

FUTURE PROOFING AMERICA™



Invitation to Participate:

*A National Development Consortium and Campaign
for Community Disaster Resilience*

How Do We Describe “Resilience”?

“Pre-disaster risk mitigated investment in the people, assets, infrastructure, facilities of communities and economies for strengthening physical, societal, environmental, operational, and public safety preparedness against myriad perils, challenges persistently facing citizens, neighborhoods, companies thereby leading to a thriving not just surviving of current and future generations.”

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“Roundtable on Community Disaster Resilience Zones and Alternative Risk Mitigation Investments”

“...A project with the ability to anticipate, prepare for, or adapt to conditions or withstand, respond to, or recover rapidly from disruptions, including the ability— (A) (i) to resist hazards or withstand impacts from weather events and natural disasters; or (ii) to reduce the magnitude or duration of impacts of a disruptive weather event or natural disaster on a project; and (B) to have the absorptive capacity, adaptive capacity, and recoverability to decrease project vulnerability to weather events or other natural disasters...”

The Infrastructure Investment and Jobs Act (IIJA) (H.R. 3684, also known as the Bipartisan Infrastructure Law)

Our Vision

A nationally branded strategic partnership – a consortium – of design, engineering, construction, real estate development and management, financing solutions, products, equipment, and data science integrated to generate a portfolio of innovative branded project templates meeting new standard for a 1:6 or better cost–benefit in disaster risk mitigation across residential, commercial, industrial, and public facilities, infrastructure and “resilient living.”

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The Resilience Innovation Hub will fully leverage the advantages of a non–profit organization to accelerate innovative resilient project developments and standards.



The Collaborative: A Consortium Model for Resilience

*“...Consortia and standards are most impactful when a critical mass of an industry identifies an area in which they can collaborate and where common benefits outweigh differentiation... The idea that working with a competitor can be beneficial sounds like an oxymoron, but history has shown that working collaboratively moves an industry toward less expensive, more responsive and more flexible solutions. **The synergetic effect occurs using standards and consortia to engage in meaningful discussions on challenges relevant to their industry.** Deep in those discussions are the organizations that have experience and have led the transformation from pre-consortia to post-consortia using lessons learned to collapse the learning curve and speed adoption...”*

*“The Role Of Consortia And Standards In The Industrial Sector”
Forbes, February 2023 Christine Boles, VP – Intel*

*“...Multiparty systems **enable collaboration by providing a shared data infrastructure to build entirely new businesses and revenue models.** Mobilizing data in this way empowers ecosystems to rethink entire processes and services with newfound transparency, trust and control, helping them gain competitive advantage and remain resilient during future disruptions...”*

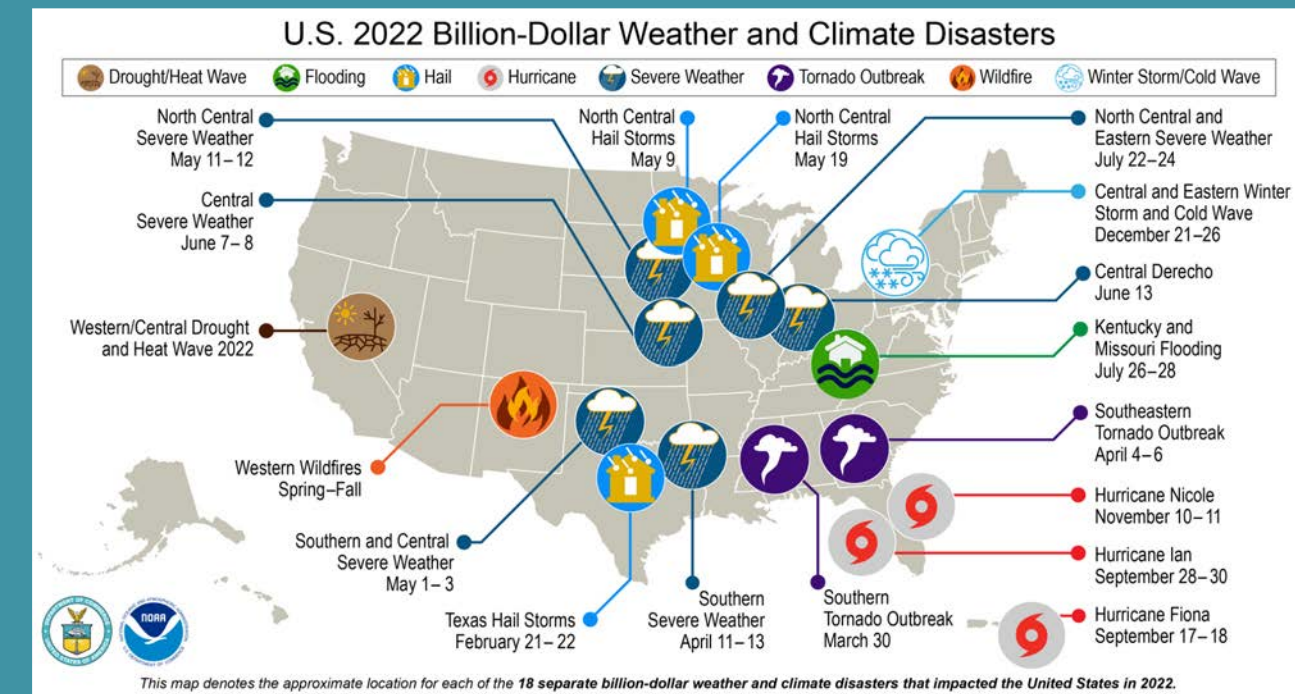
*“Shared Brilliance Multiplies Resilience”
Accenture, October 2021*

