



WHO WE ARE

The Builders Lab, the newest program of [Turner Labs](#), is a non-profit, cohort-based accelerator founded to work with innovators in architecture, engineering, construction and manufacturing to scale efficient, cost-effective and sustainable methods of housing delivery across the U.S.

WHY NOW?

Innovators in housing construction and delivery find themselves at a unique crossroads in 2024. Founders face amplified skepticism from the traditional entrepreneurial ecosystem, while navigating big problems - financing, product-market fit, and complex regulations - to varying degrees of success. At the same time, the [growing acuity of the housing crisis](#), the [steady rise in construction costs](#), and the [increasing focus on sustainability in the built environment](#) necessitate innovation. Many players in the market remain eager for innovation and policymakers are increasingly willing to collaborate with disciplined, capable new entrants with resilient business models.

WHAT WE DO

A Clearinghouse for Innovation: We vet a diverse range of leaders, businesses and technologies in the housing delivery ecosystem, and we identify the most promising models that improve housing affordability, promote sustainability, and are well-positioned for market adoption.

A Hub for Cross-Sector Collaboration: Our deep relationships with UC Berkeley, the public sector, and industry strategic partners give our emerging innovators unique insights, collaboration opportunities, and visible exposure.

A Systems-Level Changemaker: Leveraging our collaboration with the Turner Center and an extensive network of industry partners, we support transformative solutions to the structural barriers impeding modernization and sustainability in the housing delivery ecosystem

WHAT WE OFFER

The program will support a select group of geographically diverse early- to middle-stage companies over 9 months, offering expert coaching, curated curriculum, visibility to our extensive network of regulators and policymakers across [all levels of government](#), and relationship-building opportunities with a growing list of strategic partners and advisors. Our goal is for cohort members to rapidly increase the scale of their businesses and to step into amplified leadership roles within their regional markets and the broader industrialized construction sector.

- 70+ available hours of expert coaching time per cohort member to help navigate the complex business, policy, and technical issues facing industrialized construction innovators
- A community of peers & an interdisciplinary network fortified through virtual and in-person community-building
- An international study trip to tour factories and meet leaders in more mature industrialized construction ecosystems
- Enhanced market access, advisory and fundraising opportunities via Builders Lab Strategic Partners
- Turners' systems-level convening power, at both the national level and within cohort members' regional markets

WHO WE'RE LOOKING FOR

The Builders Lab works with emerging leaders in architecture, engineering, construction and hardware to scale efficient, cost-effective and sustainable methods of housing delivery in the U.S.

Our cohort will consist of companies deploying or enabling industrialized construction (IC), which refers broadly to the adoption of principles and processes from the manufacturing industry into the design and delivery of buildings. The cohort could include, but is by no means limited to:

- Manufacturers, dealers and developers working with volumetric, panelized and “kit of parts” housing modules
- SaaS companies whose solutions enable the demand aggregation and risk management needed to scale modular residential construction

- Hardware manufacturers and dealers whose products enable affordable and repeatable home decarbonization

While we anticipate that our first cohort will be largely composed of pre-Series B (or equivalent) companies who have achieved at least some amount of revenue, we also welcome applications from later stage companies who are looking for support in scaling a new business or reaching a new market. Both for-profit organizations (including B Corps and benefit corporations) and nonprofit organizations are encouraged to apply. We aim to empower our geographically diverse cohort to step into amplified leadership roles within their regional markets and the broader industrialized construction sector.

APPLICATION PROCESS AND TIMELINE

Application opens | **June 25, 2024**

Rolling interviews begin for select applicants | **July 16, 2024**

Application closes | **August 2, 2024**

Final decisions and cohort kickoff | **Fall 2024**

Fall retreat | Bay Area | **November 2024**

Ongoing virtual programming | Virtual | **Fall 2024 through June 2025**

- Weekly 1:1 coaching
- Twice-quarterly cohort workshops

International study trip | 10 days | **April or May 2025**

Program concludes | **June 2025**

APPLICATION QUESTIONS

We recommend reviewing these questions and compiling your answers before completing the [application form](#).

