STRONGBASE LLC

BUSINESS PLAN

L-1A Visa Support Documentation

Natalia Romero Diaz

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BUSINESS PLANS

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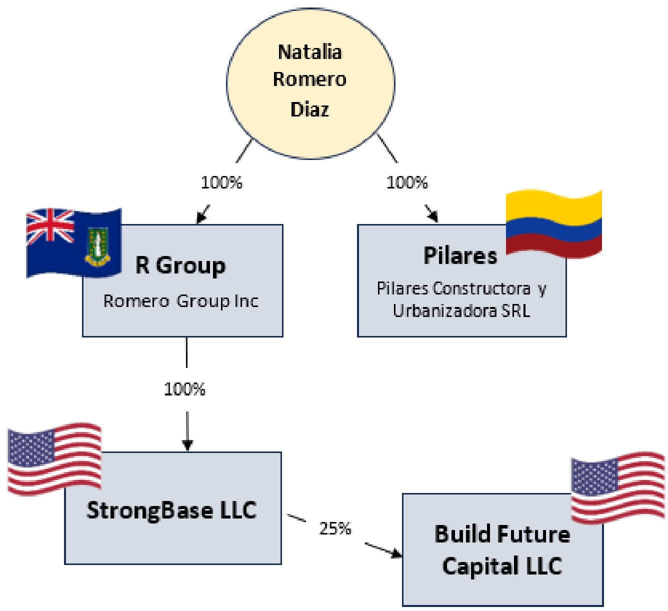
EXECUTIVE

SUMMARY

1.1 INTRODUCTION

STRONGBASE, Limited Liability Company organized under the law of the state of Florida, is about to launch its business operations, and this Business Plan depicts the most relevant angles of its five initial years of business.

The company is driven by a specific business purpose: investing in the construction of mid-sized houses. With a close partnership and 25% ownership of **BUILD FUTURE CAPITAL LLC**, its virtual construction arm, **STRONGBASE LLC** starts with the explicit goal of growing steadily and, either investing its own working capital or receiving funds from third-party investors, reaching an annual production of 10 units by the fourth year of business (Year-4).



To achieve such a set of challenging goals, however, STRONGBASE needs the steering of **NATALIA ROMERO DIAZ**, founder, owner, and central executive at the Colombian Affiliate **PILARES CONSTRUCTORA Y URBANIZADORA SRL.**

Ms. Romero has led PILARES for more than 20 years and is today awarded not only by a robust demand, but also by the acknowledgement of PILARES's brand.

1.2 THE PETITIONER, STRONGBASE LLC

STRONGBASE LLC will replicate in the country the Construction, Real Estate, and Construction Venture Capital business model that Natalia Romero Diaz conceived and turned into a two-decade success.

STRONGBASE wishes to power the U.S. venture by bringing on board Natalia Romero Diaz, today's top executive of PILARES CONSTRUCTORA Y URBANIZADORA SRL, the Brazilian STRONGBASE's Qualifying Affiliate. Under the same ownership and control, STRONGBASE and PILARES satisfy the affiliate relationship required for the L-1A classification.

STRONGBASE will be powered to achieve fast growth. Leveraging every stage in the business pipeline, from attracting investments to partnerships with BUILD FUTURE and other construction-accelerator players, the company aims to reach an annual production of 10 mid-sized houses by year 4. Besides sustainable and affordable construction, STRONGBASE will focus on capital deployment, underwriting, partner governance, and program-aligned housing investments across the states of Florida and Texas.

The company has secured an office in Miami, Florida, to set up the national headquarters.

1.3 RELOCATING EXECUTIVE

Upon approval of the visa petition, the Affiliate Company will transfer Ms. Romero to her tenure as CEO of STRONGBASE. Her business development, marketing, and operations management roles at the Colombian Company will ensure the sound operation of the business in the US. With more than three decades of experience, Natalia Romero has a long history of success and leadership in the construction sector. As such, Ms. Romero’s leadership will be critical to spearheading the growth and success of the U.S. Company.

The executive’s presence in the United States is essential to convert credentials into results. With over 30 years leading technical, operational, and financial management across residential, commercial, and industrial projects—plus experience in public and private bids, sustainable construction, and multidisciplinary team leadership—she will concentrate, in the same time zone and regulatory environment, the high-level decisions that set investment policy, approve theses, structure SPVs, manage relationships with lenders and local jurisdictions, and supervise managers in finance, partnerships, and compliance. Being on the ground will accelerate critical negotiations, shorten go/no-go cycles, and ensure adherence to schedules and controls, preserving an executive (not operational) role and maximizing capital efficiency.

1.4 STRONGBASE MARKET

1.4.1 MARKET SIZE

The U.S. construction sector is vast and diversified, generating about $3.7 trillion in revenue with roughly 11 million workers and 4 million businesses. Within this sector, demand and activity correlate with macro factors—especially mortgage rates—while federal programs (e.g., the Infrastructure Investment and Jobs Act and Inflation Reduction Act) continue to support selected nonresidential segments. According to IBISWorld[1], residential

[1] IBISWorld – Construction in the US– April 2025

building remains a significant revenue stream, accounting for an estimated $986.8 billion of 2025 industry revenue.

Geographically, activity concentrates near population centers. The Southeast and West host the most firms; notably, Florida has about 60,046 construction establishments and Texas about 49,326, underscoring the depth of local supplier and labor ecosystems where STRONGBASE will operate. This dispersion reflects a fragmented market in which even the largest players hold small shares.

