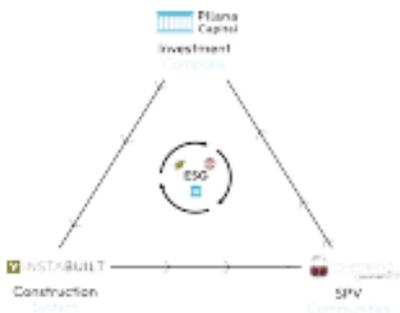




Plan A, No Plan B
Magazine & First Edition





Editorial Publisher's Message

Welcome to the inaugural edition of PLAN - A no PLAN - B Magazine.

This first issue marks more than just the launch of a publication. It signals the beginning of a new platform for ideas, innovation, and impact. At PLAN - A no PLAN - B Magazine, we believe that the built environment is more than structures and materials. It is a canvas where sustainability, design, technology, and community intersect to shape the future.

Publishing quarterly, this magazine will serve as a reflection of our ongoing journey, capturing the stories, breakthroughs, and partnerships that define our vision. Whether we explore modular housing, regenerative communities, or the economics behind future-ready investment, our focus remains clear: building with purpose, for people and planet.

We are proud to present this first edition at the beginning of June, a symbolic time of growth and renewal, and invite you to grow with us, issue by issue.

On behalf of our entire team, thank you for being part of this first step. The future is built together.



Leadership, Talent, and Partnerships

Leadership Insight: Building the Future - A Vision by Mentor Pilana
Founder & CEO of InstaBuilt and Chairman of Pilana Capital

In today's rapidly evolving world, the convergence of innovation, sustainability, and strategic vision is no longer a luxury; it is a necessity. At the center of this transformation is what we have built as a vertically integrated model consisting of Pilana Capital, InstaBuilt, and Cherry Communities. Each plays a distinct role, yet together they form a synergistic triangle that is reshaping how we invest, build, and live.

The Triangle: Vision to Value

At the apex of this triangle stands Pilana Capital, a privately-owned investment company. Pilana Capital is not just a financial vehicle; it is a catalyst. We invest in the future of sustainable living, modular construction, and community-based real estate development. Our aim is to mobilize capital into sectors that matter, not only for returns but for long-term societal impact. Through careful due diligence, industry foresight, and operational involvement, Pilana Capital identifies opportunities where innovation meets real-world needs.

The second pillar is InstaBuilt, a next-generation construction system and technology provider. Born from years of research and development, InstaBuilt offers a smarter, faster, and more sustainable way to build. We have developed a modular construction ecosystem that can deliver high-quality homes and buildings in record time, with minimal environmental impact. InstaBuilt is not a traditional contractor. It is a design-to-assembly platform powered by digital manufacturing, precision engineering, and a talented cross-disciplinary team. Our construction methodology reduces waste, cuts carbon emissions, and enables mass customization.

The third point of the triangle is Cherry Communities, a series of Special Purpose Vehicles (SPVs) powered by InstaBuilt and guided by Pilana Capital. Cherry Communities represent our real estate development branch, where strategy and structure turn into tangible places to live, work, and thrive. Each community is purposefully designed with modular construction, renewable energy integration, smart infrastructure, and long-term affordability. Whether in suburban areas, resort towns, or innovation districts, Cherry Communities are future-ready living environments designed around people and planet.

One Ecosystem, Many Benefits

What makes this triangle unique is the alignment of interest and values across all three entities. Pilana Capital ensures strategic direction and funding discipline. InstaBuilt ensures scalable, tech-enabled execution. Cherry Communities bring the vision to life in real locations with measurable impact.

We do not simply aim to construct buildings. We aim to create ecosystems - places where families can build their futures, where entrepreneurs can launch their dreams, and where communities can regenerate economically and ecologically.

This structure allows us to move quickly from idea to implementation. It reduces development risk by controlling each stage of the value chain. It also allows us to experiment and scale. Most importantly, it provides a blueprint for others to follow, proving that investment, innovation, and sustainability can go hand in hand.

Looking Ahead

As we expand our footprint in Europe and the United States, our commitment remains firm: to deliver lasting value by combining financial expertise, engineering excellence, and community vision. Our integrated triangle - Pilana Capital, InstaBuilt, and Cherry Communities - is more than a business model. It is our way of building the future.

We invite partners, innovators, and forward-thinkers to join us on this journey. The opportunities are immense, and the future is modular.

Mentor Pilana
Founder & CEO



People at the Core

A space that breathes with us

People here do not just talk about the "office" simply as a place where we work, but as a space that uplifts us, develops us, and represents us. With natural light that follows our day, with a design that doesn't limit thinking, with air that breathes just like us: free, alive, and purposeful.