*“... Facing a world of continuous, overlapping disruptions, leaders are recognizing resilience as the imperative condition for securing a sustainable, inclusive future, **coordination must extend as well across the resilience areas.** These have **become deeply interconnected in ways that are not always apparent until crisis strikes.** We must therefore explore the interconnections and the vulnerabilities they might hide to ensure that efforts in one resilience area are aligned with the goals in the others and accelerate progress towards them...”*

*“Seizing the Momentum to Build Resilience for a Future of Sustainable Inclusive Growth”
McKinsey & Company, February 2023*

What Drives Our Vision

With over \$4 trillion since the late 1980s in losses – of lives, communities, operations, assets – the Nation’s public and private sectors can no longer sustain the inefficiencies of recovery and rebuilding using traditional and out of date methods for designing, developing, constructing housing, facilities, infrastructure.




“We need better modeling, higher prioritization of mitigation vs. disaster response, better stakeholder coordination, and resource assistance to those areas most in need. The sooner our society chooses to face the risks associated with climate change, the more options we will have to drive down these risks, and the lower the cost will be.”


Nancy Watkins, Principal & Consulting Actuary, Milliman, Inc.

Size and Scale of Resilience “Market”


Resilience-oriented Federal Project Pipeline Indicates Significant Spur for Other Private, Philanthropic Markets



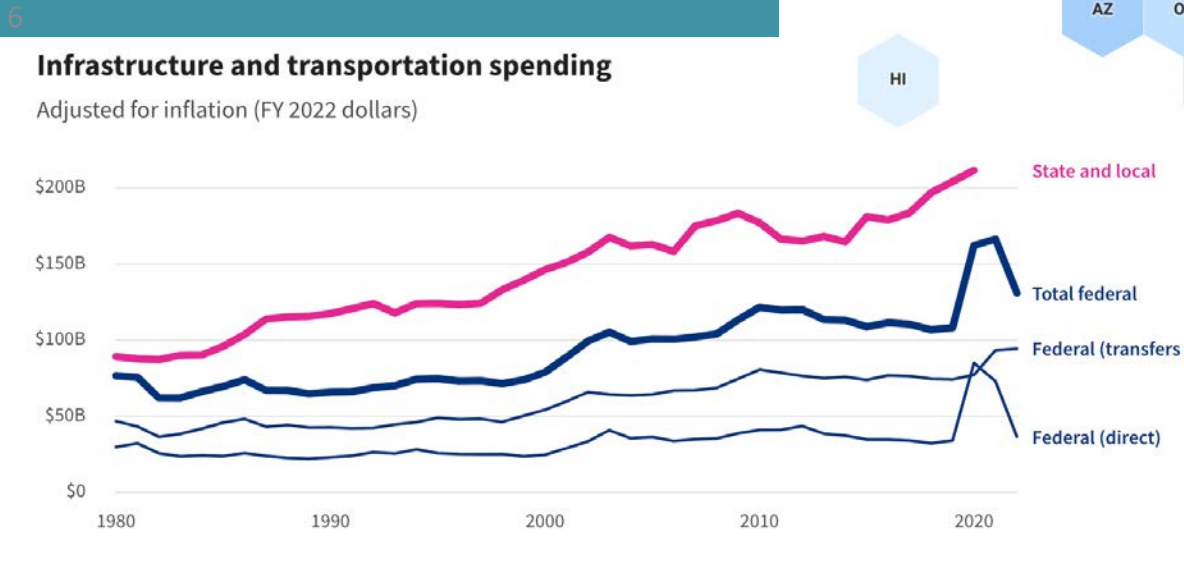
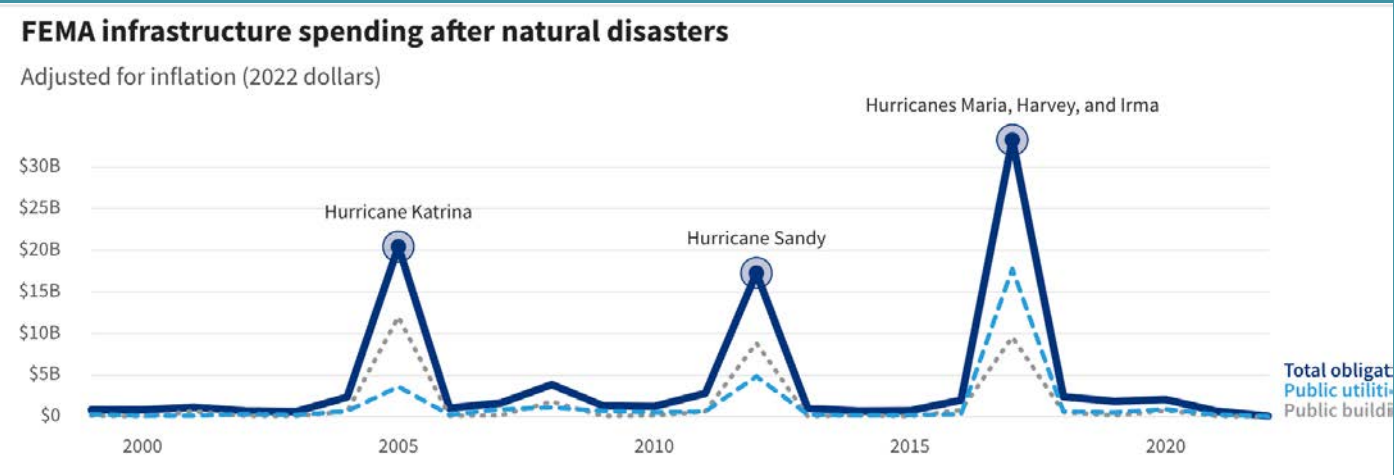
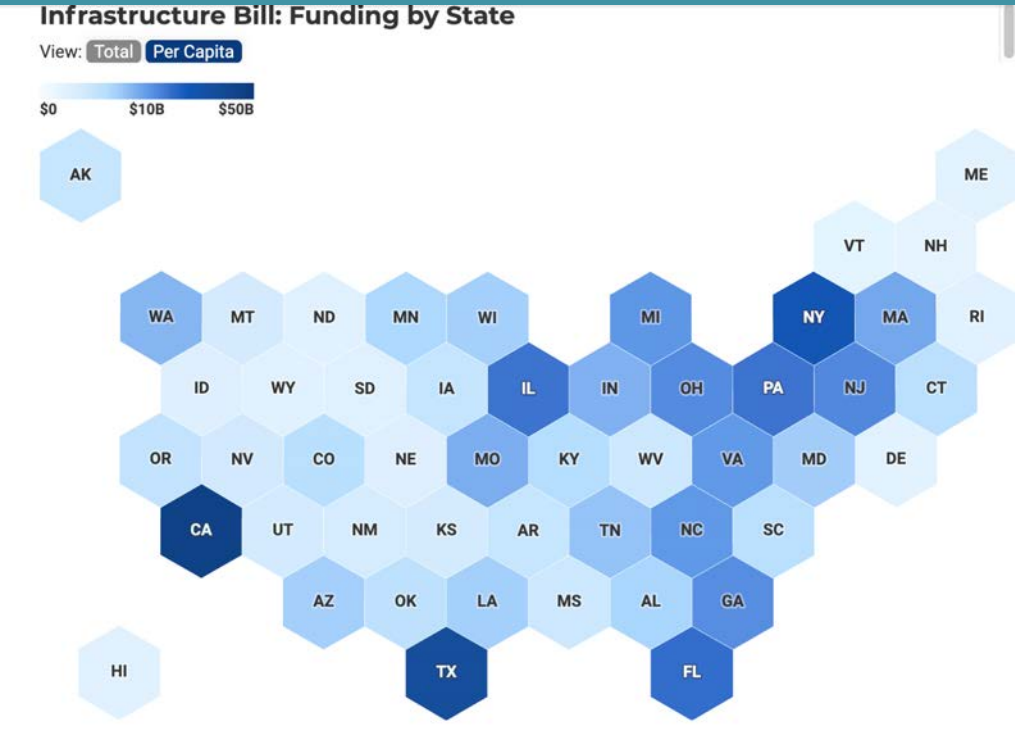
November 15, 2021
Signed into law.



