

Construction Instruction Overview

2018



Construction Instruction®
Building Science for Everyone, Everywhere

**What's in your toolbox?
Powerful information
at your fingertips.**



Download the FREE app!





Who *is* Ci?

Construction Instruction Inc.
Denver, CO - Scottsdale, AZ- Toronto, ON

Principals:

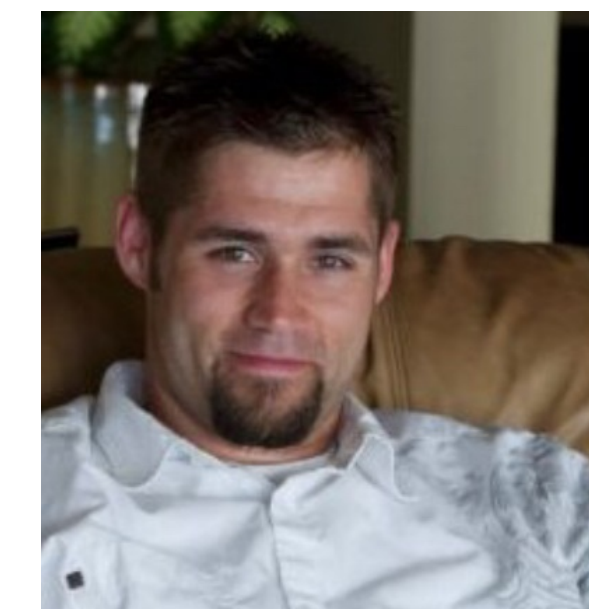
Mark LaLiberte: President
Justin Wilson: Vice President
Gord Cooke: Partner (Canadian interpreter)
Matt Baker
Deirdre Damron
Frank Zigmond
Travis Allen

Primary focus:

Industry education, research, product development,
consultation to manufacturers, App support

Audience personally reached: +25,000/yr

Audience reached via App: +160,000





Buildings are systems

The interaction between physics, materials, environment, occupants, design and the complexities of our industry.

Our Goal:

Healthy

Safe

Durable

Comfortable

Efficient

Cost Effective



The Pace of Change

Site laborer hours went from approximately 2,400 in the mid-1940's to about 950 in the mid-1960's. There has been very little reduction since.