This is our work environment, a place where ideas grow just like the people.

From shared spaces that encourage collaboration to quiet corners for deep focus, everything is designed to respect the mind and spirit of those who give their best every day. In our videos, you can feel this energy from the very first moment; no narration is needed, as the atmosphere itself tells a story.



People

Process

Product

Project

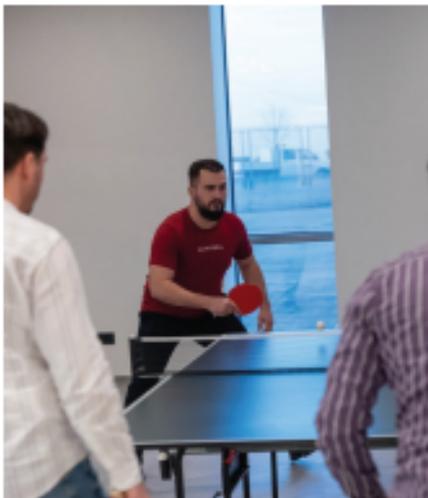
Profit



A culture that supports growth

But the environment is not defined only by architecture. It is built by what happens inside it through dedication to professional development, investment in advanced training, and the feeling that every effort is valued and leads somewhere further.

In every corner of our space, in a silent meeting, on a whiteboard full of bold ideas, or in a casual kitchen chat, what defines us appears: the thirst for continuous improvement.



Balance that's not a cliché, but reality

Yes, we work hard. Often with tight deadlines, big projects, and real responsibilities. But we know a good team is not built only through effort but also through inspiration, warmth, and laughter.

That's why we create moments where we disconnect to connect more with music, humor, warm coffee, or sunsets from the terrace that invite us to take a deep breath.

Beyond Routine: How We're Building a Culture of Precision in Production

In a rapidly evolving industrial environment, where quality and standardization are no longer a luxury but a necessity, our company has launched a key initiative to strengthen internal capacities: a structured training program for production staff, focused on working according to standard manuals for each production station.

The training is designed not merely as an adaptation to rules, but as a process of education and professional empowerment where every employee understands the importance of their role and the impact they have on the final product.



Why Now? Why Is It So Important?

During periods of intensified production, it's natural for routine to take precedence over attention to detail. But for us, quality is non-negotiable. That's why the department, together with production management, has decided to intervene at the right moment—turning adherence to the work manual into a new standard for daily operations.

Our manuals are more than just technical guidelines they are the guarantee that every single product unit reflects the same high level of quality, functionality, and safety.



Training Structure A Hands-On Approach, for People on the Ground

The training has been organized in small groups, divided according to specific production stations. This has enabled a highly practical and hands-on approach, giving employees the space to ask questions, practice, and engage in peer discussions.



Each station from cutting, welding, and assembly to insulation and final inspection has been addressed with special attention. Participants have been actively involved in work simulations, technique improvement, and strengthening group communication.

The Voice of the Team When You Feel Part of the Success

One of the most valued aspects of the training has been collaboration. Many employees have shared personal experiences and shown strong interest in improving how they perform their work. One participant shared:

"For the first time, I feel like I'm not just being given a task, but also a responsibility. Now I understand better why every step matters."

This is a clear sign that when training is well-structured and delivered with respect for the profession, it's not seen as a burden but as an opportunity.

A Small Step for Today, a New Standard for Tomorrow

This training is just the first step. The plan is to hold these sessions periodically, document them, and turn them into an internal training program that ensures continuity and ongoing improvement of our processes.

Our daily work is more than just production—it's about building trust, reputation, and the future. And that starts by executing every detail with precision.

Partner Spotlight

Featuring Cherry Communities' community partners, suppliers, or investors.

At Cherry Communities, powered by InstaBUILT, sustainability is not just a feature — it is the foundation of everything we do. Our vision is to develop communities that are future-ready, climate-resilient, and human-centered. From the materials we choose to the technologies we implement, every decision is guided by the goal of reducing environmental impact and maximizing long-term livability.

This vision comes to life through strategic partnerships with globally recognized leaders who share our dedication to sustainability and innovation. A prime example is our project Cherry of Whisper Valley in Austin, Texas — a model for zero-energy-capable living. In this pioneering community, we work closely with Tesla to integrate solar power and energy storage, with Vikta Energy to implement smart energy management systems, and with EcoSmart Solution, which delivers a comprehensive geothermal infrastructure that dramatically reduces reliance on traditional energy sources. Together, these technologies create a seamless, resilient, and eco-friendly living environment.