Total: \$1.2 Trillion
\$550 billion in new spending over five years and \$650 billion for existing programs.



Adaptation/Resilience
Funding for programs that address extreme weather, flooding, storms, droughts, heat waves, and wildfires.



OUR SOLUTION:

The Future Proofing America Collaborative and Standard in Pre-Disaster Risk Mitigation for Citizens, Communities, and Companies

OUR OFFERING:

Non-profit organization raises the funds for design phase scopes of work, convenes strategic consortium members under a teaming agreement (fee for service), commercializes the branded development packages, and retains a percentage of revenues from licensing packages to investors, developers, communities, and private-philanthropic-public partnerships.

We have convened the Nation's leading Design, Architecture, Engineering, Construction, Real Estate Development and Management, Green and Sustainable, Data Analytics and Modeling, Investment and Financial, Legal and Accounting, Standards and Codes firms, experts, and resources into a unique Collaborative.

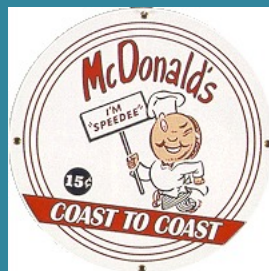
What Are Branded Project Developments?

We build upon historical examples of successfully branded and replicable real estate development concepts – innovative at the time of opportunity and need

Each example had a major investment made in the generic development package that addressed inefficiencies in myriad challenges – from land acquisition to simplified operational solutions – with set standards and consistent principles

Then the initial investment was amortized over multiple deployments by licensing the package to national, regional developers throughout the U.S and internationally willing to adhere to the standards, principles

The marketing power of the brand and the purchasing power of the licensed packages increased with each project built and delivered – thus creating value for the development team, owners, investors, AND communities



Our Focus on Resilience Branded Development Should Address:

- ☐ What federal disaster and state mitigation programs - created for each peak natural catastrophe - are truly generating significant financial, fiscal, economic benefits?
- ☐ How resilient communities fare in attracting new investment in the face of increasing billion-dollar disasters?
- ☐ How businesses – and their respective facilities - reduce lost operations, personnel, productivity post-event?
- ☐ How reductions in costs of employee 'flight', turnover, reduced hiring and training and costs, with a more stable workforce can be impacted by future proofing?
- ☐ What are reductions, if not avoidance, of post-event demand surge by narrowing the path of severe damage?
- ☐ What are efficient risk transfer solutions made possible by ESG benefits from future proofing?
- ☐ What are reductions in secondary and tertiary costs arising out of fewer citizens being displaced from their homes, jobs, communities and the impacts on their health, well-being?
- ☐ What are reductions in trauma, personal injury, and deaths due to more resilient residences, facilities, infrastructure?
- ☐ How pro forma models of more resilient insured asset portfolios reduce insurance-reinsurance cost, mortgage defaults, and net retained losses – sparking new investment scenarios for long-term mitigation?