From initial research to widespread use

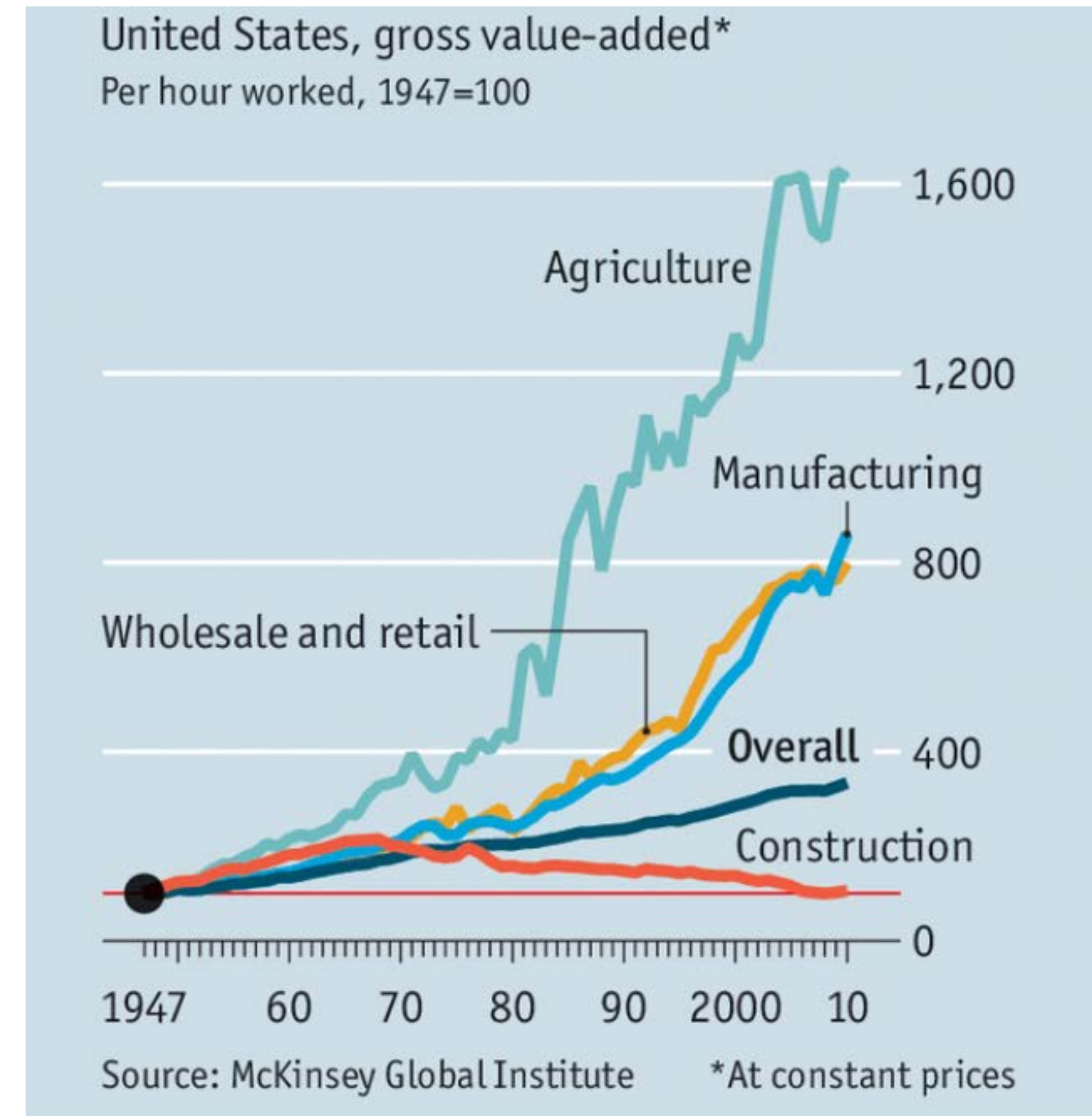
Trusses	30 years
Drywall	25 years
High Efficiency Furnaces	20 years
HRV's	20 - 30 years