At the core of these developments is InstaBUILT, our modular construction company that utilizes prefabricated, precision-engineered systems to drastically reduce construction waste, improve energy performance, and speed up project delivery — all while upholding the highest sustainability standards. In Europe, we are proud to work with some of the most respected and environmentally responsible brands in construction and building systems. These include:

HASSLACHER **NORICA TIMBER** **binderholz** ■ Pioneers in sustainable timber production and cross-laminated timber (CLT) solutions.

E EGGER ■ A leader in eco-conscious wood-based materials.

KNAUF
fermacell ■ Innovative producers of gypsum and fiberboard systems for energy-efficient, low-emission interiors.

Sika ■ Providing environmentally friendly adhesives and construction chemicals that meet stringent sustainability criteria.

VIESMANN
DAIKIN
Vaillant ■ Global leaders in efficient HVAC, heat pumps, and renewable energy heating solutions.

GROHE
REHAU ■ Offering high-efficiency water and plumbing systems.

Schneider Electric
ABB ■ Delivering smart electrical infrastructure and automation that increase energy efficiency across our developments.

These partnerships are not superficial; they are deeply integrated into the lifecycle of every Cherry project — from design and engineering to construction and long-term operation. Together, we ensure that every home and every neighborhood is built with purpose, precision, and a long-term commitment to the planet. By combining the modular speed and quality of InstaBUILT with the technological power and sustainable values of our partners, we are setting a new standard for green living — one that is scalable, affordable, and globally relevant. Our mission is clear: to build communities that don't just adapt to the future, but actively shape it.



BEYOND SOFTWARE

Bim As Culture, Structure, And Necessity

In my profession as an architect and urban planner, I have always looked for more than just the tools needed to design. I have searched for new ways to understand the process, to view construction as an organized collaboration rather than a standalone product, always striving to maintain human depth and sensitivity in relation to digital tools.

Motivated by my involvement in the innovative processes at InstaBull and my broader career journey, I decided to attend the Graphisoft BIM Manager Program. This training did not only deepen my knowledge of ArchiCAD but challenged me to rethink how I understand work within a construction project, while carefully respecting the standards that guide the digitalization of products and services in the built environment.

Over the course of ten intensive weeks, I learned to manage information more effectively, to create professional templates that support team efficiency, and to deeply understand international standards such as ISO 19650. Most importantly, I was reminded that **BIM is not just a methodology**. It is a culture of collaboration. It is also a real need for any company that should be clearly embedded in its operational structure.

The program gave me the opportunity to adopt an advanced approach to information structuring, through a deep understanding of international standards, data management, and strategic modeling in collaborative environments. A strong focus was placed on the conceptualization and development of core BIM structural components, including functional templates, LOD/LOI schemes, and integration of IFC workflows into real-life processes.

An essential part of the experience was also the preparation and structure of the BIM Execution Plan (BEP). This document enables alignment in communication, role division, information exchange cycles, and quality controls that ensure the successful delivery of a digital project. A well-structured BEP reflects the digital maturity of an organization.

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Ongoing support and trust from the company throughout this process have been key factors in my development. It is empowering to feel valued not just for completing tasks but for growing professionally.

This training requires dedication and a readiness to take responsibility for how digital work is structured and developed. For those who feel prepared for this challenge, it is an investment that brings value beyond the individual. It benefits the team, the company, and the industry as a whole.

Endrit Sadiku

MSc Arch & Urb. Planner, Certified ArchiCAD BIM Manager

BIM Execution Plan (BEP) is a strategic document that defines how the BIM methodology will be implemented in a specific project. It outlines the roles and responsibilities of the involved parties, the data exchange formats, the standards to be used, as well as the timelines and quality control processes. The BEP serves as a foundation for coordinating and managing information throughout the entire lifecycle of a building, ensuring transparency, efficiency, and alignment with project requirements.

People

Process

Product

Project

Profit

Systems, Innovations, and Certifications

Inside InstaBuilt: From Design to Delivery



InstaBuilt's globally recognized certifications highlight its commitment to high standards in quality, safety, environmental responsibility, and energy efficiency. ISO 9001 ensures rigorous quality management systems that guarantee consistent performance and customer satisfaction. ISO 14001 reflects InstaBuilt's dedication to minimizing environmental impact through sustainable production practices. ISO 45001 focuses on occupational health and safety, promoting a secure and responsible working environment. ISO 50001 demonstrates efficient energy management, aligning with the company's broader goals of decarbonization and eco-efficiency.

