very big uh therefore you can't ship  
03:59 them uh therefore it doesn't make sense  
04:00 to build in the factory and you need to  
04:02 build them on site so that's kind of the  
04:05 the the way it's done now and so when we  
04:08 started looking at the problem uh we  
04:10 said we thought that the first thing we  
04:12

had to solve was was the shipping issue  
04:14 so  
04:14 that was what we set out to do and and  
04:16 the the initial innovation and solution  
04:18 that we came up with was uh pretty  
04:22 pretty sweet um we essentially now have  
04:25 a 20 foot room that folds up to eight  
04:28 feet wide  
04:30 then ships  
04:31 highway legal down the highway just on a  
04:33 traditional load not an expensive wide  
04:35 load  
04:36 it arrives on site and in just an hour  
04:38 or two it unfolds  
04:42 and it's done and when i say done i mean  
04:44 everything  
04:45 kitchen bathroom  
04:47 electric plumbing all of that's done in  
04:50 the factory before it arrives on site so  
04:54 really pretty cool um pretty cool if you  
04:57 want to go you know kind of check out  
04:58 our youtube there's some more uh videos  
05:00

of that happening on there you can get a  
05:02 feel for kind of how simple  
05:05 you've made it so  
05:06 that's  
05:07 so important  
05:08 now hopefully you don't hear that not  
05:10 hammering behind me too loud  
05:12 but yeah that's so important so now that  
05:15 the buildings are compatible with  
05:16 existing shipping infrastructure uh  
05:18 truck rail  
05:20 uh ocean freight uh now all of a sudden  
05:23 we can scale manufacturing and  
05:26 you know ship these things all around  
05:29 just just like everything else  
05:30 so  
05:31 pretty cool and then  
05:33 we didn't stop there with kind of the  
05:35 innovations um we actually then went  
05:38 ahead and re-engineered the building  
05:40 from scratch we changed almost  
05:42 everything there's almost nothing left  
05:44 of traditional building construction and

05:47  
that  
05:48  
uh means uh you know most  
buildings in  
05:50  
north america are built with uh  
lumber  
05:53  
nails uh stick framing um we  
05:56  
that works great when you're  
when you're  
05:58  
out in the field and you have to  
climb  
05:59  
up a ladder and a guy has to  
pick up a  
06:01  
piece of wood and nail  
together and that  
06:02  
makes sense but we thought  
that when  
06:04  
you're in the factory there's  
just a  
06:06  
whole different set of  
possibilities so  
06:08  
you know we took several  
years we did a  
06:10  
lot of research and a lot of uh  
testing  
06:13  
and  
06:14  
figuring out uh what materials  
made  
06:16  
sense and what we came up  
with is just  
06:19  
so outstanding we're so  
excited about it  
06:21  
because it's got um  
06:24  
it's really it's it's outperforming  
on  
06:26  
almost everything so there's a  
lot of  
06:28  
different kind of requirements  
when

06:30  
you're  
06:31  
creating a building uh your  
06:32  
environmental requirements  
energy  
06:34  
requirements strength safety  
all that  
06:36  
and we think we're kind of  
outperforming  
06:38  
on all of them we think we've  
engineered  
06:39  
one product that should work  
everywhere  
06:41  
around the whole world and uh  
the result  
06:44  
is uh energy efficiency that's  
off the  
06:47  
charts crazy um uh wind  
resistance that  
06:50  
can withstand hurricane  
category b uh  
06:54  
wind conditions um  
06:56  
uh fire resistance water  
resistance uh  
06:59  
the list goes on um uh the re  
the  
07:01  
redesign of the product also  
resulted in  
07:05  
a  
07:06  
um  
07:07  
uh dramatic simplification so  
so reduced  
07:10  
components uh bigger pieces  
within the  
07:13  
the walls on the floor so so  
less of  
07:16  
them um so so it's really  
amazing you  
07:19

can actually see some of the  
raw  
07:20  
materials sitting around like  
over here  
07:23  
these are the foam bricks that  
go in the  
07:25  
core of the wall here some  
07:27  
sheets still for it  
07:28  
uh other stuff so  
07:30  
um  
07:31  
we  
07:32  
we  
07:33  
um and you know we think  
we've been able  
07:35  
to do all this we've been able  
to  
07:37  
uh uh create a product that's  
that  
07:40  
really doesn't compromise  
really really  
07:41  
anywhere for example you just  
see a  
07:44  
question there the um  
07:47  
the ceiling height is uh uh nine  
and a  
07:50  
half feet high uh uh  
07:53  
uh on our houses uh and we're  
still able  
07:55  
to ship it highway legal so  
that's uh  
07:58  
pretty cool  
07:59  
um  
08:01  
and uh  
08:02  
so you know a few years ago  
we started  
08:04

working on this this problem  
uh went  
08:06  
through a bunch of versions of  
08:07  
prototyping and and testing  
and um uh  
08:12  
eventually got to the point  
where he  
08:13  
said we're ready to kind of go  
to our  
08:15  
market with this product and  
um we do  
08:17  
have a plan for a building  
system where  
08:20  
different sized room modules  
will you  
08:22  
know stack and connect to  
build  
08:24  
hopefully almost every building  
type on  
08:26  
the planet so we have um  
08:29  
you know started out with this  
little  
08:30  
small  
08:31  
casita product that is the 20 by  
20 room  
08:34  
module that you know you can  
see if you  
08:36  
go to our website boxable.com  
vox abl  
08:39  
dot com and that's kind of  
where we want  
08:41  
it to start but the end game  
here is  
08:44  
very you know grandiose um  
we will  
08:46  
eventually manufacture bigger  
room  
08:47  
modules that still all ship  
highway