1950's

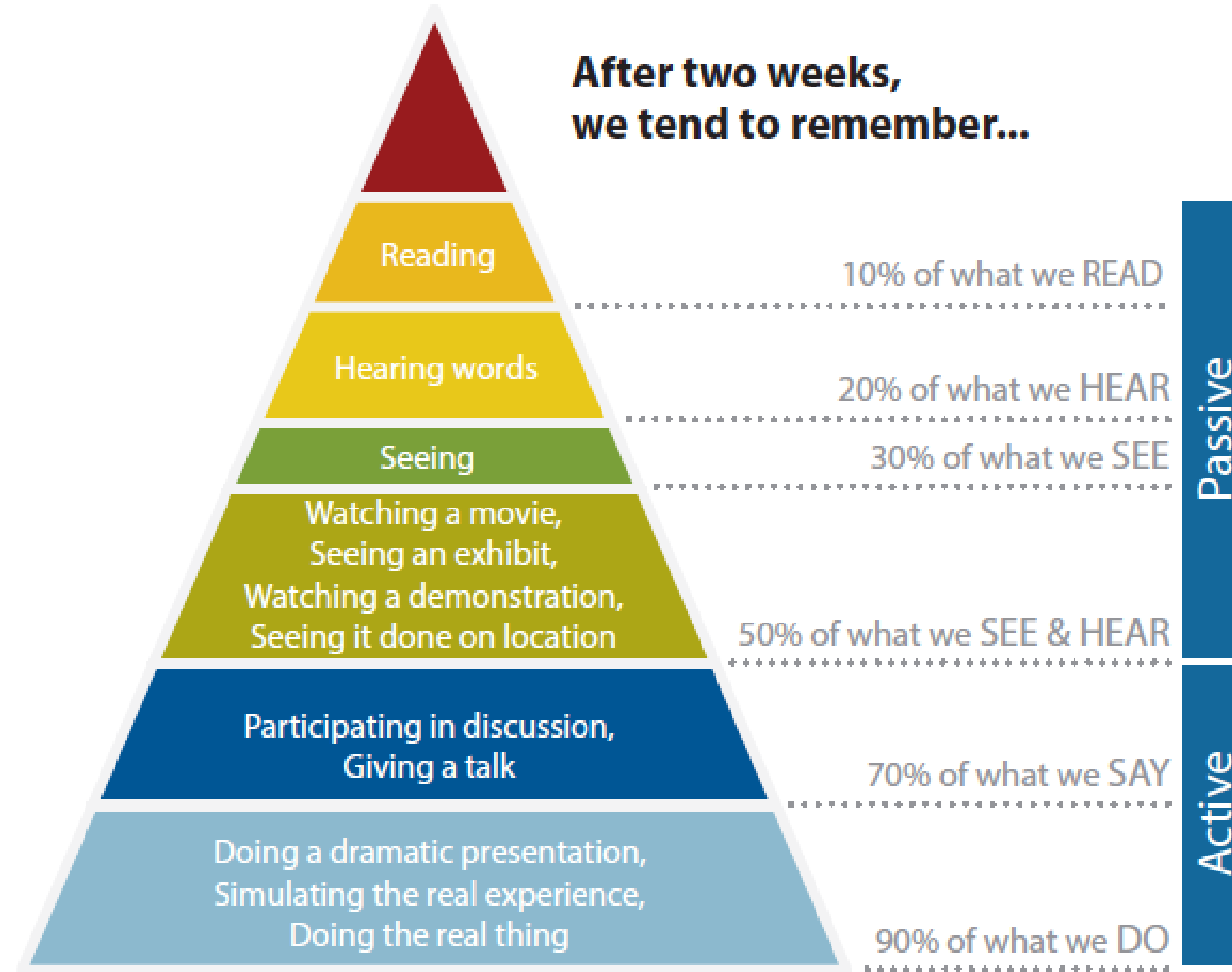


Our industry needs help

- Most delays and failures are the result of:
 - Incomplete details
 - Inexperienced leadership
 - Material integration and incompatibility failure
 - Limited industry training