The CE marking and EOTA certification confirm compliance with stringent EU construction standards, essential for market access and technical assurance in Europe. The NTA certification is particularly relevant for the U.S. market, ensuring compliance with regional building codes, especially in states like Texas. ICC (International Code Council) certification further strengthens InstaBuilt's position in the U.S., by validating its adherence to widely accepted safety and structural standards. Additionally, KfW40 and QNG certifications in Germany underscore the company's excellence in energy-efficient and sustainable building performance.



Panelized Solution

Construction with Volumetric Bathpods

75%

Finished in Factory

These certifications are deeply embedded in InstaBuilt's off-site and on-site prefabrication process. In its advanced manufacturing facilities, up to 95 percent of construction is completed off-site using panelized systems and volumetric modules, including bathpods, significantly reducing on-site labor, construction time, and environmental disruption. The remaining 5 to 25 percent is completed on-site with a swift and precise assembly process that ensures high quality and minimal waste.

At the core of InstaBuilt's innovation is its energy-efficient building envelope. Designed for excellent thermal performance and airtightness, the envelope plays a critical role in reducing heating and cooling demands, helping meet global sustainability targets. Inside InstaBuilt offers an exclusive behind-the-scenes view into this integrated process, from digital design and factory production to final on-site assembly, showcasing how technology and sustainable practices come together to deliver affordable, high-performance modular homes across Europe and the United States.



Volumetric Solution

Aster Domo-Housing Solution

95%

Finished in Factory

Sustainability in Action: Demonstrating Compliance with KfW40, Circular Economy Practices, and CO2 Impact Tracking

At InstaBuilt, sustainability is a core principle integrated into every aspect of our work. From architectural design to offsite construction and delivery, we take deliberate action to reduce environmental impact and promote social responsibility. Our approach is built on verified standards, measurable outcomes, and transparent communication with all stakeholders.

KfW40 Compliance: Energy-Efficient Modular Construction

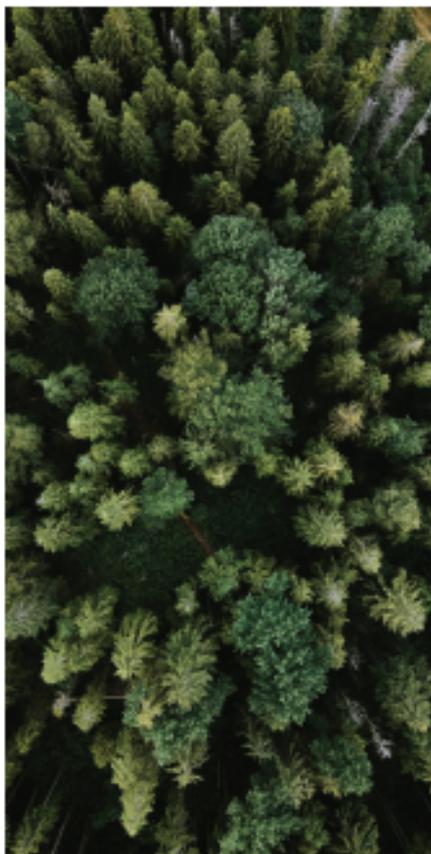
InstaBuilt buildings are designed to comply with the KfW40 energy efficiency standard. This high-performance benchmark ensures that each structure consumes only 40 percent of the primary energy used by a standard new building under German energy regulations. We achieve this through optimized insulation, airtight building envelopes, smart HVAC systems, and renewable energy integration. By meeting KfW40, we significantly reduce operational energy use and contribute to long-term climate goals.

Advancing Circular Economy Principles

Modular construction offers unique advantages for promoting a circular economy. InstaBuilt minimizes waste by using precision manufacturing techniques, reusing construction materials where possible, and designing each component with end-of-life recovery in mind. Our materials are selected based on sustainability criteria, and our supply chains are optimized to reduce excess and support closed-loop systems. This approach allows us to reduce resource consumption while extending the life cycle of the structures we build.

CO2 Impact Tracking Across the Value Chain

InstaBuilt actively monitors and reports the carbon footprint of our operations and projects. Emissions are tracked across all key phases including material sourcing, manufacturing, transportation, and onsite assembly. Each year, we publish a detailed Carbon Impact Report that outlines the CO2 output per building type and project, while also showing progress in carbon reduction. This data-driven approach supports our goal of continuous improvement and accountability.