Our Interdependent Project Development Strategy

*Empowered by The Resilience Innovation Hub
and Future Proofing America Brand Marketing*

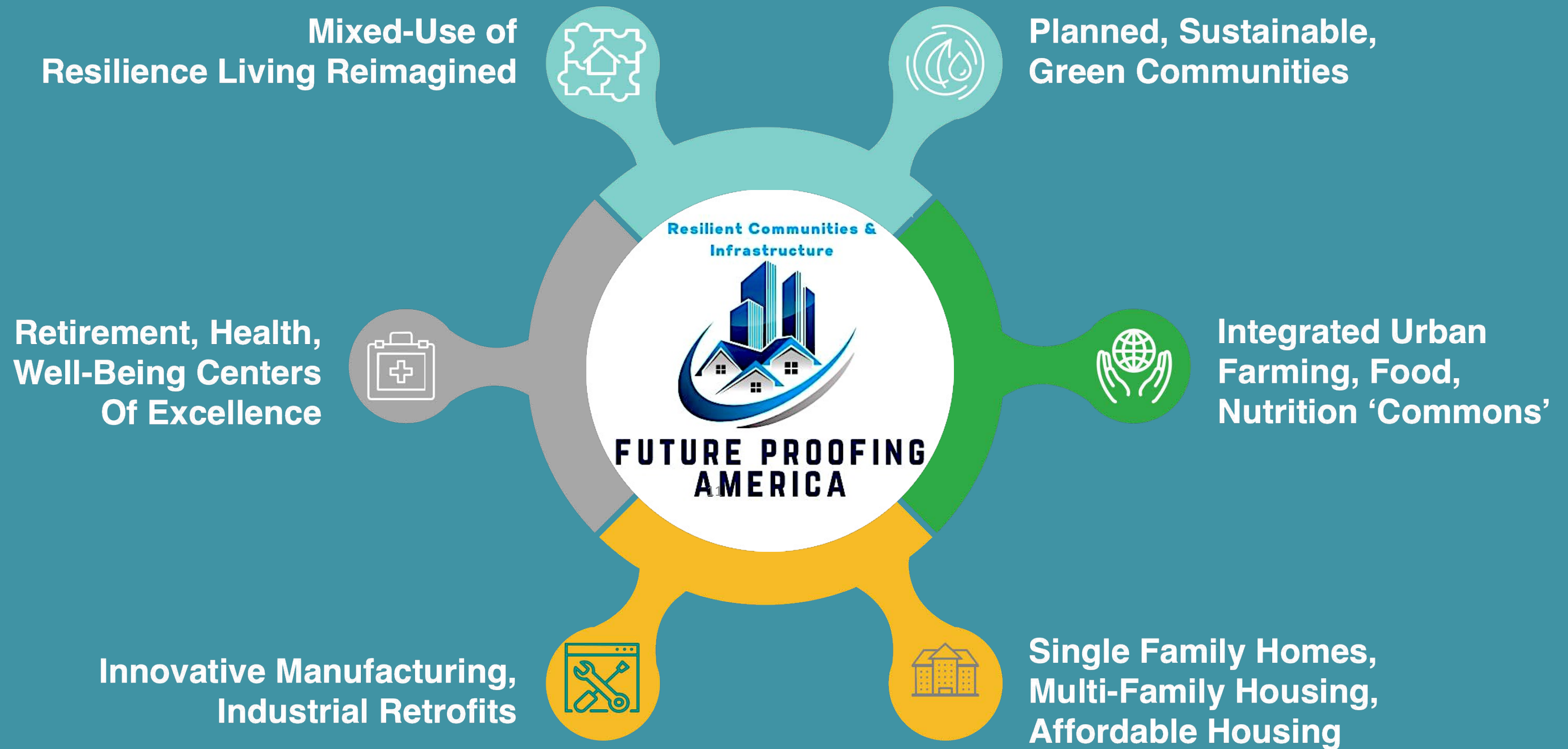


*Innovative, Virtual Development
Package(s) and Templates
Licensed for Rapid Deployment*