Optimizing the Learning Opportunity

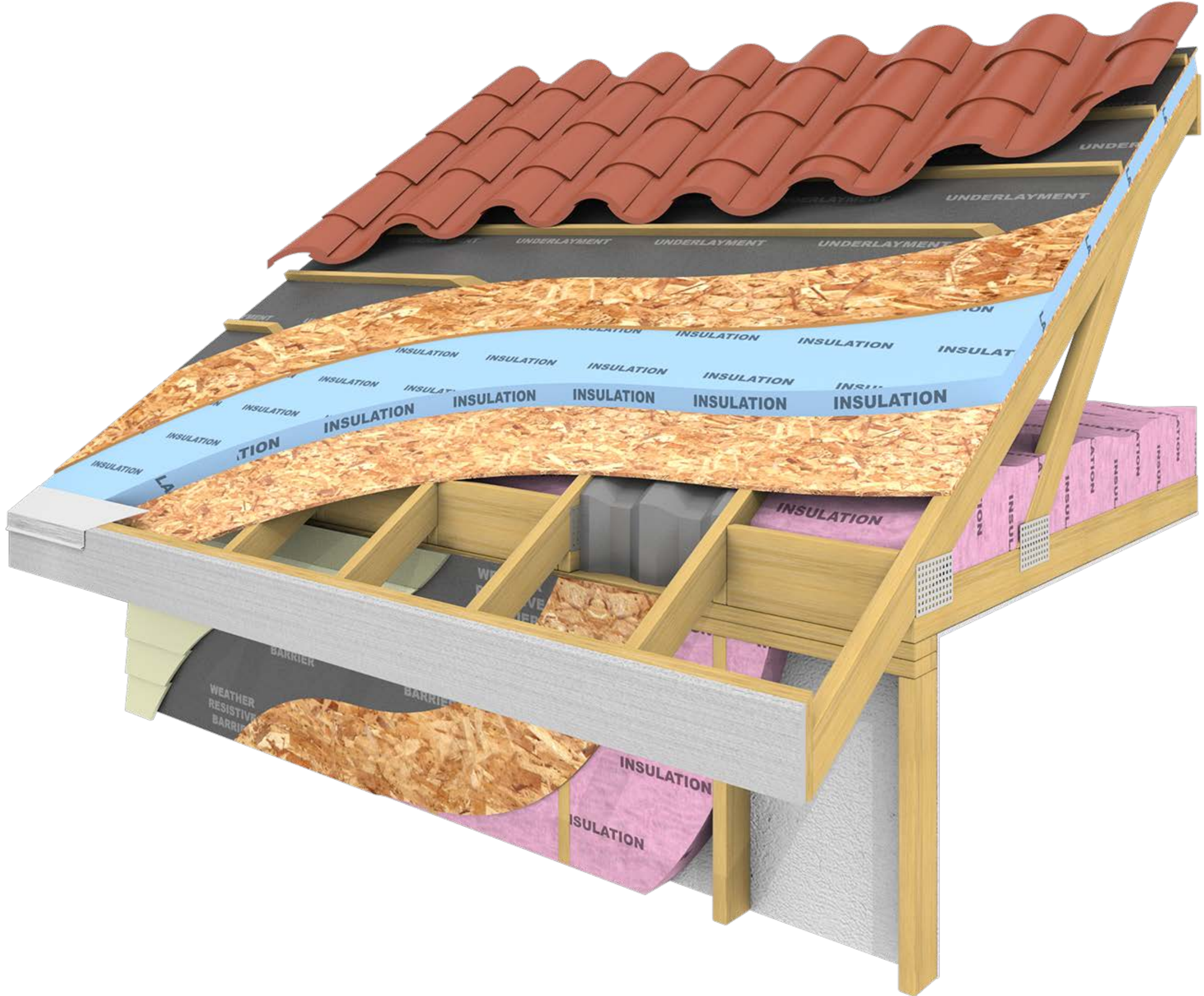


(Based on the research of Edgar Dale, originator of "The Cone of Learning.")

Construction Instruction Animation Overview