08:49  
legal they will be hopefully will  
crank  
08:52  
out you know different uh  
kitchen boxes  
08:54  
different bathroom boxes  
different  
08:56  
bedroom boxes all in you know  
08:58  
standardized floor plans that  
then can  
09:00  
be stacked and connected to  
basically  
09:02  
build everything you know  
anything from  
09:04  
a thousand unit apartment  
building all  
09:06  
the way down to a little um  
09:10  
you know  
09:11  
uh  
09:12  
small uh casita tiny house like  
like you  
09:15  
might uh see on our website  
09:17  
so  
09:18  
um  
09:19  
we  
09:20  
we uh really exciting you know  
09:23  
lots of action uh lots of lots of  
09:25  
interest from from everywhere  
uh when we  
09:28  
announced that that product  
uh it's been  
09:30  
totally  
09:31  
mind-blowing actually i think i  
think  
09:33  
we've got now over 60 000  
people on the  
09:35

waitlist for this product we've  
gotten  
09:37  
outreach from all over the  
world from  
09:39  
many governments uh you  
know so much  
09:42  
exciting stuff is going on  
09:43  
and then um beginning of this  
year we  
09:46  
decided you know let's let's set  
up a  
09:48  
factory let's let's do this uh to  
date  
09:50  
we've actually only built about  
three  
09:52  
houses  
09:53  
um but we said let's let's go  
big and  
09:57  
let's set up a hundred and  
seventy  
09:58  
thousand foot uh  
manufacturing facility  
10:00  
uh so that's what we did and  
it's all  
10:02  
going it's all going smooth uh  
right now  
10:05  
um actually you guys are  
witnessing a  
10:08  
historic moment right now if  
you see  
10:11  
where i'm pointing right there  
that wall  
10:14  
is  
10:15  
the  
10:16  
first house on the assembly  
line and  
10:18  
it's just at the beginning of the  
line  
10:19

there and it's getting uh the  
walls uh  
10:22  
the panels have been built and  
they're  
10:24  
being erected and and then it's  
gonna  
10:26  
start coming through the line  
and being  
10:28  
kind of uh finished so  
10:31  
uh really cool really exciting  
times we  
10:33  
are kind of uh  
10:35  
rapidly uh rapidly scaling up uh  
10:38  
production uh rapidly hiring  
people uh i  
10:41  
you know i don't even know all  
the  
10:42  
employees names yet because  
we're hiring  
10:45  
so many  
10:46  
uh so quickly uh this factory  
that we've  
10:49  
set up it's a 170 000 foot uh  
warehouse  
10:52  
building it's got um  
10:56  
it's got um  
10:57  
hopefully it can produce  
10:59  
about 3 600  
11:01  
casita models per year uh we  
are just  
11:04  
going to start with the casita  
model and  
11:05  
kind of uh take take it slowly  
um you  
11:08  
know with all the all the  
interest uh  
11:11

oh and and the final output of  
the house  
11:14  
should be about one house  
every 90  
11:16  
minutes once we're rocking  
and rolling i  
11:17  
don't know how long it'll take  
to get up  
11:19  
to full speed but  
11:21  
um  
11:22  
uh another cool kind of  
opportunity  
11:24  
that's come our way is the fact  
that the  
11:27  
the first order we we had is  
from the  
11:30  
federal government so the  
department of  
11:32  
defense has ordered 150  
houses uh all  
11:35  
these you know refrigerators  
and and  
11:37  
other raw materials are all here  
to  
11:39  
build that order and we're just  
we're  
11:41  
just uh getting started and it's  
really  
11:44  
exciting and hopefully we'll be  
uh  
11:46  
delivering that order and uh  
and then  
11:48  
kind of take it from there uh  
the idea  
11:51  
to start with the casita was to  
target  
11:53  
backyard accessories welding  
units in in  
11:55

california which is like a  
rapidly  
11:58  
growing very popular uh new  
way to build  
12:01  
due to changes in laws where  
california  
12:03  
is really opening up building  
and zoning  
12:05  
um  
12:06  
they've made some  
12:08  
serious efforts to kind of push  
uh adus  
12:11  
uh  
12:12  
in california um by  
12:15  
making it so that almost every  
backyard  
12:16  
in california can take an edu  
uh and and  
12:19  
that's kind of  
12:20  
where you know the bulk of the  
interest  
12:22  
came from originally but then  
after that  
12:25  
there's just so many use cases  
for you  
12:27  
know these buildings and the  
different  
12:28  
uh kind of configurations of  
buildings  
12:31  
that are uh  
12:33  
possible  
12:34  
so let me see if i missed  
anything else  
12:36  
here we've got got a whole  
bunch of uh  
12:39  
you know  
12:40