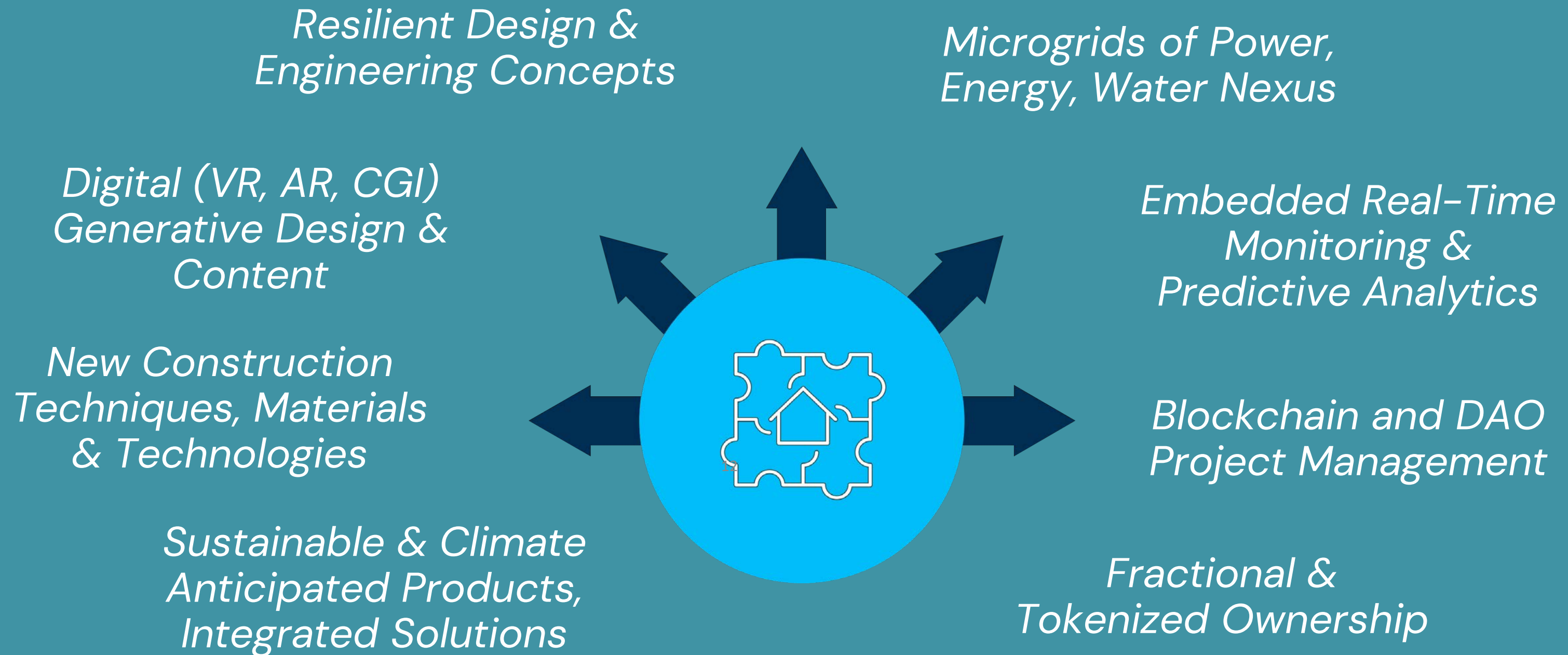
*Selected Regional Developers, Partners
with Exclusive Co-Development
Agreements for Regional FPA Projects*

*Financing, Funding for
Syndication of Each Project
or A Portfolio of Projects*

Potential Project Template “Scenarios”



Potential Resilient Development Packaged Elements



Future Proofing America's Homes, Housing, Neighborhoods



Urban Farming



Health &
Well-Being



Communications
Broadband Access



Alternative, Distributed
Power & Energy



Transit Access/
Personal Auto Protection

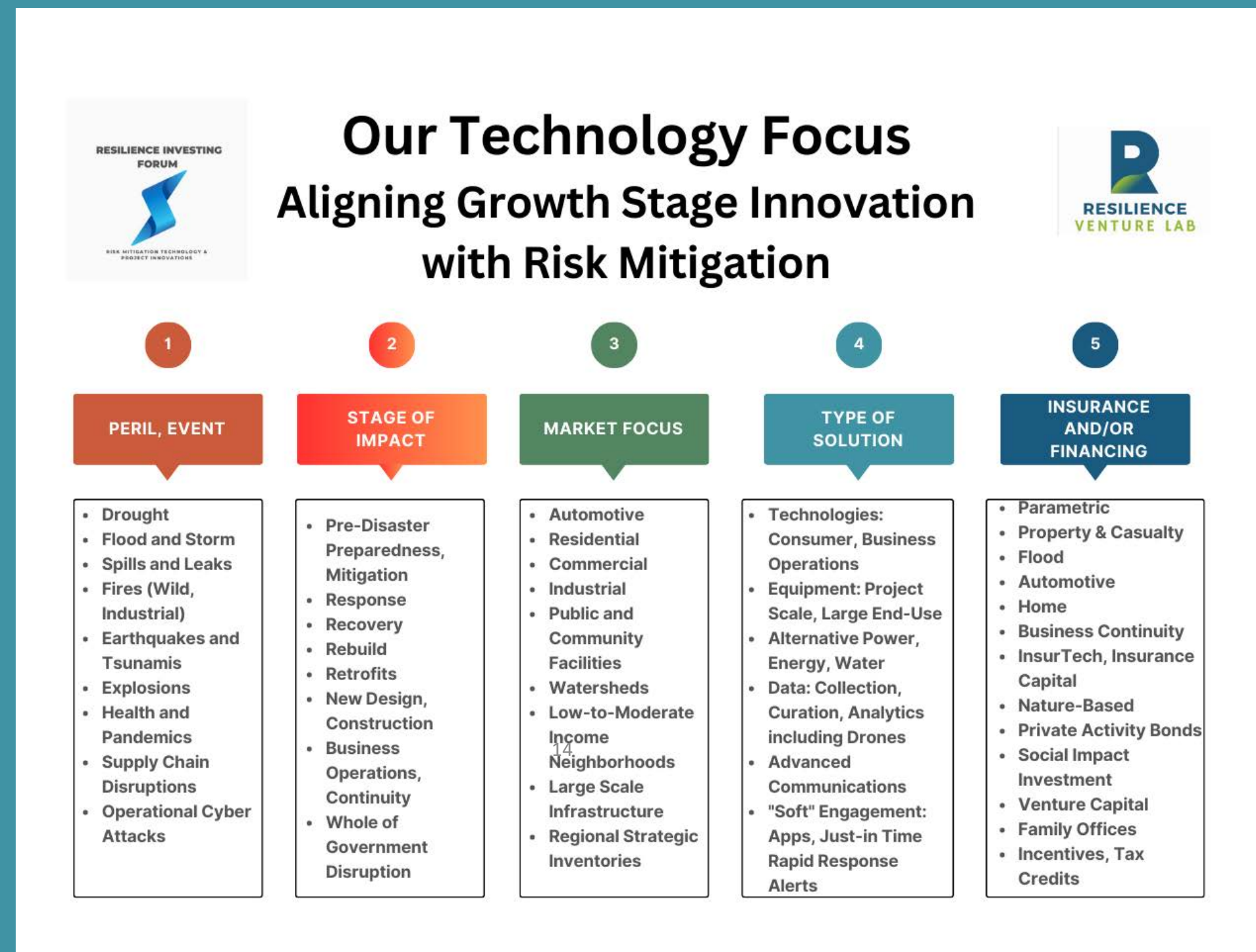


An Integrated Project Scenario for Linking Future Proofing America
with the Federal Community Disaster Resilience Zone Act and Infrastructure Appropriations