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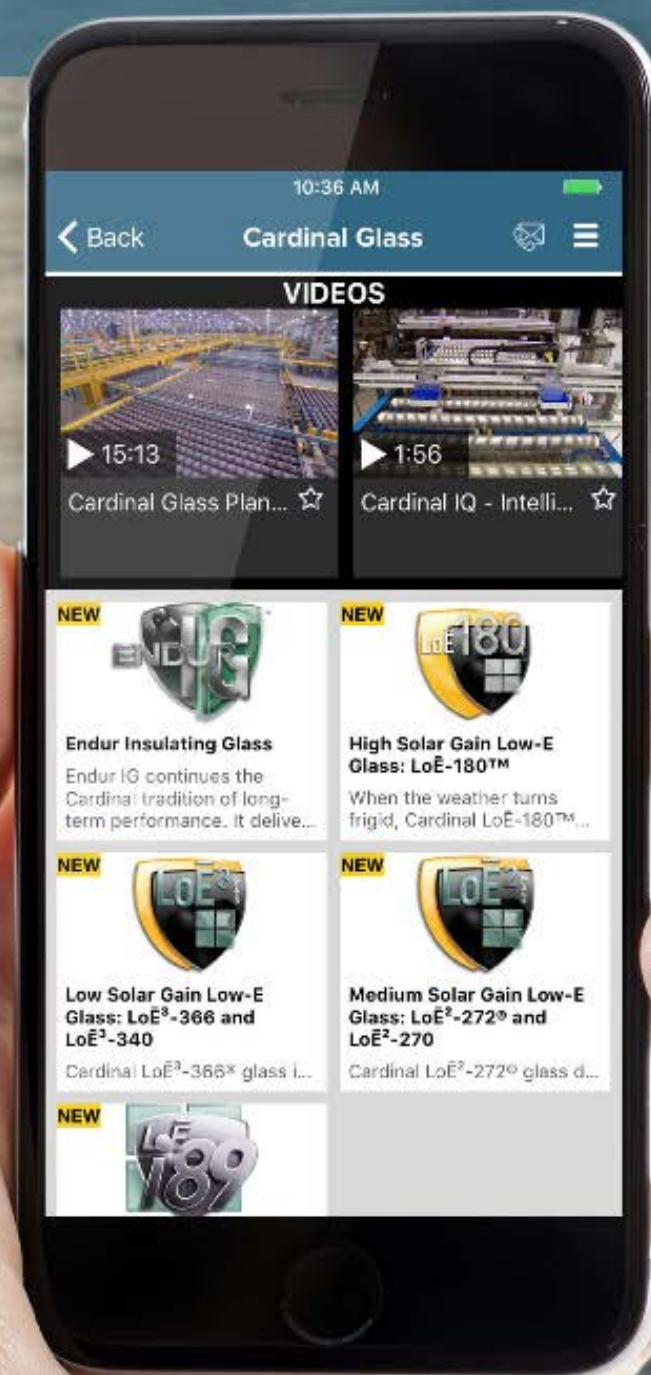
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CARDINAL
Glass Industries