1.4.2 TARGET MARKET

STRONGBASE will focus on buyers seeking newly constructed, mid-priced, 4-bedroom homes of about 2,500 sq ft^2 in growing metros of Florida and Texas—households moving from rental to ownership and families trading up for space and energy performance. These regions exhibit robust household formation and sustained demand for ground-up homes. Florida alone produced approximately 125,000 new detached homes in 2022, signaling persistent throughput needs despite interest-rate cycles. [2]

Persistent supply gaps reinforce this focus. Up for Growth's state analyses show substantial underproduction: Texas was short about 322,000 homes and Florida about 289,000 (reporting based on 2019 conditions), illustrating multi-year structural deficits that local construction pipelines have yet to close. These shortfalls, coupled with in-migration patterns and aging stock, will sustain demand at the mid-market price point that STRONGBASE will target.[3]

1.4.3 FINANCIAL SNAPSHOT

Investment	$ 130,000
Revenue	$ 14 million
Net Income	$ 1.0+ million
Breakeven	Year one

[2] https://news.ufl.edu/2024/03/affordable-housing/
[3] https://www.route-fifty.com/infrastructure/2022/07/states-biggest-housing-shortages/374790/

1.4.4 PETITION REFERENCE TABLE

Petitioner	STRONGBASE LLC (United States)
Industry	Construction, Construction VC, Real Estate
Foreign Qualifying Affiliate	PILARES CONSTRUCTORA Y URBANIZADORA SRL (Colombia)
Beneficiary	Natalia Romero Diaz

2

THE QUALIFYING FOREIGN

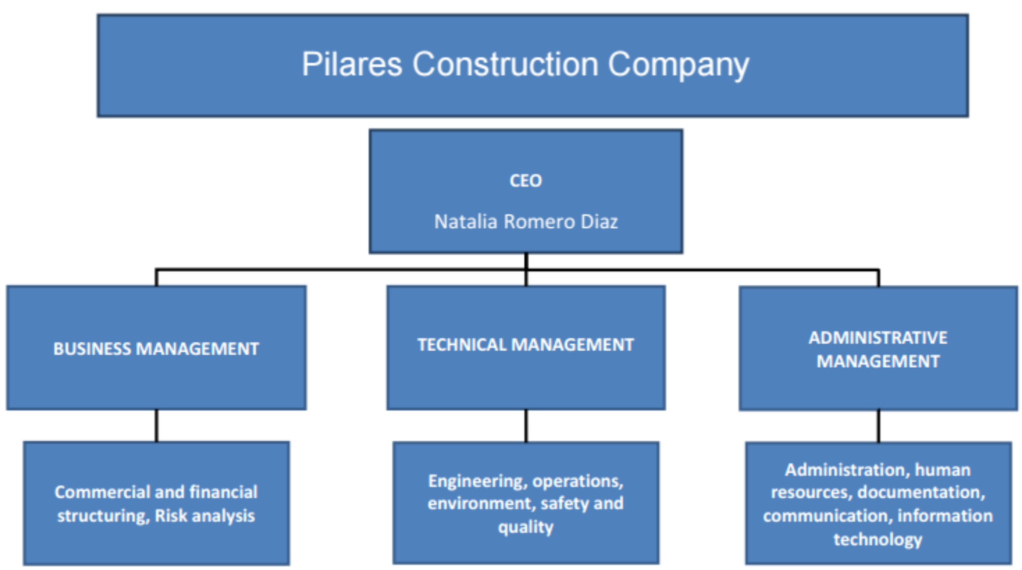
AFFILIATE

2.1 PILARES, COLOMBIAN AFFILIATE

PILARES CONSTRUCTORA Y URBANIZADORA SRL (PILARES) is STRONGBASE’s qualifying Colombian Affiliate. Founded in 1997 by its sole owner, Natalia Romero Diaz, the firm operates as an integrated engineering and construction company with full-scope project management. From a 35,000 sq ft base of warehouses and offices, PILARES applies mature logistics and a rigorous contract-administration methodology. In 2023, the affiliate reports $1.2 million in gross revenue, reflecting steady activity and disciplined execution.

PILARES approaches each development as a whole, balancing quality, schedule, and cost to deliver predictable outcomes. Compliance with technical standards, environmental stewardship, and transparent relations with clients, suppliers, and competitors define its operating culture. By collaborating with recognized architects and designers, the company blends technical precision with aesthetic intent and consistent field performance.

The portfolio spans industrial facilities, retail stores, schools, offices, and urban and infrastructure works. Representative references include urban development and landscaping for McDonald’s in Medellín (1997); Colombian Bank network implementation across Bogotá, Cartagena, and Cali (1997); paving for Scania (1998); cinema installation at Shopping Eldorado (2007); store and supermarket projects in Bogota and Santa Marta; the retrofit and management of the Sescop/Ocesp headquarters in Bogota (2010 and 2019); multiple Industrial schools; statewide SPDA upgrades covering 1.9 million sq ft; and Compensar earthworks, drainage, and a gabion retaining wall (2019).



PILARES is actively doing business in Brazil and provides the professional context for the beneficiary's prior executive service. The affiliate's methods and controls inform governance playbooks for the U.S. operation, while execution in the United States is organized separately to preserve a clear division between decision-making and construction activities.

3

THE

PETITIONER

3.1 STRONGBASE LLC – US PETITIONER

STRONGBASE LLC, incorporated in March 2023 in Florida, will operate as the U.S. constructor and real estate platform for competitively priced, mid-sized homes across Florida and Texas. The company, owned by Romero Group Inc. (100%), will deploy capital, underwrite projects, manage partners, oversee governance, and manage properties. From its office in Miami, STRONGBASE will sequence land control, entitlements, and builder contracts through disciplined investment gates, while its partner BUILD FUTURE LLC executes field construction.

The company will finance approximately 15 house units annually from Year 1 to Year 3, and 10 units per year from Year 4 onward, operating a model that emphasizes prudent risk management and program alignment. Core workflows will include deal sourcing, underwriting, SPV formation, construction-draw controls, quality and schedule oversight, and sales disposition coordination. Key partners will consist of BUILD FUTURE CAPITAL LLC, local lenders and title companies, municipal permitting offices, real-estate brokerages, and participating jurisdictions that administer federal housing programs. Target consumers will be entry-level and move-up buyers seeking new construction near the mid-market price point in growing metros of Florida and Texas.

A close partnership links STRONGBASE with BUILD FUTURE, the company that handles the civil works for STRONGBASE production. Field crews, site engineers, and superintendents will remain employees of BUILD FUTURE. Natalia Romero, as STRONGBASE's CEO, will set standards, define KPIs, supervise BUILD FUTURE's site leadership (project managers and superintendents) through milestone reviews, dashboards, and escalation protocols, approve milestones and progress payments, and oversee vendors through a lean team, either internal or outsourced. This collaboration will enable immediate scale. Although STRONGBASE holds 25% of BUILD FUTURE shares, the commercial arrangement will also preserve a split between executive direction (STRONGBASE) and field execution (BUILD FUTURE) under contracts, monthly reporting, and independent inspections.

