



CONCEPT:	Do-It-Yourself Environmentally Friendly Multi-Purpose Room
USES:	Office / Playroom / Storage / Hunting Shack / Man Cave / Garden Center / Sowing Room
END USER:	Male/Female with space needs but lack of funds or willingness to build onto existing structure.
BENEFITS:	Low Cost / Environmentally Friendly / Easy and Quick to Install (2 people, 2 days) / Flexibility / Customizable
MATERIAL:	Compressed Wheat Straw Panel and Recycled Steel.
EXT FINISHES:	Roof (Metal, Asphalt Shingle, Wooden Shingle) / Siding (Vinyl, Hardi-Panel, Brick Veneer, Stone Veneer) – ANY COLOR for Roofing and Siding
INT FINISHES:	Floor (OSB, Carpet, Vinyl, Tile, Wood) / Walls (Paint – Any Color)
WINDOWS:	Any Size, Any Type
DOORS:	Standard Metal Exterior Door
OPTIONS:	Front Porch / Generator / Game-Fish Cleaning Station / Hard Wired Electrical if Close to House / Rain Catch / Shutters / Crow's Nest / Fire Pit / Sun Shade / Solar / Porta-Pooper
SIZE (STNDRD):	8' x 12' (96 SF) / Custom Sizes Available
INSTALL:	Do-It-Yourself or Our Staff Will Install It for You / Time – 2 Days with 2 Persons
TOOLS:	Drill (2) / Ladder (8') / Level (2')
MARKETING:	Do it yourself room and it helps the environment / Your extra room and you can do it yourself / ECO Friendly / Donation to Charity per Unit Sold
NEEDS:	Name / Catch Phrase / More Uses (Women and Men) / Graphics – Video / Marketing Strategy (Advertising, Craigslist, MSDS, Blog, DIY Network) / Standard Sizes and Equipment / Website / Domain Name / Mailings)