Confidential | Not for Distribution

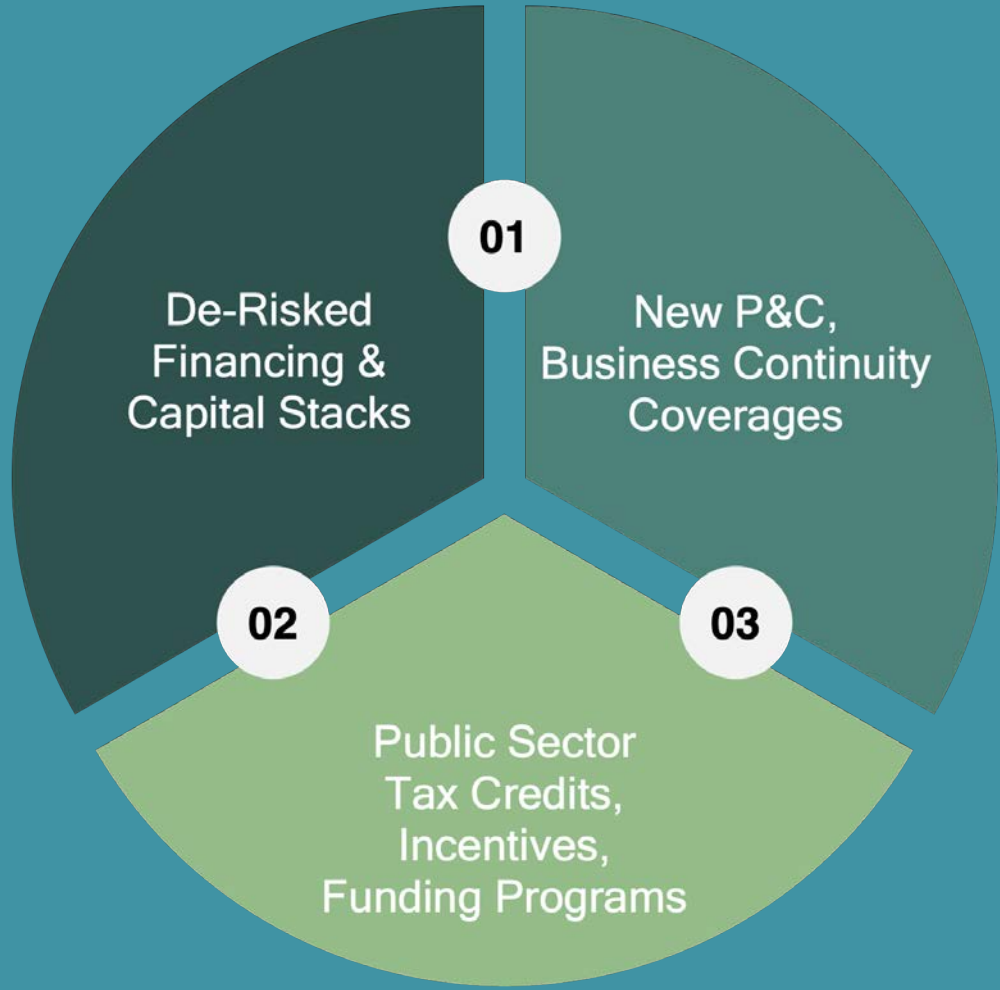
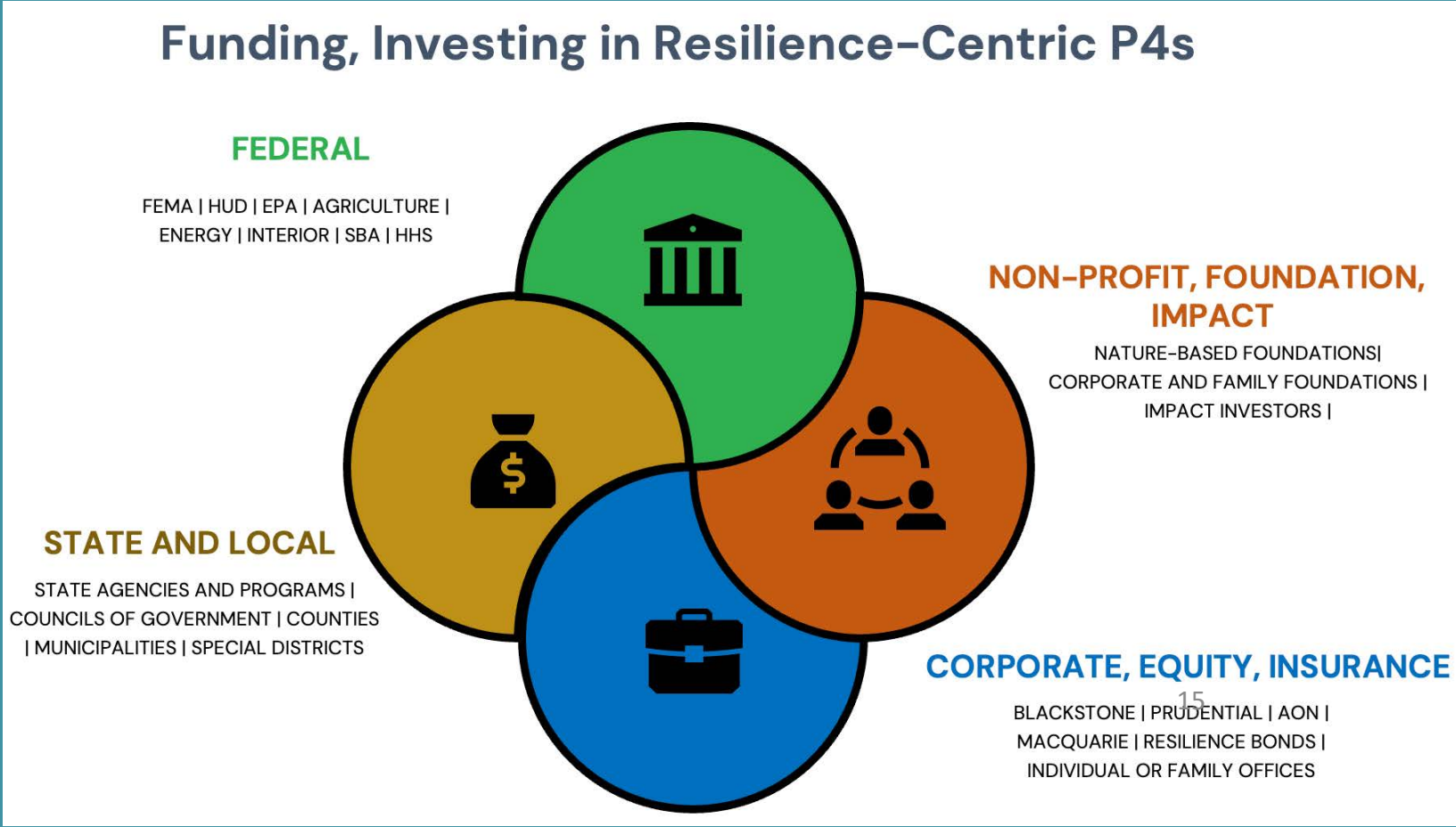