STRONGBASE will leverage early investor interest from North and South America to accelerate project funding in Florida and Texas. As the holding company, ROMERO GROUP INC will facilitate capital aggregation for STRONGBASE by coordinating investor relations, structuring SPV co-investments, and streamlining subscriptions and distributions, so commitments can move efficiently from term sheet to project close.

To align with national policy, STRONGBASE will prioritize supply-expanding projects and, when appropriate, collaborate with jurisdictions using HUD programs such as HOME Investment Partnerships[4] and the National Housing Trust Fund (HTF). These programs fund production or preservation through new construction and other activities, with HTF dollars dedicated to extremely low-income households. In parallel, federal directives emphasize lowering housing costs and

[4] https://www.hudexchange.info/programs/home/home-overview/

expanding supply—priorities that STRONGBASE's pipeline will support by adding new for-sale units at mid-market price points.

Ms. Romero's managerial activities and plans for the company are in tune with the industry context, size, and momentum. U.S. residential construction remains a large, policy-relevant sector. As of June 2025, residential construction spending stood at a seasonally adjusted annual rate of $883.1 billion, a slight month-over-month dip amid rate-sensitive demand and shifting cost dynamics. This scale underscores the importance of efficient capital deployment and partner execution—precisely the roles STRONGBASE will perform while outsourcing site work.

Affordability pressures persist, but STRONGBASE's target home price aligns with current national benchmarks. In June 2025, the median sales price of new houses was $401,800, placing STRONGBASE's planned ~$400,000 offerings squarely in the mid-market rather than in luxury segments. By focusing on cost control, predictable schedules, and standardized products, STRONGBASE will contribute to incremental supply in price bands accessible to mainstream buyers—advancing federal aims to expand housing supply and lower costs.

Overall, STRONGBASE will fill a financing and governance gap between land control and construction execution. By combining disciplined underwriting with program-aware partnerships and a constructor operating under performance standards, the developer will seek to increase delivery of attainable, code-compliant homes in high-growth corridors of Florida and Texas, adding units where demand remains resilient and policy priorities favor more supply.

1 PROPERTY DATA		
1.1 Forecast - Sale	$	**380,000**
1.2 Purchase Price - Area	$	42,000
1.3 Forecast - Roof Area	$	2,359
1.4 Prediction - Living Area	$	1,833
1.5 Number of Units	1	

2 CONSTRUCTION		
2.1 Construction Time	9	
2.2 Price per SF	$	94.11
2.3 Total Construction Cost	**$**	**222,005**

3 BROKERAGE		
3.1 Commission - Commission cost		
3.2 % Sales Commission		5.8%
3.3 Commission Cost	**$**	**22,040**

4 FINANCING		
4.1 % Construction Financing (Lot		75.0%
4.2 $ Construction Financing	$	214,655
4.3 % Interest Rate		10.8%
4.4 $ Fin. Interest Rate. Const.	$	9,615
4.5 Lender+Broker Points		3.0%
4.6 % Purchase Lot Financed		0.0%
4.7 $ Financed Lot Purchase	$	-
4.8 Closing Cost	$	12,950
4.9 Interest Cost (4.4+4.8)	**$**	**22,565**

5 FEES AND INSURANCE		
5.1 Construction Insurance	$	2,000
5.2 Cost, Fees, and Insurance	**$**	**2,000**

6 MONEY NEEDED		
6.1 Cash Payment - Lot	$	42,000
6.2 Progress of Work (11.08%)	$	29,252
6.3 Available Money in Account		
6.4 Funding Cost	$	22,565
6.5 Rate and Insurance	$	2,000
Management Cost		
6.6 Construction Variation	$	11,100
6.7 Total Money	**$**	**106,917**

SUMMARY

7 SALES RESULT x COST		
7.1 Purchase Price - Area	$	42,000
7.2 Total Construction Cost	$	222,005
7.3 Management Cost	$	-
7.4 Cost of Sales Commission	$	22,040
7.5 Cost Insurance	$	2,000
7.6 Interest Cost	$	22,565
7.7 Construction Variation	$	11,100
7.8 **Total Cost**	**$**	**321,710**
7.9 **Forecast - Sale**	**$**	**380,000**
7.10 **Result - $**	**$**	**58,290**
7.11 **Result - %**		**18.12%**

8 DIVISION OF SALES RESULT		
8.1 Buid4	$	42,252
8.4 Investor Result	$	16,038
8.5 **Result - $**	**$**	**58,290**

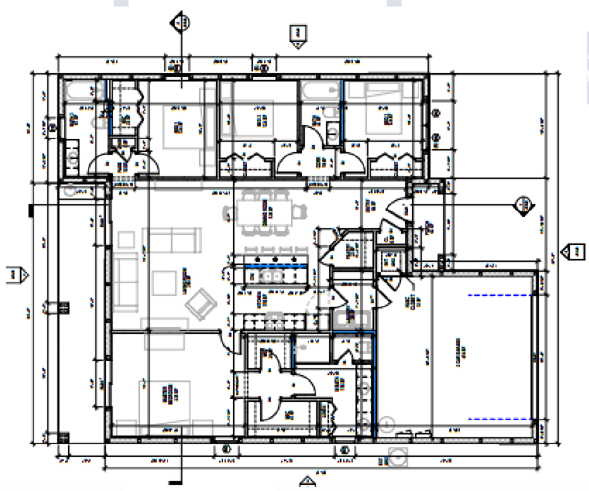
9 INVESTOR RESULT		
9.1 Total Money	$	106,917
% Financing Rate (%p.a)		15.0%
9.2 $ Funding Rate	$	16,038
9.3 **Result - $**	**$**	**122,954**
9.4 **Result - %**		**15.00%**
9.5 Construction + Sales (3 months)	12	

sample of third-party investor case

3.2 STRONGBASE PORTFOLIO

STRONGBASE will provide project finance and governance to deliver mid-sized new homes of about 2,500 sq ft. Services will include SPV formation (Special Purpose Vehicle) and capitalization, disciplined underwriting, construction draw controls, and lender-ready reporting. Risk will be managed through milestone gates, contingency oversight, and clear cash flow waterfalls. In addition, the company will operate with many innovations and differentiated technologies to build more sophisticated and faster homes, such as standardized specifications, digital quality verification, schedule compression techniques, and the adoption of higher efficiency materials where feasible.