patents a whole bunch of  
intellectual  
12:42  
property because what we're  
doing is so  
12:45  
so new and different and  
there's so much  
12:48  
um  
12:49  
you know invention going on  
here so  
12:51  
that's a  
12:52  
cool thing we have on our side  
12:54  
and uh yeah yeah i think that  
that  
12:57  
pretty much covers the covers  
of the  
12:58  
bulk of it sorry for the question  
13:01  
thank you  
13:02  
awesome yeah galiano thank  
you so much i  
13:04  
really love the product you  
know you  
13:06  
mentioned that you guys have  
60 000  
13:09  
people in the waitlist you know  
really  
13:12  
earned a lot of recognition  
after i  
13:14  
believe elon musk tweeted  
about you guys  
13:16  
spacex founder as well so  
that's been  
13:18  
really cool to see um so before  
you guys  
13:20  
you know start giving these  
homes are  
13:22  
you expecting like you know  
maybe any  
13:24

unexpected use cases as to  
why someone  
13:27  
might want uh one of your  
products  
13:30  
yeah so we  
13:32  
get so many emails uh from  
you know so  
13:35  
many people telling us what  
they want to  
13:36  
do with the product and it's  
like it's  
13:39  
everything you know you could  
possibly  
13:41  
imagine the the original idea to  
start  
13:43  
with this casino product was  
especially  
13:46  
dwelling units but that's not  
what ended  
13:48  
up happening what ended up  
happening was  
13:50  
uh government military-based  
housing uh  
13:52  
and then after that i think we'll  
be  
13:53  
doing a showcase community  
here in in  
13:56  
vegas um we can also do you  
know uh  
13:59  
workforce it's also works  
makes sense  
14:01  
for uh workforce housing  
14:04  
um for uh temporary shelter  
kind of  
14:07  
disaster relief things that's  
another  
14:09  
place where we've seen  
interest is  
14:11

rapidly deployable shelters uh  
in that  
14:13  
case we may add some like  
off-grid  
14:15  
utilities to the units and so that  
we  
14:18  
can deploy them quickly in the  
event of  
14:20  
a of a disaster  
14:21  
um but what we have is it's a  
kind of a  
14:24  
universal building box uh it's  
14:26  
architecturally neutral we think  
we can  
14:28  
build most things uh most of  
the time um  
14:32  
just this initial 20 by 20 box  
has so  
14:35  
many use cases and so much  
interest it's  
14:37  
crazy uh hopefully when we're  
successful  
14:40  
with that we can you know roll  
out a  
14:42  
bigger building system but this  
is  
14:45  
i think  
14:46  
a potential solution for almost  
every  
14:48  
building type on the planet and  
uh you  
14:51  
know it's it's uh certainly a  
huge  
14:54  
upside here  
14:55  
if we if we get this right so it's  
very  
14:58  
very exciting um one other  
thing i'll  
15:00

mention is  
15:01  
how we've been uh raising  
money that's  
15:03  
been uh going very well  
15:05  
it's been mostly you know  
direct  
15:07  
investments uh through our  
website so if  
15:09  
anyone's interested they can  
go on there  
15:10  
and take a look at the offering  
on that  
15:13  
um but you know  
15:15  
things are things are going  
really well  
15:16  
here it's really exciting we've  
got a  
15:18  
lot of kind of like uh covid  
related uh  
15:22  
supply chain inflation logistics  
issues  
15:24  
which is great timing for a  
15:26  
manufacturing startup but  
where we're

15:28  
handling all that well and and  
moving  
15:30  
forward quickly and every day  
here is a  
15:33  
you know an exciting uh  
challenge to  
15:35  
face  
15:37  
of course congrats on the  
growth new  
15:39  
team members as well you got  
to learn  
15:40  
all their names soon so next  
time we  
15:42  
have you on  
15:43  
hopefully we can meet some  
of them too  
15:44  
and if people want to learn  
more about  
15:46  
boxable um if you want to  
share your  
15:47  
website that'd be super helpful  
15:50  
yeah yeah i'll type in the chat  
it's  
15:51

boxable.com  
15:55  
we got lots of content on uh  
you know  
15:57  
instagram uh youtube we do a  
lot of uh  
16:01  
update videos on our progress  
and and  
16:03  
all that kind of stuff so there's  
tons  
16:04  
of info out there people want  
to learn  
16:06  
more  
16:07  
perfect well galiano thank you  
so much  
16:09  
and thanks for bringing us  
inside the  
16:10  
factory really exciting  
16:13  
[Music]  
16:21  
[Applause]  
16:23  
[Music]  
16:31  
you