CO2 Impact Tracking Across the Value Chain

InstaBuilt publishes three major reports every year to ensure transparency and demonstrate our progress in environmental and social performance:

- **CSR Report (Corporate Social Responsibility):** This report highlights our contributions to communities, support for employees, diversity and inclusion efforts, and social impact initiatives.
- **ESG Report (Environmental, Social, Governance):** This document outlines how we manage environmental risks, implement social responsibility practices, and maintain strong governance standards. It includes reporting on Scope 1 (direct emissions), Scope 2 (indirect emissions from purchased energy), and Scope 3 (value chain emissions) to provide a comprehensive view of our environmental impact.
- **Carbon Impact Report:** This report offers specific insights into the CO2 emissions generated by our operations and projects, including data comparisons and reduction strategies.

R&D Corner: Updates from Insta Innovation Center on New Technologies and Product Development

The Insta Innovation Center is the driving force behind InstaBuilt's innovation in modular construction. It brings together a multidisciplinary team committed to researching, testing, and implementing technologies that push the boundaries of design, performance, and sustainability in the built environment.

One of the most significant advancements recently adopted by our team is the use of SEMA software for timber construction. SEMA enables our engineers and designers to create highly detailed digital models that reflect every aspect of structural and architectural design. These models can be directly linked to our production lines, ensuring precise prefabrication and reducing both material waste and construction time. By using SEMA, we streamline the transition from design to manufacturing, increasing efficiency across the entire value chain.

The Insta Innovation Center uses BIM to integrate architectural, structural, and mechanical data into one cohesive environment, facilitating better decision-making and early identification of design conflicts. BIM also supports advanced simulations of energy performance and operational efficiency, helping us meet and exceed sustainability standards.

To enhance coordination and control across our projects, the Insta Innovation Center has fully integrated Procore into our project management operations. This digital platform allows our teams to manage all phases of construction from one centralized system. It supports real-time collaboration across departments and ensures clear documentation and communication throughout a project's lifecycle. Procore improves accuracy in scheduling, budgeting, procurement, and quality assurance, which in turn improves delivery times and customer satisfaction.

Together, SEMA, Procore, and BIM form a powerful digital infrastructure that supports our commitment to excellence in modular construction. These tools not only optimize our internal processes but also enhance the quality, performance, and sustainability of the buildings we deliver.

The Insta Innovation Center continues to explore emerging technologies, from AI-assisted design to smart building systems, ensuring that InstaBuilt remains at the forefront of construction innovation.



People

Process

Product

Project

Profit

Impactful Developments and Case Studies

Project of the Quarter: Deep dive into a flagship project (e.g., Cherry Community milestone, new business park).

Collaboration Stories: University partnerships, industry alliances, or public-private projects.

Projects of the Quarter

Building Faster, Greener: InstaBUILT's Multifamily Innovation in Heidelberg

The multifamily project recently completed in Heidelberg marks a transformative step forward for urban housing in Europe. Situated in one of Germany's most environmentally conscious cities, the 1,217 square meter, three-story building represents a confluence of speed, sustainability, and innovation. These are hallmarks of InstaBUILT's vision for the future of construction. Delivered in just seven days, the building comprises ten energy-efficient apartments that demonstrate not only rapid execution but also a deep commitment to ecological responsibility and resident well-being.

Constructed to comply with the rigorous KfW40 energy efficiency standard and fully certified under the German QNG sustainability framework, the project exemplifies the highest levels of performance in modern residential development. These certifications validate the building's low energy consumption, exceptional indoor air quality, and enhanced thermal insulation, all of which contribute to a dramatically reduced carbon footprint and long-term environmental resilience.

At the core of this success is InstaBUILT's proprietary panelized modular construction system. By shifting much of the construction process to a controlled factory environment, the company eliminates many inefficiencies commonly found in traditional methods. This offsite manufacturing approach ensures precise quality control, reduces material waste, and significantly lowers noise and emissions at the building site. In a city like Heidelberg, where sustainability and livability are top priorities, this method offers a compelling and responsible alternative.

The Heidelberg development incorporates several advanced technologies and thoughtful design elements to elevate its environmental performance. Materials used in the building are carbon-neutral and sourced with sustainability certifications that align with circular economy principles. Artificial intelligence tools are employed during the design phase to optimize material selection and energy performance, ensuring every element of the building contributes to overall efficiency.



People

Process

Product

Project

Profit

Natural daylight is maximized through careful orientation and window placement, creating bright and healthy living spaces that minimize the need for artificial lighting. Passive design strategies, such as superior insulation, airtight construction, and smart ventilation systems, help maintain comfortable indoor temperatures year-round with minimal energy use. High-efficiency HVAC systems, supplied by trusted partners, further reduce energy consumption while maintaining excellent indoor comfort. Beyond its physical design, the building is integrated into carbon credit frameworks, allowing it to contribute directly to decarbonization efforts on both regional and global scales. This feature provides tangible environmental and financial benefits for stakeholders and residents alike. The reduced energy demands also translate into significantly lower operational costs, making sustainable living more affordable and accessible.