Integrating Innovative Technologies Into Packages



Through the Resilience Innovation Hub's Venture Lab and networks with peer organizations across the US and globally, we will continuously identify, vet, and recommend technologies, equipment, and data-science tools that can be embedded into the proposed Branded Development Packages – ultimately reducing costs of projects, generating the 1:6 or better cost-benefits, and increasing values from FPA standards.

FPA Benefits To Developers, Communities, Resource Decision-makers



We seek to unleash new, alternative forms of investment in Future Proofing America-designated projects to spark increased utilization and deployment of the Development Packages, Templates, Standards, and Principles. We seek to accelerate the development and financing of resilient real-estate locations and communities by key resource decision-makers. Therefore, generating interests by consumers, citizens, and companies to become end-users of FPA-certified projects.

Resilience Manufacturing Hubs and the Built Technology Park: From FPA Ideas to Embedded Innovations



Through our inaugural Resilience Manufacturing Hub in Greater Houston and subsequent Built Technology Parks throughout the U.S., we intend to support the work of the Future Proofing Collaborative through aligned R&D, Testing, Manufacturing, Showcasing – and ultimately Deploying into the branded project templates – a new generation of integrated solutions and ‘systems’ meeting and exceeding the suggested FPA standard ratings and rankings.

Simply, converting ideas created in the simulation phase can be offsite manufactured, modularized, evaluated in real-world project scenarios.

FAQ: Why Should We Participate?

We serve as a neutral convening body of senior executives with common objectives and goals – to increase the market for resilience-centric development projects beyond the current one-offs, to scale solutions across America

We integrate the entire value chain including enhancing the conditions among financing, public sector decision-makers (re incentives/credits), and communicate the brand for adoption, acceptance by local markets, consumers, communities

We focus on outcomes through quantifiable cost-benefits, returns on investment for all parties

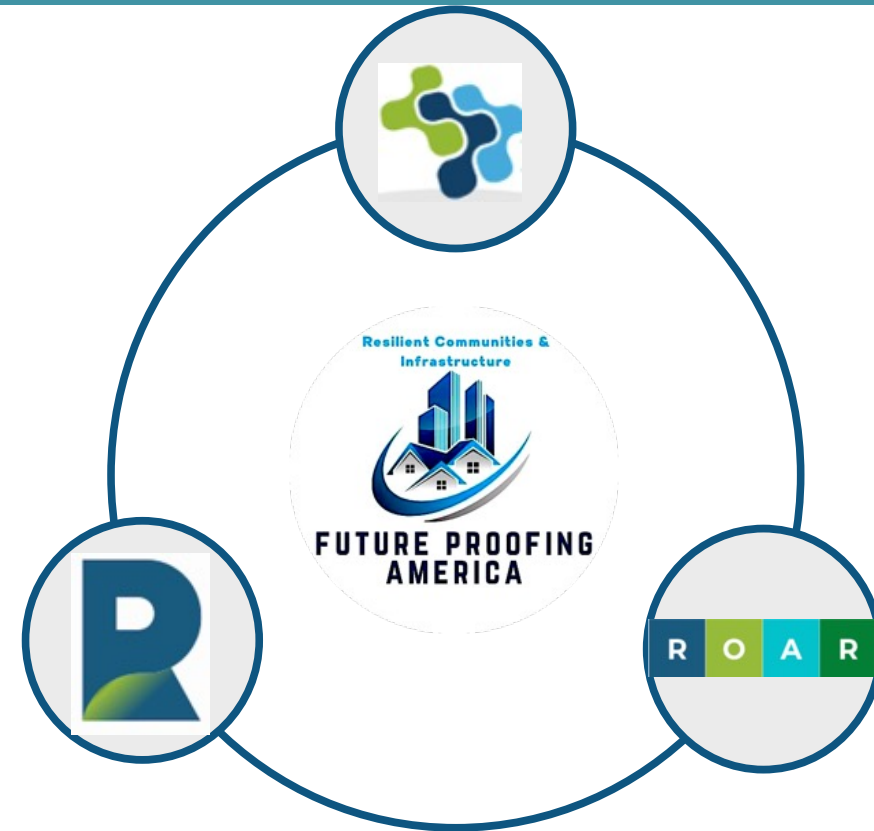
We reduce costs for implementation vis-à-vis innovative technical, scientific, and related data tools and increase margins for template use

