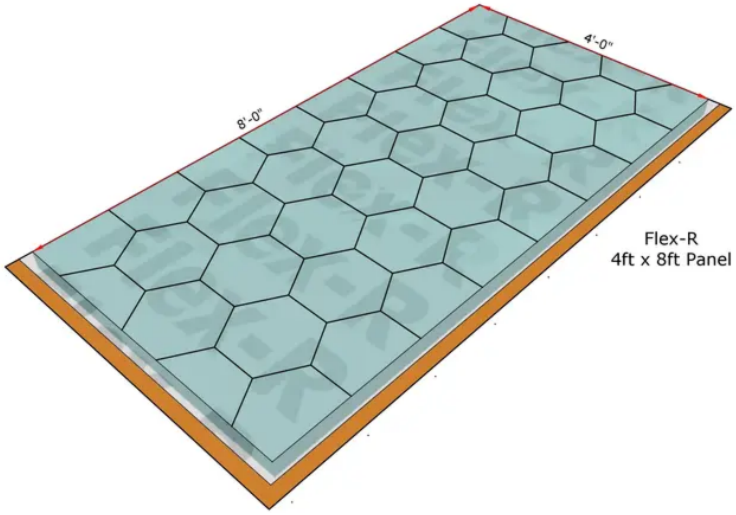
FLEX-R™ – The Future of Concrete Sub-Slabs

A smarter, faster way to build better foundations

What is FLEX-R™?

FLEX-R™ is an innovative **concrete sub-slab panel** that tackles seven different building jobs at the exact same time. Instead of laying down separate layers for insulation, damp proofing, and air barriers, builders simply install FLEX-R™. It's an all-in-one solution that speeds up construction, lowers costs, and provides a much stronger slab.



The Advantages

- **No More Cracked Slabs:** Traditional rigid insulation leaves gaps on uneven ground. Our unique Hex-shaped mini-panels automatically adapt to uneven ground (up to ½″ per foot), completely eliminating the gaps that cause concrete to settle and crack over time.
- **Massive Labor Savings:** Because it does the job of multiple products at once, FLEX-R™ cuts installation labor by up to 70%.
- **Built-In Protection:** It naturally acts as a damp-proof membrane, a building-code-approved air barrier, and a shield against dangerous radon gas.
- **Excellent Insulation:** It provides a high insulation capacity of R12.
- **Peel-and-Stick Speed:** The panels come with double-sided tape already on the two edges, so crews can instantly seal the vapor barrier as they drop the panels in place.

Intellectual Property

- **Canadian patent:** Obtained
- **US patent:** pending
- **US trademark:** applied for

The Opportunity: Market Size

Here is Grok's estimate of market demand in the northern climates:

Region	*Slabs/yr*	*Area (ft²)*	*TAM*
Canada	100,000	120,000,000	$ 330,000,000
USA cold / heated slabs	150,000	180,000,000	$ 495,000,000
Europe cold	200,000	240,000,000	$ 660,000,000
Rest of cold world	50,000	60,000,000	$ 165,000,000
Total	**500,000**	**600,000,000**	**$ 1,650,000,000**

Achieving a 10% market share represents $165 M.