

A place for the next chapter.

Illustrative 20-home community

Example location, Germany

ILLUSTRATIVE DEMONSTRATION ONLY. A hypothetical land-led community scenario with 20 homes, shared outdoor spaces and a proposed Cherry framework. No actual land or investment opportunity is represented.

Proposal stage	DRAFT - not approved
Homes / selected housing mix	20
Land area	10000 m2
Intended delivery	Compare both
Partner route	Joint venture
Construction system	POP-UP

The proposal

A land-led community concept combining the Cherry brand and community framework with an InstaBuilt housing solution. This document is generated from partner-supplied information. It does not confirm planning, technical suitability, certification, valuations, funding or a joint venture.

Reference: ILLUSTRATIVE-DEMO-ONLY | Revision 1 | Generated 2026-10-15

Land, homes & community.

Site and authority

Location detail	Demonstration site - no actual land
Land control	Owned
Permitting	Not started

Illustrative authority and land-control note only. No actual title document.

Housing mix

1 bedroom 28 m2 catalogue reference	4 homes
2 bedroom 52 m2 catalogue reference	10 homes
3 bedroom 104 m2 catalogue reference	6 homes
Catalogue area total	1256 m2

POP-UP areas are nominal catalogue areas. Site coverage, density, setbacks, parking and shared infrastructure require local design review.

Community scope

Brand / franchise: Requested, subject to agreement. Covenants: Local adaptation requested.

Shared gardens

Maintenance service: Not selected. Automation: Not selected. No live resident-service software is represented by this proposal.

Development budget.

EUR basis. Partner-entered estimates; not supplier quotations. Zero means explicitly budgeted at zero; a blank item remains missing. Recoverable VAT should be treated consistently by the project advisor.

InstaBuilt housing / quote allowance	EUR 1,199,980
Transport allowance	EUR 322,000
Assembly and crane allowance	EUR 62,000
Land value / acquisition	EUR 200,000
Land development	EUR 100,000
Foundations	EUR 120,000
Utility infrastructure	EUR 80,000
Shared spaces & landscape	EUR 100,000
Design, surveys & permits	EUR 60,000
Cherry franchise allowance	EUR 50,000
Sales & marketing	EUR 40,000
Development finance costs	EUR 50,000
Other development costs	EUR 20,000
Non-recoverable tax allowance	EUR 0
Contingency	EUR 220,398

Total development budget

EUR 2,624,378

All cost fields have values; their accuracy and completeness still require independent review.

Germany POP-UP logistics use the current supplied EU allowances: 28 m2 homes share a EUR 7,000 shipment (up to two); 52 m2 EUR 14,000; 104 m2 EUR 28,000. Assembly/crane EUR 2,000 / 3,000 / 4,000 per home. Final route, specifications and scope require confirmation.

Commercial scenarios.

Build to sell

Gross development value	EUR 4,940,000
Profit before further unmodelled liabilities	EUR 2,315,622
Margin on revenue	46.9%
Stress: revenue -10%, cost +10%	EUR 1,559,184

Build to rent - annual

Full-occupancy gross rent	EUR 230,400
Effective rent after occupancy	EUR 207,360
Operating costs + other annual costs	EUR 56,840
Net operating income	EUR 150,520
Cash flow after entered debt service	EUR 110,520
Unlevered yield on development cost	5.7%

Capital structure

Land contribution (owned JV land)	EUR 200,000
Partner cash equity entered	EUR 500,000
Residual capital requirement	EUR 1,924,378

Profit, margin and yield are simple planning outputs, not a DCF, IRR, valuation or forecast. Sale assumptions must account for applicable selling costs and taxes. Rent uses the entered occupancy and operating assumptions, with no escalation or terminal value. Land is counted as an economic cost; owned JV land is then shown as an in-kind contribution. No financing is committed.

Review, terms & next steps.

Cherry review

No review decision has been recorded.

Publication choices

Cherry opportunity publication requested: Yes. Public / social sharing consent: Yes. Pillana Capital intake requested: Yes.

Publication fee and commission have not been quoted or accepted. Franchise, community operations and transaction mandates remain subject to separate agreements.

Pllana Capital status: Not requested. Cherry concept approval does not replace the Pllana Capital 5P diagnostic, evidence review and separate publication decision.

Confirm before approaching capital

Land authority and title; planning and permitted use; complete local design; utility and access conditions; construction and energy evidence; independent cost and demand assessment; operating responsibilities; transaction structure and applicable disclosures.

Wellbeing and longevity are lifestyle design priorities, not medical outcomes. Zero-waste and 95% reusability are design ambitions that need project-specific definitions and evidence. Do not represent them as measured results in an unverified proposal.