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products**



Construction Instruction[®]
Building Science for Everyone, Everywhere

Download the FREE app!



Ci App

Largest app in the construction industry

iOS and Android

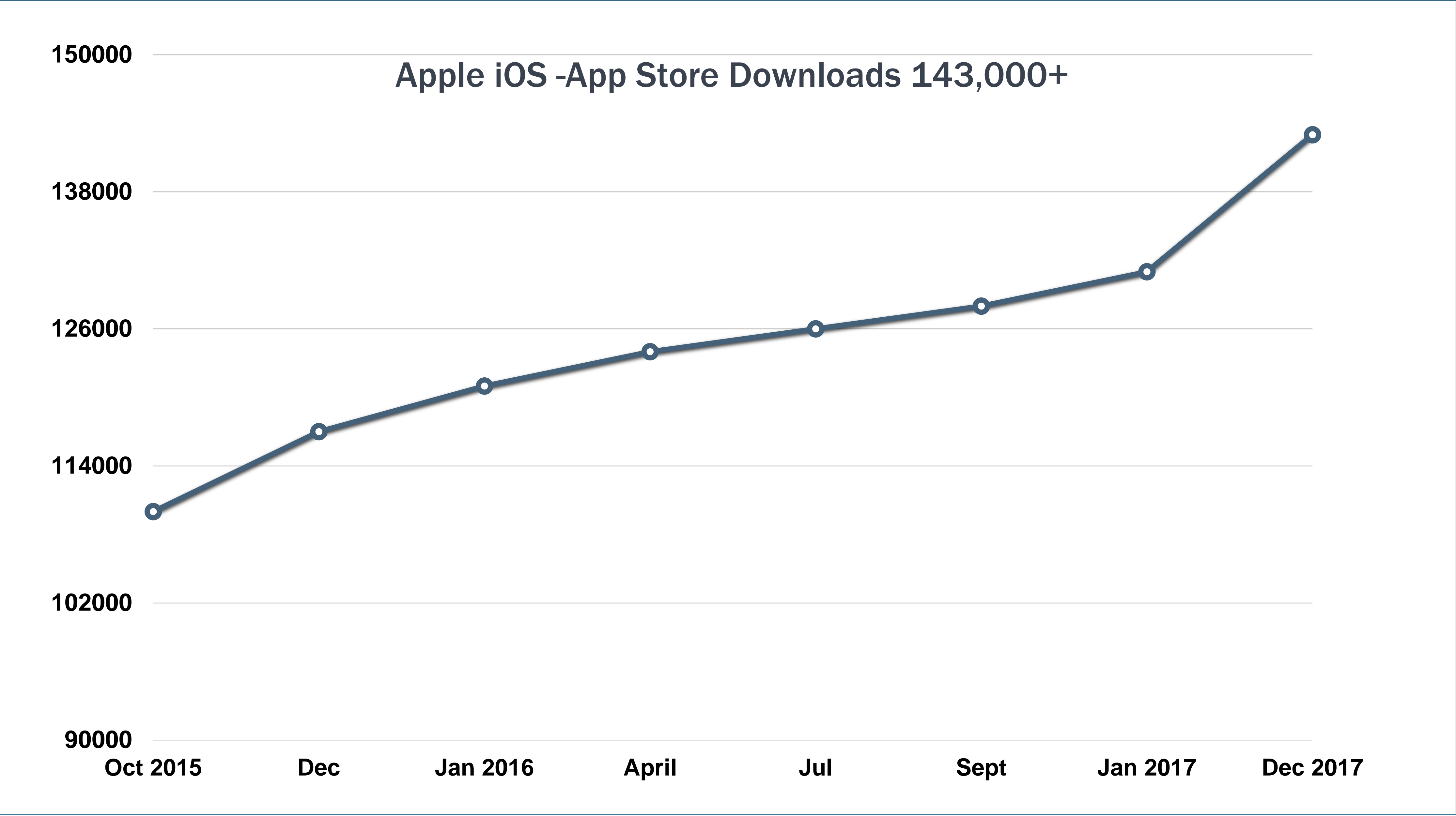
First to deploy

Approaching ten year anniversary

Over 150,000 downloads

+70% user retention







App User Stats

Ci averages between 14,000-21,000 unique visitors each month

80% of users view a video or animation on each visit

25% of these users watch another video or animation with our new “play next” feature

60% view a featured product or specifically visit a particular Mfg.

52% of the users were on the app for between two and thirty minutes per session

The advertisement features a dark wood-grain background. In the top left corner is the 'ci' logo. To its right, the text 'Construction Instruction®' is displayed in a large, white, sans-serif font, with the tagline 'Building Science for Everyone, Everywhere' in a smaller font below it. Centered below the tagline is the text 'Click to Update Now' in a large, bold, white font. In the center of the image is a smartphone displaying the app's interface. The screen shows a 'Featured' section with three video thumbnails: 'Window and Doors' (13:33), 'Basement Finish with Insulation' (1:16), and 'Using Building Science to Build Better Homes...' (5:07). Below this is a 'VIDEOS' section with four thumbnails: 'Neat Glass by Cardinal' (6:22), 'Increased Overall Density' (6:32), 'Lp TopNotch Subflooring Overview' (6:32), and 'Building a Traditional Texas Home' (3:24). At the bottom of the phone screen is a home button. Surrounding the phone are various construction tools: a blue pencil, a wrench, a drill bit, and a screwdriver. At the bottom right of the advertisement, the text 'The #1 app in the industry is better than ever!' is written in a white, sans-serif font. Below this text is a black button with the Apple logo and the text 'Download on the App Store' in white.

ci Construction Instruction®
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Click to Update Now

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is better than ever!

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App Store



Ci Live





What *is* Ci Live?

Classroom setting

Mock-ups and real world

Hands-on product exposure

Samples and skills to return with

The App continues the connection



The Ci Live Experience

Five+ Educational Modules for 2018:

- Advanced Applied Building Science
- Resilient Enclosure Design
- Getting to Zero-Energy Cost Effectively
- Optimizing Mechanical Systems for Today's Expectations
- Connecting Building Science to Your Sales Process
- Customized courses to suit your needs





An Example of One of our two day Module

Advanced Applied Building Science:

- Building Performance Changes
- Building Science Fundamentals
- Thermal Enclosure
- Air Sealing
- Window and Door Technology
- Weather Barriers
- Installing Windows and Doors
- Roof Systems
- HVAC Opportunities
- IAQ and Ventilation
- Performance Testing
- Wrap Up



Thank you!



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