The Heidelberg project is more than a successful build; it represents a scalable model for future housing solutions. As part of InstaBull's broader mission to create affordable, sustainable communities across Europe, this development underscores the feasibility of delivering environmentally responsible homes at speed and at scale. As urban populations grow and climate challenges intensify, the need for housing that is both ecologically sound and economically viable becomes increasingly urgent.

InstaBull is answering this call by redefining how homes are built in the 21st century. Through a combination of modular construction, green technologies, and intelligent design, the company is creating living spaces that support environmental goals while enhancing residents' quality of life. The Heidelberg project stands as a clear example of how speed and sustainability can work hand in hand, paving the way for a future where responsible, high-quality housing is not an exception but the standard.

Advancing Green Living in Augsburg with Modular Precision

InstaBull's latest residential development in Augsburg, Germany, exemplifies a new generation of housing that seamlessly integrates sustainability, speed, and affordability. Built using the company's advanced Aster Damo modular technology, this project reflects a refined vision of how homes should be delivered in an era defined by environmental urgency and urban growth. Through high-efficiency design and smart construction practices, the Augsburg development not only meets today's housing demands but also contributes meaningfully to broader climate objectives.



Each unit within the development is constructed to meet the KfW 40 standard, one of the most demanding energy performance benchmarks in Germany. This standard ensures that each home consumes no more than 40 percent of the energy permitted under the country's base energy code. As a result, residents benefit from reduced utility costs, and the overall development contributes to significant cuts in operational carbon emissions. The KfW 40 certification affirms the project's role as part of Germany's national push toward energy-efficient living.

This achievement is made possible through InstaBull's off-site construction method, a process in which building components are manufactured in a factory-controlled setting. This approach allows for exacting quality standards, limits material waste, and ensures a streamlined delivery once the modules arrive on-site. By removing many of the inefficiencies associated with conventional construction, this model minimizes environmental disruption and accelerates project timelines. Weather-related delays are virtually eliminated, and the final assembly process is executed with remarkable precision.



The environmental advantages of this method extend beyond energy use during occupancy. By choosing renewable materials, prioritizing low-emission systems, and optimizing space through thoughtful design, the Augsburg development contributes to decarbonization across the entire building lifecycle. The materials used are selected with a focus on durability, environmental impact, and their role in a circular economy. These decisions reflect InstaBult's broader commitment to building in ways that support both ecological health and human well-being.

The homes themselves are designed with compact, smart floorplans that enhance livability while maintaining cost-efficiency. Ample natural daylight and strategically placed ventilation features promote healthier indoor environments, supporting the physical and mental well-being of occupants. These elements work together to reduce dependence on artificial lighting and mechanical systems, leading to lower energy consumption and a more comfortable living experience.



Affordability is another key dimension of this project. In a housing market increasingly affected by rising costs and limited availability, InstaBult's solution offers financial accessibility without compromising on sustainability or design. The Augsburg development presents a viable path for young families, first-time buyers, and environmentally conscious investors to access high-quality, climate-ready housing that aligns with their values and budgets. Lower long-term energy costs, combined with eligibility for green financing incentives, make these homes a practical and future-proof investment.

This project goes beyond the delivery of a single residential site. It represents a replicable model for sustainable urban development in cities across Europe and beyond. By proving that fast, modular construction can achieve both architectural integrity and environmental responsibility, the Augsburg development becomes a blueprint for how communities can expand in a more balanced and inclusive way.



InstaBult's work in Augsburg reinforces its leadership in green construction and its dedication to reshaping the built environment. The company remains focused on building homes that meet present needs while preparing communities for the challenges of tomorrow. By prioritizing carbon reduction, resource efficiency, and resident well-being, InstaBult is creating spaces that are not only environmentally sound but also socially and economically sustainable.

As the company expands its reach across Europe, North America, and other regions, projects like the one in Augsburg serve as touchstones for what is possible when innovation meets responsibility. With each new development, InstaBult moves closer to a future where every home contributes to a healthier planet and a better quality of life.



Collaboration Stories

InstaBuilt at University "Isa Boletini" Mitrovica Career Fair

InstaBuilt took part in the career fair organized by the University "Isa Boletini" in Mitrovica, presenting its vision of sustainable modular construction to students and graduates. The team introduced current job openings and internship programs, encouraging youth to explore careers in architecture, engineering, and innovation. By engaging directly with students, InstaBuilt emphasized the importance of practical experience and technological advancement in the construction industry. The event served as a valuable opportunity to build connections with young talent and highlight the company's commitment to developing local capacities and future professionals in the field of green and efficient building solutions.