Ahead of construction, services will cover land sourcing, due diligence, and entitlements, including title review, surveys, utility verification, environmental screens, and permit coordination. During execution, field work will occur through a partner in construction: BUILD FUTURE CAPITAL LLC. Operations will be under fixed price or maximum price agreements with defined scopes, schedules, and performance expectations.



3.3 OWNERSHIP AND GOVERNANCE

A client-oriented Mission will guide STRONGBASE, carrying out business based on a clear Vision and grounded in unwavering corporate **Values.**

MISSION	Our mission is to deliver construction management solutions that ensure efficiency and quality on every project. We commit to exceeding client expectations by managing each phase with precision and professionalism.
VISION	We will expand access to well-built, mid-sized homes in Florida and Texas by combining disciplined finance, rigorous governance, and innovative build technologies. We will become a trusted partner for communities, investors, and buyers through reliable schedules, transparent costs, and consistent results.

3.3.1 CORE CORPORATE VALUES

Integrity
We do the right thing every time. We honor commitments, comply with regulations, and safeguard capital and community interests in all decisions.

Precision
We plan, underwrite, and manage with clear standards, measurable gates, and careful controls so that work flows predictably from land control to closing.

Transparency
We communicate openly. We share schedules, budget vs actuals, and progress metrics so partners, lenders, and buyers can make informed decisions.

Innovation
We adopt digital quality verification, standardized specs, and efficient materials to build smarter, faster, and with lasting value.

4

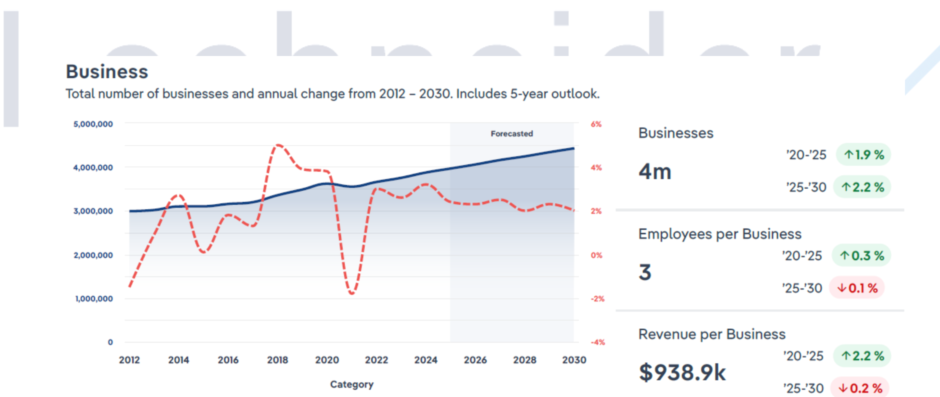
INDUSTRY AND MARKET

ANALYSIS

4.1 INDUSTRY OUTLOOK

The Construction sector has expanded over the past five years; nonresidential construction activity has been particularly strong, and a surge in materials costs has driven up contractors' rates. Contractors in the sector construct buildings and engineering projects across a wide range of industries and applications, so construction sector revenue tends to correlate with broader macroeconomic conditions. Volatile interest rates, specifically, have impacted sector activity in recent years, with high rates having cooled residential construction activity since 2022.[5]

Sector revenue has risen at a CAGR of 4.1% to reach an expected $3.7 trillion in 2025, including an estimated increase of 1.5% in 2025 alone as recent interest rate cuts encourage investment. In recent years, contractors have benefited from easing supply chain issues, with the price of construction materials having slowly fallen from its May 2022 peak (though remaining well above prepandemic prices). This more predictable business environment has only had a limited positive effect on the average sector profit margin, however, as the construction sector's perennial labor shortage has kept wage costs high.



In 2025, the second Trump administration's policies have disrupted this previously stabilizing business environment, with ever-shifting tariff policies making it harder to plan for the future. A mounting trade war has the potential to disrupt supply chains and drive up the cost of materials, while plans for mass deportations threaten to further limit the sector's labor pool. Still, potential interest rate cuts in the coming years stand to spur increased investment in construction activity.

Contractors are set to continue to benefit from increasing commercial and infrastructure construction activity, aided by the 2021 Infrastructure Investment and Jobs Act, the 2022 CHIPS and Science Act and the 2022 Inflation Reduction Act. The Trump administration has looked to disrupt some of the funding included in these bills, particularly that which targets the previous administration's climate goals, however. Basic macroeconomic drivers, including population growth,

[5] IBISWorld – Construction in the US– April 2025

will continue to expand the construction sector. Areas of the country with lower regulatory burdens, namely the Southeast, will continue to outpace the country as a whole in both construction activity and population growth. Overall, sector revenue is set to climb at a CAGR of 2.0% to reach $4.1 trillion in 2030.

4.2 INDUSTRY FORECAST

Falling interest rates benefit construction activity

- As the Federal Reserve began cutting interest rates in 2024 and continued to do so into 2025, the construction sector is set to benefit from a lower cost of capital in the near future. Still, interest rates will not reach the lows seen during the COVID-19 pandemic anytime soon.

- With many homeowners having secured loans at historically low interest rates in recent years, demand for residential construction has been lower as individuals have been reluctant to move and give up their low rates. If rates fall, this dynamic will improve.

- The second Trump administration's policies have introduced some uncertainty to the prospect of future rate cuts. Mounting tariffs have to potential to disrupt supply chains and drive up inflation, which could make rate cuts less likely.

- The Trump administration has proposed using federal land for housing development. About 28.0% of the total land area in the US is federal land, though the vast majority of federal land is in the West. A significant increase in housing construction would certainly benefit the sector, but similar proposals have made in the past, including by the Biden administration, to limited effect.

Federal funding will support construction sector revenue

- The 2021 Infrastructure Investment and Jobs Act is set to provide sustained infrastructure funding through 2026, supporting the construction sector. The bill, in particular, funds roads and bridges, green power infrastructure, passenger and freight rail, water infrastructure and other projects.