We identify pilot, demonstration, and go-to-market projects to prove-out at scale

We de-risk conditions and opportunities by addressing barriers for deploying development templates through an “accelerator” approach

We measure consistently and persistently the value from FPA standards, principles – spurring the strength of the brand as alternative to business as usual – driven by a rating that distinguishes, differentiates those using the brand

About Us

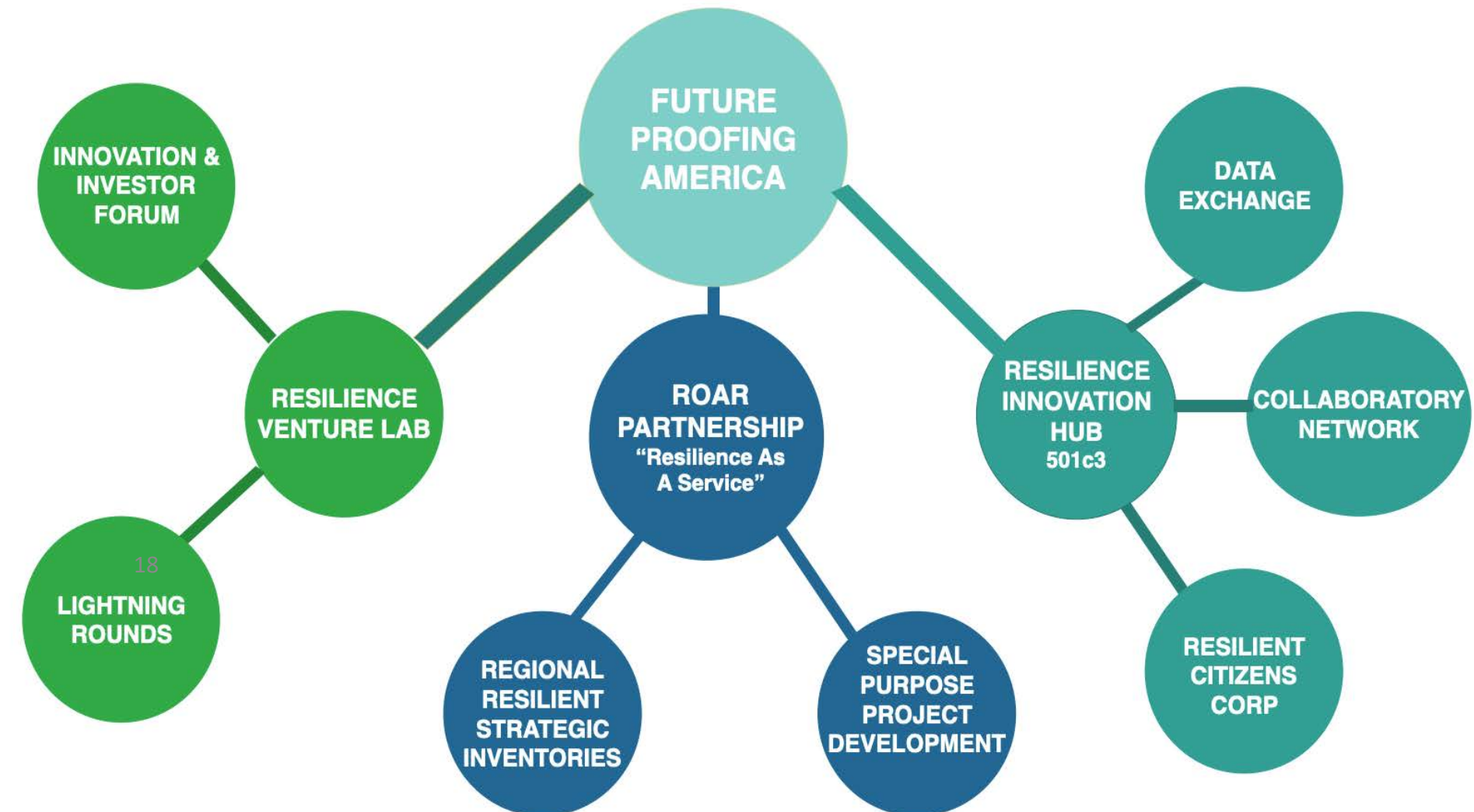


Establishing a new standard
for resilience

Designation as future proofed (branded) project worthy
investments, developments, and operations for thriving,
not just surviving

OUR RESILIENCE ECO-SYSTEM

A COMPREHENSIVE ALIGNMENT OF PARTNERS, STAKEHOLDERS, AND RELATIONSHIPS
FOR A NEW RISK AND RESILIENCE MODEL



Questions?

¹⁹
*Richard S. Seline, Managing Director
Resilience Innovation Hub
rseline@resilienceinnovationhub.com
(703) 608-3000*