InstaBuilt at IBCM Career Fair

At the International Business College Mitrovica (IBCM) career fair, InstaBuilt showcased its growing portfolio and modular construction technology. The company team met with students from various study programs, offering insights into real-life applications of sustainable design and construction. InstaBuilt shared internship opportunities and explained how students can contribute to future projects across Europe. The event allowed for meaningful dialogue between the private sector and academia, reinforcing the company's efforts to build a skilled and future-ready workforce. By attending, InstaBuilt demonstrated its continued investment in young professionals and its goal of bridging education with practical, market-driven experience.



InstaBuilt at Sustainable Investment Forum

Mentor Pilana participated as a panelist at the Sustainable Investment Forum, where the discussion focused on capturing green value across construction, real estate, energy, and technology sectors. Representing Pilana Capital, InstaBuilt, and Cherry Communities, he shared a vision centered on a bold sustainability commitment - "Plan A means no Plan B." He highlighted InstaBuilt's modular homes' speed, quality, and efficiency, and the expansion of Cherry Communities across two continents. Looking ahead, Mentor emphasized the role of blockchain, tokenization, and smart contracts in driving green value and affordable sustainability globally. His insights underscored a future shaped by innovation, circular economy, and smart investments.



InstaBuilt at Balkonnnect Festival

InstaBuilt actively participated in the Balkonnnect Festival, a leading regional event focused on innovation, entrepreneurship, and sustainability. The company showcased its modular construction approach and engaged with startups, institutions, and impact-driven organizations. A key highlight was the participation of Besart Hajrić, InstaBuilt associate, as a panelist in the "Wood Construction" session, where he presented the company's use of sustainable materials and prefabricated wood-based structures. The discussion emphasized environmentally friendly practices and scalable solutions for housing. InstaBuilt's presence at Balkonnnect reinforced its position as a pioneer in green construction, driving dialogue on sustainable living and innovative building technologies in the Balkans.



InstaBuilt at Economic Chamber of Kosovo Business Fair

InstaBuilt was featured in the "Circular by Design" sector at the business fair organized by the Economic Chamber of Kosovo. The event focused on promoting circular economy practices and sustainable innovation. InstaBuilt showcased its modular construction technology, emphasizing how it reduces waste, accelerates construction timelines, and minimizes environmental impact. Company associate Besart Hajrić participated in a panel discussion, where he presented the company's strategies for integrating circular principles into building design and production. This fair provided an excellent platform to connect with policymakers, business leaders, and environmental advocates, strengthening InstaBuilt's commitment to sustainable economic development in Kosovo and beyond.





CRYPTO VALLEY CONFERENCE

JUNE 5-8TH, 2025 | ROTKREUZ, ZUG

Mentor Pilana, CEO of Pilana Capital, InstaBuilt, and Cherry Communities, is on the ground at #CYV2025 - engaging with global leaders shaping the future of blockchain, real estate, and digital finance.



Mentor Pilana of Crypto Valley Conference

Mentor Pilana, CEO and Founder of InstaBuilt, participated in the Crypto Valley Conference, one of the world's leading events focused on blockchain technology and its real-world applications. His attendance marked an important step toward aligning the company's innovation strategy with digital transformation trends. Mentor explored ways blockchain can enhance transparency, traceability, and efficiency in the construction and real estate sectors. Through networking with global experts, he identified synergies between modular construction and decentralized technologies. His participation reaffirmed InstaBuilt's forward-thinking approach and its ambition to be a leader not only in sustainable construction but also in smart, tech-driven solutions for future cities.



Mentor Pilana at Berlin Blockchain Week

As part of InstaBull's innovation journey, CEO Mentor Pilana attended Berlin Blockchain Week, a key international gathering for blockchain experts, startups, and investors. His presence signaled the company's interest in exploring blockchain's potential to transform real estate processes such as smart contracts, digital identity, and property tokenization. Engaging in panel discussions and networking sessions, Mentor shared insights on modular construction and its compatibility with digital infrastructure. The event allowed him to explore collaboration opportunities and future integrations that could bring more transparency and efficiency to the construction industry. This aligns with InstaBull's vision of merging sustainability with cutting-edge digital solutions.