- Passed in 2022, the Inflation Reduction Act provided funding for construction projects meant to reduce the nation's greenhouse gas emissions over a period of ten years. The 2022 CHIPS and Science Act provides support for domestically produced semiconductors, which will benefit the construction sector in the coming years. Already, the CHIPS Act and the IRA have contributed to a surge in US construction spending for manufacturing facilities that is set to continue in the near future.

- The Trump Administration paused certain funding included in the IIJA and the IRA, including funding for electric vehicle infrastructure. The funding pause has faced legal challenges and will increase uncertainty in federally funded projects in the coming years.

- The second Trump administration has generally looked to roll back environmental policies, like those overseen by the EPA. This will result in a mixed impact on the sector overall, encouraging the construction of gas and oil infrastructure and discouraging the construction of green energy infrastructure, for example.

Demographic trends will impact contractors

- Demographically, millennials made up the largest (and growing) share of homeowners in 2023, according to a report conducted by the National Association of Realtors. • As millennials account for the largest generation in the United States and are increasingly making up most of the workforce (which supplements them with more income) their demand for housing will drive growth in residential construction in coming years.

- As baby boomers, the second-largest generation in the United States, continue to retire and either move away or into retirement homes, more residential housing will become available, which will spur residential investments, ultimately resulting in higher construction activity.

- A key promise in President Trump's recent campaign was that the coming administration would conduct mass deportations at an unprecedented scale. Deportations have not yet reached this scale, but if the plan plays out, the construction sector, already struggling with labor shortages, could see its workforce contract dramatically in the coming years. A 2020 National Association of Home Builders report estimated immigrants fill 30% of jobs in the construction trades.

4.3 COMPETITION

Even the sector's biggest fish are in a big pond. Since the sector is so large, the largest contractors claim small market shares.

Most construction contractors operate regionally, diluting market share concentration nationally. When attempting to expand geographically, many contractors face logistic challenges.

Concentration	Competition	Barriers to Entry
Low	High (Steady)	Moderate (Steady)
Substitutes	**Buyer Power**	**Supplier Power**
Moderate (Steady)	Moderate (Steady)	Moderate (Steady)

The overall construction sector is very large

- The large size of the construction sector overall keeps any one company from gaining a significant market share. It is exceedingly unlikely that any single company would gain a significant market share of the construction sector as a whole.
- The largest contractor in the industry accounts for less than 1.0% of overall construction revenue.

Construction contractors largely operate regionally

- Most construction contractors in the sector are smaller players that only operate in a confined region, diluting the overall national market. The material nature of construction work places physical limitations on the geographic reach of any one operator.
- A few of the largest contractors operate nationally or globally. Some US-based contractors do business outside the country; some foreign-based contractors do business in the US.

SWOT ANALYSIS

The following SWOT analysis identifies the strengths, weaknesses, opportunities, and threats of the market STRONGBASE will enter.

SWOT

Strengths	High Profit vs. Sector Average
	Low Customer Class Concentration
	Low Product/Service Concentration
	High Revenue per Employee
	Low Capital Requirements
Weaknesses	
Opportunities	High Revenue Growth (2020-2025)
	High Revenue Growth (2025-2030)
	High Performance Drivers
	Value of residential construction
Threats	Low Revenue Growth (2005-2025)
	Low Outlier Growth
	Local and state government investment

5

SALES AND

MARKETING

5.1 COMPANY GOALS

The Five-Year Development Plan incorporates a set of ambitious, yet achievable targets aligned with corporate Vision and Values.

Ms. Romero's goal is for **STRONGBASE** to become a trusted developer and capital platform for mid-sized homes in Florida and Texas, recognized for disciplined governance, schedule reliability, and innovation. To that end, she will deploy a marketing strategy to build brand awareness among brokers, lenders, and buyers in target metros. Additionally, she will implement the following KPI metrics at the company:

- **Lead-to-Reservation Conversion Rate:** This metric tracks the share of qualified inquiries that progress to a lot/home reservation with an earnest-money deposit. By targeting at least 15%, the developer will gauge whether pricing, floor-plan mix, listing copy, and broker outreach are persuasive enough to move prospects from interest to commitment, and will quickly A/B-test messaging, incentives, or finishes when conversion softens.

- **Permit-to-CO Cycle Time**: This measures the days from permit issuance to certificate of occupancy for each project. By holding this cycle to ≤150 days, the team will validate that schedule compression techniques, standardized specs, and digital quality verification actually translate into faster delivery, lower carrying costs, and more predictable launch timing for coordinated marketing and broker campaigns.

- **Days on Market to Contract (DOM)**: This metric captures the median days from MLS listing to an executed purchase agreement. By aiming for ≤30 days in target submarkets, marketing will calibrate pricing against comps, tune channel mix (brokerage, portals, social), and time promotions. Exceeding the threshold will trigger pre-set actions—refresh photography, adjust list price within a defined band, or add limited-time buyer credits.

- **Buyer Pre-Approval Rate:** This tracks the percentage of active prospects who obtain lender pre-approval during the sales funnel. By targeting ≥70%, the developer will confirm that financing partners, educational materials, and agent follow-ups are removing friction. A declining rate will prompt content updates (payment calculators, FAQs), tighter broker playbooks, and additional lender options to stabilize conversions.

5.2 COMPETITION AND COMPETITIVE ADVANTAGES

Competition in Florida and Texas is intense but fragmented, spanning regional developers and local builders that typically operate within limited radii. IBIS data characterizes the sector as large, with no single company exceeding 5% share, and highlights that residential demand is susceptible to affordability and mortgage rates—factors that disciplined underwriting and cost control can mitigate.

STRONGBASE's advantages will stem from (i) specialization in a repeatable product around 2,500 ft², enabling tighter schedule and cost variance; (ii) SPV-based project finance to align capital with lot-by-lot risk; and (iii) adoption of management tech (BIM, prefabrication where feasible, drone-assisted QA) to accelerate cycle times and improve quality.

Technology adoption is a key success factor; aligning geographic deployment with areas of greatest need further strengthens positioning in Florida and Texas, where establishment density and housing gaps remain elevated.

5.3 ONLINE CHANNELS AND SOCIAL MEDIA

Digital media and social media investment will help STRONGBASE enter the market and publicize its services. Website, Instagram, Facebook, LinkedIn, and YouTube will be essential publicity sources. Consequently, digital marketing efforts will focus on online presence, developing a webpage and social media, and quality content creation will be the core of the online presence strategy. The online channels will also help to maintain fast and positive communication with potential clients, creating a perception of trust and effectiveness.