- Organization type (for-profit, non-profit, B Corp and/or benefit corporation)
- Lead contact
- (Optional) Pitch deck
- Number of employees
- Founding team names and brief introductions
- Founding team demographic information (These questions are for internal tracking purposes. Your answers will not be used to evaluate your application.)
 - Does your founding team (or top 1-3 organizational leaders) include any Black, Native American, and / or Latino / Latina / Latinx individuals?
 - Does your founding team (or top 1-3 organizational leaders) include any persons identifying broadly as persons of color?
 - Does your founding team (or top 1-3 organizational leaders) include any women, or any individuals who identify as nonbinary?
 - Does your founding team (or top 1-3 organizational leaders) include any LGBTQ+ individuals?
- (Optional) Any additional leadership team members and brief introductions
- Describe your business/product offering. How do you generate revenue? (3-6 sentences)
- In general terms, who are your direct customers, and who are their direct customers? (1-2 sentences)
- In general terms, who are your most important suppliers? (1-2 sentences)
- (Optional) If relevant to your business model, how do you control your production? Do you have dedicated manufacturing partners, do you own and operate your own factory, or do you have some other arrangement?
- What is the potential impact of your business/product offering on the cost of home construction, the environmental sustainability of building and constructing homes, or other challenges related to the physical delivery of new and rehabilitated housing? (Please be as specific as you can; 2-4 sentences)
- How do you compare with others who are doing similar work? If you have many peers, what sets you apart, and if you don't have many peers, why is that? (2-4 sentences)
- What are the major risks to your efforts? How do you plan to mitigate these risks? (2-4 sentences)

- What is the approximate amount of capital you have fundraised so far? If relevant, distinguish between project-based, venture-based fundraising, non-dilutive capital (for example, grants), and other fundraising types. (2-4 sentences)
- How much are you looking to raise in the next 12 months?
- Please select your company stage below (the stages are retrospective to your last round raised, if relevant).
 - Pre-seed or earlier
 - Seed stage
 - Series A
 - Series B or later
 - My organization is not VC-backed and / or these categories don't apply
- Please select your product or service stage below.
 - Proof of concept
 - Prototype
 - Minimum viable product (0-1 customers)
 - Pilot (1-2 customers)
 - 3+ customers
- If relevant to your business model, how many units of housing have you serviced/completed?
- What is your approximate annual revenue?
- What is your currently monthly cash burn rate?
- What needs to happen for your product or service to achieve the desired performance and cost benchmarks (e.g. economies of scale, technical breakthrough)? How and when do you think that will occur? (2-4 sentences)
- (Optional) If another company has or had a controlling stake in your organization, please name the other organization and describe your relationship.
- Please list the region(s) or state(s) in which you are currently operating or providing services (for example, "Chicago metro area" or "10 states in the Northeast").
- What value do you hope to get from joining the Builders Lab? (3-6 sentences)
- How did you hear about the Builders Lab?
 - LinkedIn
 - Newsletter from Turner Labs or Turner Center
 - Other newsletter
 - Word of mouth

- Other
- (Optional) Please share any additional materials or files that may help us better understand your organization and / or your interest in the Builders Lab.
- (Optional) Do you have any questions to direct to the Builders Lab team?

FREQUENTLY ASKED QUESTIONS

What criteria do you use to evaluate applicants?

The Builders Lab reviews all applicants through five lenses:

- Viability of the applicant organization, including the technical feasibility of the product and business model
- Impact on housing affordability
- Environmental sustainability of the applicant organization's model
- Support for housing equity
- Applicability of the Builders Lab program to the needs of the applicant organization

While our program is national, our theory of change for construction industrialization recognizes the need for regional ecosystems. We also review applications for regional diversity, the readiness of the regional market, and the team's capacity for coalition-building.

Do you offer funding?

While we do not guarantee any funding to our cohort members, we can facilitate introductions and new connections that allow cohort members to seek funding within the Builders Lab community (including strategic partners and advisors) and extended network.

How will the Builders Lab navigate conflicts of interest between cohort members?

We ask the advisors who comprise our selection committee to disclose if they are an investor or otherwise have a financial interest in Builders Lab applicants. We also optimize for intra-cohort collaboration in our selection process, though we make no guarantees that cohort members have not, cannot or will not compete with each other. We expect that the diverse mix of organizations comprising the Builders Lab's first cohort, advisor pool and strategic partnership network will inspire collaboration rather than competition.

What are the Builders Lab's policies regarding confidential information and intellectual property?

Generally neither the Builders Lab nor Turner Labs will sign institutional confidentiality agreements. We ask that Builders Lab applicants not submit confidential information in the application process, and we also discourage our cohort members from providing confidential information to Builders Lab employees while in the program. Builders Lab cohort members, strategic partners, advisors and other community members who are not full-time employees of Turner Labs may choose to enter confidentiality agreements with each other as individuals or representatives of other institutions.

The Builders Lab does not claim ownership of any intellectual property developed by cohort members due to their lab participation. The Builders Lab may ask cohort members, strategic partners, advisors, and other community members for a right to use their respective names, logos, and trademarks as part of promotional materials in connection with the Lab.

APPLICATION

[Click here to begin your application now.](#)

If you have questions not answered in this packet, or encounter any issues with your application, please contact builderslab@turnerlabs.org.