The Strategic Role of InstaBull in Driving a Sustainable Environment

InstaBull plays a vital role in advancing sustainable development through innovative modular construction techniques. By integrating eco-friendly materials, efficient production methods, and circular economy principles, InstaBull significantly reduces waste and carbon emissions. The company's approach accelerates building processes while ensuring high quality and energy efficiency. This strategic focus aligns with global sustainability goals and supports affordable housing solutions. InstaBull's commitment to green innovation extends beyond construction, influencing urban development and community planning. Through continuous research and collaboration, InstaBull drives a sustainable future where technology and environmental responsibility coexist to benefit society and the planet.

Market Trends, Investment Insights, and Financial Performance

Real Estate Market Intelligence:

The 2024 Carbon Impact Report, alongside InstaBull's Annual CSR and ESG Reports, offers a comprehensive overview of the company's strategic direction in modular housing, green finance, and sustainable development. These three documents together reflect InstaBull's integrated approach to environmental responsibility, social contribution, and transparent governance, aligning its business performance with global sustainability trends and investor expectations.



The Carbon Impact Report focuses on InstaBull's measurable progress in reducing carbon emissions through advanced modular construction technologies. By using volumetric and panelized systems, InstaBull minimizes waste, lowers energy consumption, and shortens construction timelines. These innovations directly respond to the climate challenges associated with traditional construction and support the growing demand for affordable, low-impact housing.

The Annual CSR Report complements this by highlighting the company's efforts to contribute positively to society. In 2024, InstaBull supported local communities through employment, education, and safety initiatives. The company worked closely with regional partners to train workers in sustainable building techniques and prioritized safe, inclusive work environments. These initiatives enhance social cohesion and resilience while reinforcing InstaBull's position as a responsible and engaged corporate citizen.



The Annual ESG Report provides a structured assessment of how InstaBuilt performs across environmental, social, and governance areas. It outlines key achievements such as increased renewable energy use, stronger supply chain oversight, and improved ESG oversight at the executive level. By aligning its practices with international frameworks like the Science Based Targets initiative and adopting lifecycle assessment models, InstaBuilt continues to build investor confidence and market relevance.

At the core of this strategic alignment is InstaBuilt's SP Business Strategy: People, Process, Product, Project and Profit. This model serves as a development engine, ensuring that the company creates high-quality modular products through efficient and digitized processes, empowers its people through skills and leadership, protects the planet by reducing environmental impact, and secures long-term profit through innovation and sustainability. The SP strategy allows InstaBuilt to grow responsibly while maximizing value for all stakeholders.

Investment trends outlined in the reports show growing capital flows into green finance, with Southeastern Europe leading in the issuance of green loans. Modular construction projects, particularly those like InstaBuilt's, are increasingly favored due to their strong environmental profiles and predictable cost structures. As market awareness of climate risks grows, the financial community is shifting its focus toward companies that combine technical innovation with strong ESG credentials.

Altogether, the Carbon Impact Report, CSR Report, and ESG Report position InstaBuilt at the intersection of market opportunity and sustainability leadership. The company's commitment to circular economy practices, data-driven carbon reduction, and community engagement reinforces its role as a forward-thinking leader in the construction sector. This multi-faceted strategy ensures that InstaBuilt is not only prepared for the demands of tomorrow's real estate market but is actively shaping its direction.

Real Estate Market Intelligence:

Pilana Capital is reshaping the future of sustainable finance by integrating carbon credit markets with digital innovation. Through tokenization, we enable carbon credits to be converted into secure, transparent digital assets, making climate impact both measurable and tradeable.

The conventional carbon market is often limited by lack of transparency, verification delays, and investor inaccessibility. Tokenization solves these barriers by using blockchain to track, verify, and facilitate real-time transactions of carbon credits. This creates a new asset class that promotes environmental integrity while offering clear financial benefits.

Pilana Capital connects this technology with real-world assets, particularly in modular construction and circular economy projects. Our developments, including Cherry Communities powered by InstaBuilt, embed sustainability into the very structure of buildings. The carbon footprint reduction achieved is not only verified but also monetized through tokenization, allowing investors to benefit from the environmental value created.

Financially, our projects demonstrate strong performance metrics:

Average Internal Rate of Return (IRR): 18 to 22 percent

This reflects robust annual returns, showcasing the projects as highly profitable investments.

Average Net Profit Margin: 22 percent

Nearly one quarter of revenue is realized as net profit, indicating efficient cost control and strong profitability.

Average Payback Period: 1 year

Investments typically recover initial costs within just one year, indicating fast liquidity and low capital risk. By merging sustainability with advanced financial instruments, Pilana Capital offers a model where environmental and economic goals are fully aligned. Carbon tokenization is not just a trend - it is a gateway to building a scalable, transparent, and inclusive green economy.





Plan A, No Plan B

Magazine & First Edition

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