WEBSITE

STRONGBASE's website will communicate quality information about its services and team, increasing the brand's credibility and showing people that it is a trusted business. An SEO-optimized site will also increase the chance of showing up in Google search results and augment the customer base.

INSTAGRAM

Instagram is a hugely popular photo and video-sharing social media platform, with over 168.6 million active users in the U.S. It is a great way to expand business reach and customer engagement. Instagram Insights provides specific information about followers and how content is performing, which will be used to improve other social media marketing campaigns. Insights will also provide information on the age, gender, and location of followers, when they are usually on the app, how well each post performs, and the best time of day to post. Short Reels will showcase weekly site progress, layout walk-throughs, and materials highlights. Geo-tagged posts in target metros will drive local traffic to open houses and interest lists.

LINKEDIN

LinkedIn is the world's largest professional network, with over 930 million clients in more than 200 countries and regions worldwide–including 202 million in the U.S. alone. The LinkedIn company page will also be used to drive website traffic. LinkedIn company pages offer a dedicated careers page, which showcases future open job opportunities to the right people, making it easier to hire the staff. The LinkedIn 'Insights' tab will be beneficial for monitoring how the page performs and contributing to other social media and marketing campaigns. Thought-leadership posts will explain underwriting standards, program alignment, and partner spotlights with lenders, helping brokers and civic partners understand delivery reliability.

5.4 MARKETING DRIVERS

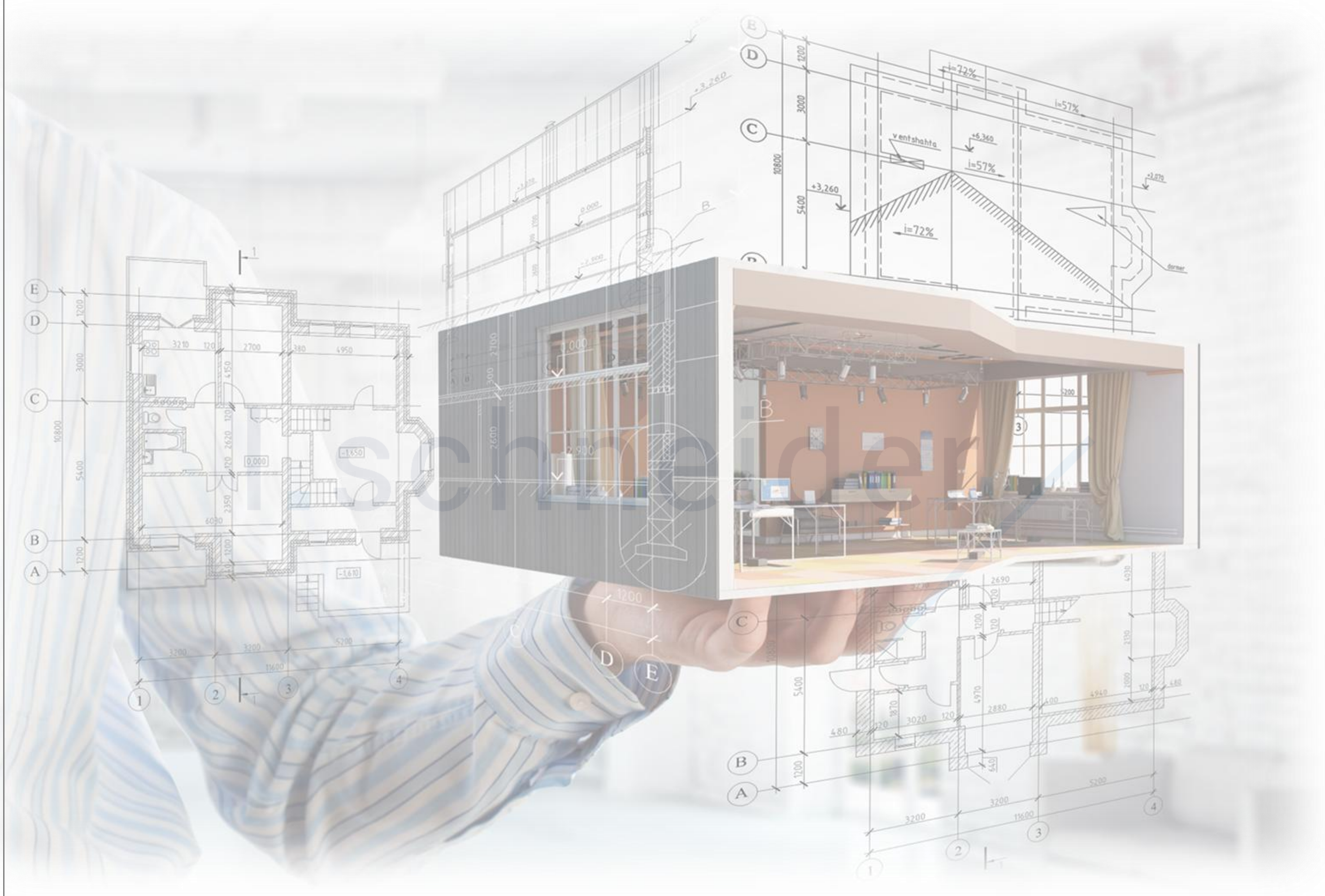
STRONGBASE will compete with **product fit and price clarity**. The core offering—new homes around 2,500 sq ft near a $400,000 price point—will target entry and move-up buyers clustered around the national mid-market. Content-led marketing (floor plans, progress updates, transparent cost breakdowns) will reduce friction and shorten the time from inquiry to reservation. Positioning the product near the current national median for new homes will help calibrate messaging, comps, and incentives for buyers and brokers in Florida and Texas.[6]

Go-to-market execution will be **channel-driven and data-literate**. SEO and a conversion-ready website will capture organic demand; Instagram and YouTube will showcase weekly build progress and layout walk-throughs; and brokerage partnerships will extend neighborhood reach. Lender pre-approval pipelines and payment calculators will move prospects from browsing to commitment, while KPI guardrails will trigger rapid pricing and copy tests to protect absorption and margins.

