

YIMBY Homes Sustainability Round
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YIMBY Homes: A Triple-Bottom-Line Housing Solution

YIMBY is a creative enterprise solution to the social and environmental problems of skyrocketing rents, residential energy overuse, demolition and construction waste, and suburban sprawl. We design, build, and assemble backyard homes that are beautiful, affordable, and sustainable.

The Problems We Address: Rents are skyrocketing in popular American cities. Meanwhile, American homes get bigger and bigger while family sizes get smaller and smaller. Home energy use spirals toward greater inefficiency simply by the math of square feet per capita. The quest for larger homes has paved over productive soils and sent the average American's carbon footprint to the top of the world's rankings. Cities designed for automobiles are full of wasted space and oversized lots and homes. And the construction industry is not known for its sustainability. Demolition harms air quality and fills landfills with building materials that could have been re-used. It is a wasteful, inefficient system characterized by heavy environmental impact and unaffordable prices.

Our Solution: YIMBY's affordable backyard accessory dwelling units (ADUs) provide new housing supply where it is needed most, in popular cities facing housing shortages. We support urban density and shrink living spaces, reducing energy use and carbon footprints. YIMBY turns excess backyard space into affordable urban housing and moves renters into smaller spaces that are designed for comfort and maximum efficiency. We shift production from the inefficient job site to the lean factory, and we build green. Smart metering, tankless water heaters, onsite renewables, everything is designed as close to net zero as possible. Millennials get a new housing option, rent prices fall, and emissions per person drop. YIMBY also creates family-wage jobs in manufacturing and assembly: 31 full-time equivalent positions by Year 5.

Our Innovative Approach: The fast-growing ADU market is currently served by general contractors, manufactured home builders and do-it-yourself-ers. Contractors are inefficient and expensive, manufactured home builders cannot access tight urban neighborhoods, and do-it-yourselfers face long, frustrating processes, especially with permitting. YIMBY replaces these inefficiencies with factory production and rapid on-site assembly. Our panel-assembly design enables us to access dense urban neighborhoods and backyards where housing is needed most. Our standardized assembly process cuts the length of construction by 75%. We disrupt the traditional construction industry by building in the factory, and we reduce waste and energy use in the process.

Our Impact: We plan to launch YIMBY in two stages. First we will bring low-end disruption to the Portland market. Then we will build up a network of franchises to move into new markets supplied from our Portland base. By establishing manufacturing in Oregon, we build on the state's lumber heritage and the cluster of suppliers here. Once our YIMBY solution is adopted at scale, cities from Seattle to San Diego will shrink their carbon footprints by creatively reusing urban space to make way for incoming residents. Emissions will slow as we drive the carbon footprint of urban living spaces ever closer to Net Zero, continuously innovating with the latest building materials and technologies, closed-loop processes, smart appliances, onsite renewables and energy efficiency. The nation's energy use per residential square foot will fall as ADU production grows from hundreds to thousands per year in cities such as Portland, Seattle, Los Angeles and Denver.

Our Sustainable Competitive Advantage: YIMBY's innovations in design, manufacturing and assembly serve all three pillars of our triple-bottom-line approach. Our social, environmental and financial goals do not conflict with each other; they are in harmony. Our panel-based designs shorten construction times, reduce environmental impact, and improve revenues. Our lean factory production process lowers sales prices, reduces waste, and lowers the cost of goods sold. Our smart green features delight customers, improve energy efficiency, and improve profit margins. The end result is a triple bottom line victory for people, planet and profit.