STRONGBASE will **align with public programs where appropriate** to expand reach and signal compliance. Partnerships with participating jurisdictions administering HUD's HOME Investment Partnerships can support production or homebuyer activity where local rules allow. Select projects may also intersect with the National Housing Trust Fund (HTF) framework, which channels formula dollars to states—primarily for rental—and permits a limited share for homeownership activities, subject to state policy. Referencing these programs in stakeholder communications will reinforce credibility with civic partners and lenders.

[6] https://www.census.gov/construction/nrs/current/index.html

Macro policy tailwinds will support the narrative. Federal actions emphasize building more housing and lowering costs—through grants to boost supply, cutting red tape, and other initiatives—while residential construction remains a significant slice of U.S. investment activity. STRONGBASE's standardized specs, schedule reliability, and governance will convert those tailwinds into local delivery, helping add units in growth corridors of Florida and Texas. [7]



[7] https://bidenwhitehouse.archives.gov/briefing-room/statements-releases/2025/01/14/fact-sheet-biden-harris-administration-takes-final-actions-to-build-more-housing-and-bolster-renter-protections/

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6

HUMAN RESOURCES

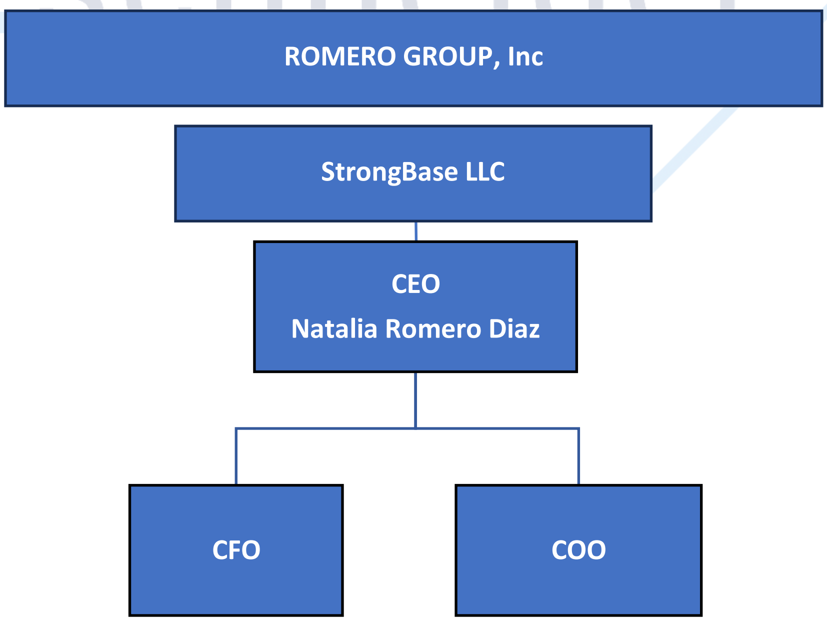
6.1 HUMAN CAPITAL

With a strong focus on capital, investment, and construction management, the STRONGBASE staff will be a blend of two main professional areas: Finance and Operating Management.

This section details the company's human resources and organizational structure, demonstrating its capacity to support the beneficiary's managerial role. It outlines the strategic responsibilities of the CEO, the supporting functions of the subordinate managers, and the planned staff growth to ensure the company's long-term viability and success.

6.2 CORE MANAGEMENT

Natalia Romero Diaz will steer the company as the Chief Executive Officer. Reporting to him, two executives will head the core STRONGBASE areas: namely, the Chief Financial Officer and the Chief Operating Officer.



6.2.1 THE CHIEF EXECUTIVE OFFICER

Natalia Romero Diaz, as Chief Executive Officer (CEO) of STRONGBASE, will hold primary executive authority and responsibility for establishing and leading the company's U.S. operations. Her role is to provide strategic direction and oversight, ensuring the company's successful entry and growth in the U.S. market. The position is executive in nature, with a focus on policy-setting and high-level management rather than day-to-day, non-managerial tasks.

Key responsibilities will include:

Strategic Direction and Governance: Defining and executing the company's vision, mission, and overall strategy. This includes setting long-term goals, establishing key performance indicators +(KPIs), and ensuring all business activities align with company values and objectives.

Operational and Financial Oversight: Overseeing the company's financial health through budgeting, capital allocation, and risk management. The CEO will work with financial and legal professionals to ensure robust underwriting standards, secure project financing, and maintain regulatory compliance.

Team Leadership and Resource Management: Building and mentoring the executive team and staff. The CEO will oversee overall operations and resources, including hiring and supervising subordinate managers, to drive company productivity and efficiency.

Stakeholder Relations: Acting as the principal point of contact for external parties, including investors, lenders, municipal partners, and the board. This involves fostering key relationships and representing the company to ensure trust and credibility.

Innovation and Growth: Driving market entry and expansion initiatives. The CEO will spearhead the exploration of new markets, products, and partnerships to ensure STRONGBASE's competitive advantage and long-term profitability.

THE BENEFICIARY – PROFESSIONAL PROFILE

Natalia Romero Diaz is a highly experienced civil engineering executive with over 30 years of experience directing the technical, operational, and financial management of large-scale residential, commercial, and industrial projects. She is being transferred to STRONGBASE as CEO to apply this expertise in an executive capacity. Her role will be to set policy, lead capital allocation, and oversee subordinate managers, ensuring she is not engaged in the day-to-day work of construction sites.

Ms. Romero's academic background includes a Bachelor's degree in Civil Engineering (2007) from Universidade Bandeirantes de Sao Paulo and a Certificate in Finance and Fintech from Fundacao Getulio Vargas (2017). This combination of engineering expertise and financial acumen is critical to her role in establishing and managing STRONGBASE's real estate development ventures, from underwriting standards and SPV structures to lender-ready reporting

Her extensive professional history includes leadership roles at PILARES CONSTRUCTORA Y URBANIZADORA SRL (since 1997), where she has served as Managing Partner, overseeing large public and private contracts, managing subcontractors, and ensuring technical compliance. Her experience also includes senior positions at Court Construtora (since 1994) and Dany EmpreendimIentos (since 2007), where she was responsible for planning, budgeting, and executing various development projects.

Ms. Romero has a proven track record of managing complex projects, as evidenced by notable works like the SESI School and the SENAI technical school. These projects demonstrate her ability to govern budgets, schedules, and quality for substantial civic, educational, and commercial programs—skills directly and strategically transferable to STRONGBASE’s multi-lot build program in the U.S.

In addition, her background includes a commitment to sustainability and industry leadership. She has managed partnerships to embed sustainable practices that reduce operating costs and emissions, and she is an active participant in key industry bodies at FIESP (including DECONCIC and the Committee of Young Entrepreneurs). This combination of technical and governance experience will be vital for informing STRONGBASE’s product standards, vendor selection, and compliance frameworks.

Ms. Romero will apply her international project experience and working proficiency in English and Spanish to manage relationships with investors, lenders, and municipal partners across Florida and Texas. She will approve investment theses, structure Special Purpose Vehicles (SPVs), supervise finance and partnership leaders, and resolve high-level issues, thereby preserving her executive, policy-setting role and accelerating STRONGBASE's market entry.[8]

6.2.2 THE CFO

The Chief Financial Officer will oversee all financial aspects of the company's projects and operations. This role is managerial, focusing on supervising financial activities and ensuring compliance rather than performing routine accounting task.

Key responsibilities include:

- **Financial Management:** Directing and managing all financial planning, budgeting, forecasting, and reporting for the company.
- **Fundraising and Capital Allocation:** Working directly with the CEO to secure project financing, manage cash flow, and oversee capital allocation.

[8] Please refer to Appendix I for a complete professional profile of the Beneficiary

- **Financial Oversight:** Supervising the work of external accountants and financial professionals to ensure accurate and timely financial statements.

6.2.3 THE COO

The Chief Operating Officer will manage the day-to-day project execution, ensuring that all projects are completed efficiently and in alignment with company goals. This is a managerial position that involves supervising project-level staff and overseeing project schedules and quality.

Key responsibilities include:

- **Project Oversight:** Directing all phases of project development, from pre-construction to delivery, ensuring projects stay on schedule and within budget.
- **Subcontractor Management:** Supervising and coordinating all subcontractors and third-party vendors, ensuring they meet performance and quality standards.
- **Field Management:** Working with site managers to oversee on-site operations and resolve any project-level issues.

7

FINANCIAL

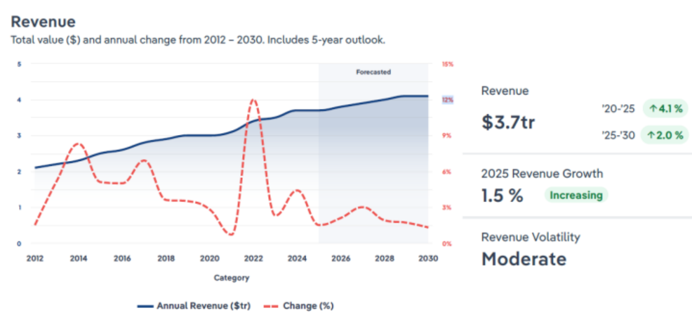
PLAN

7.1 SCOPE

This financial plan provides a summarized view of STRONGBASE’s economic viability, outlining its capacity to sustain operations and support growth towards the five-year goal of 10 houses per year. The projections are based on conservative, data-driven assumptions that outline a clear path to profitability and long-term success in the U.S. market.

7.2 ASSUMPTIONS

The financial projections are based on the company's business model, which focuses on the acquisition of land and the construction of single-family mid-sized affordable homes. This model is well-positioned within a strong and growing market. The U.S. construction industry is projected to see a 2.0% increase in revenue from 2025 to 2030, driven by strong underlying demand and steady appreciation in home values[9].



7.3 REVENUE MODEL

STRONGBASE revenue is derived from the sale of residential houses. Each house is projected to have a sales price of $400,000 and a direct cost of $323,400, resulting in a robust gross margin of 19.15%.

7.4 INITIAL INVESTMENT

Sole shareholder of STRONGBASE, Natalia Romero Diaz, has granted the company capitalization. Following a payment of $60,000 made to BUILD FUTURE Capital to enable the construction to start, another $70,000 will be invested to back the entire project in the first year of operations, taking the total investment to $130,000.

OPERATIONAL GROWTH

The business plan projects an increased number of homes built and sold in Year 1 to three, with a steady increase in subsequent years to ten homes by Year 4. This growth is tied to the expansion of

[9] IbisWorld Construction in the US Industry Report, April 2025

the team and the establishment of a robust operational framework, ensuring that the company can scale effectively.

7.5 PROJECTED FINANCIALS

The following table summarizes STRONGBASE's projected financial performance over the first five years, with updated figures based on the increased sales forecast for Year 1.

	Year 1	Year 2	Year 3	Year 4	Year 5
# houses completed	3	5	7	10	10

	Year 1	Year 2	Year 3	Year 4	Year 5
Gross sales	$ 1,200,000	$ 2,000,000	$ 2,800,000	$ 4,000,000	$ 4,000,000
Direct cost	$ (970,200)	$ (1,617,000)	$ (2,263,800)	$ (3,234,000)	$ (3,234,000)
Gross Income	**$ 229,800**	**$ 383,000**	**$ 536,200**	**$ 766,000**	**$ 766,000**
Labor	$ (140,000)	$ (210,000)	$ (280,000)	$ (280,000)	$ (280,000)
Rent	$ (24,000)	$ (24,000)	$ (24,000)	$ (36,000)	$ (36,000)
Utilities	$ (9,600)	$ (9,600)	$ (9,600)	$ (14,400)	$ (14,400)
Software Licenses	$ (5,000)	$ (5,000)	$ (5,000)	$ (5,000)	$ (5,000)
Professional Services	$ (30,000)	$ (30,000)	$ (30,000)	$ (70,000)	$ (70,000)
Net profit	**$ 21,200**	**$ 104,400**	**$ 187,600**	**$ 360,600**	**$ 360,600**

Based on the revised figures, STRONGBASE is expected to achieve profitability from the first operating year. Although it also stands out as a Year-1 result nearly at break-even, thus entailing a risk of becoming negative in the event of a slight deviation in the actual results, the risk is mitigated by the cash remnant of a substantial paid-in capital.

APPENDIX I

NATALIA ROMERO DIAZ
PROFESSIONAL PROFILE