



Plan A, No Plan B
Magazine - Second Edition



**Pllana
Capital**

Editorial Publisher's Message

Second Edition – PLAN A, no PLAN B Magazine

It is a pleasure to welcome you to the second edition of PLAN A, no PLAN B Magazine. With each passing quarter, our mission becomes clearer and our community stronger. The overwhelming response to the first issue affirmed our belief that this is more than a magazine. It is a space for ideas to take root, for innovation to be shared, and for purpose-driven progress to be celebrated.

This new edition continues to spotlight the individuals, organizations, and projects that are reshaping the built environment with courage and conviction. From advancements in timber and modular technologies to stories of communities built with care and foresight, every feature in this issue reflects a growing movement toward sustainability, inclusion, and long-term value creation.

Published during the vibrant second quarter of the year, this edition symbolizes energy, collaboration, and forward motion. It is a time of activity and expansion, fitting for the ideas and actions we share in these pages.

Thank you for being part of this ongoing journey. Your engagement fuels our commitment to a future built with intention. There is no alternative to progress with purpose. There is only Plan A.

Sincerely,
The Publisher
PLAN A, no PLAN B Magazine



Putting People at the Heart of Innovation

The 4 I's of Leadership: Building Beyond Structures

Leadership is a journey, not a destination. It is not a role you are given but a purpose you grow into. For me, that journey has been defined by four transformational stages that I call the 4 I's of Leadership: Income, Identity, Influence, and Inspiration. These are not just concepts, they are levels of life. And how far you rise in them determines not only the leader you become, but the legacy you leave behind.

Most people live and pass through the first two stages without ever questioning what lies beyond. They survive, they perform, and they contribute. But very few ever unlock their full potential. And fewer still find the courage to pursue meaning over comfort, purpose over routine, and long-term impact over short-term results.

The first stage is Income. This is where 70 percent of people spend their entire lives. They trade their time for money, they show up to work, they fulfill responsibilities, but they rarely pause to ask themselves a deeper question: Why am I really here? I know this stage well. I started there, working long hours, making sacrifices, and doing whatever it took to build something of value. Income is important. It gives us security. But income alone does not lead to fulfillment. It is the fuel for the journey, not the journey itself.

Then comes Identity. Roughly 25 percent of people reach this stage. Here, we begin to ask different questions. We reflect on our strengths, our beliefs, our purpose. We start understanding what makes us unique and what truly drives us. This was the turning point in my career. I realized I was not simply in construction. I was in the business of transformation. We were not just building structures, we were redesigning the way people live and interact with their environments. Identity is where passion is discovered and vision begins to form.

The third stage is Influence. Only about five percent of people lead from here. At this level, leadership becomes relational. It is no longer about what you do, but about how you impact others. Influence is when your voice matters, your values spread, and your decisions shape the future. When we launched InstaBuild, our mission was not only to build better, faster, and greener. We wanted to influence the entire construction industry by transforming it into a manufacturing-based system. We brought together innovation, sustainability, and technology to create a new model. Influence is about lifting others while moving forward yourself.

The final and rarest stage is Inspiration. This is where fewer than one in ten thousand people operate. Inspiration is not about achievement, it is about legacy. It is not about being admired, it is about being remembered for the right reasons. Leaders at this level do not just lead teams or companies. They spark change, shape cultures, and empower generations. They see opportunity where others see limitation. They invest in people, in communities, in ideas that outlast them. I aspire to live in this stage every day. Not because it is easy, but because it is necessary. For my children, for my team, for the future we are building together.

I believe that the true essence of leadership lies in your ability to climb these four levels and help others rise with you. Whether you are still in the Income phase or stepping into your Identity, whether you are growing your Influence or reaching for Inspiration, your journey is valid, and your growth is vital.

So ask yourself today: In which stage of leadership are you living?

And more importantly, who is inspiring you to rise to the next one?

Leadership is not about the title you hold. It is about the transformation you ignite. And the future belongs to those who build it with intention.



Income



Identity



Influence



Inspiration



Mentor Pilana
Founder & CEO

Building the Future Together with our Partners

At InstaBUILT, we firmly believe that the future of construction is not defined solely by materials or systems, but by the strength and vision of the partnerships we build. Among our most trusted and strategically aligned collaborators are Rothoblaas and Haslacher, two internationally respected companies that contribute essential expertise and value to our modular construction process. These partnerships are founded on shared principles, technical excellence, and a deep commitment to environmental and operational integrity.

To explore the impact and depth of our collaboration, we engaged in a structured exchange with Andrea Tegner and Andrejs Beilins from Rothoblaas, as well as Sulejman Kazic and Muamer Mangalic from Haslacher. The purpose of the discussion was to reflect on our shared experiences and highlight the professional alignment that defines our ongoing work.

In our question directed to Tegner to evaluate the partnership with InstaBUILT, she emphasized the professionalism, transparency, and shared ambition that have marked our collaboration since the outset. She noted that working with InstaBUILT enables Rothoblaas to contribute to projects that not only demand high-level technical solutions but also embody a broader mission of sustainability and innovation. She highlighted the clarity of communication and structured project management as essential factors that have made this relationship productive and inspiring.



Beilins added that InstaBUILT's approach to modular construction demonstrates a rare integration of engineering precision and future-oriented thinking. He pointed out that our ability to execute complex projects while maintaining agility and design integrity creates an optimal environment for suppliers like Rothoblaas to operate at their highest standards. He also noted that the partnership enables Rothoblaas to continuously develop and apply their solutions in alignment with evolving regulatory and environmental demands.



Andrea Tegner
Represents Rothoblaas



Muamer Mangalic
Represents Haslacher



Andrejs Beilins
Represents Rothoblaas



Sulejman Kazic
Represents Haslacher

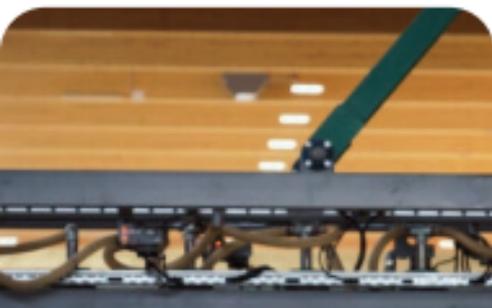
We then turned to Haslacher, inviting Kazic to reflect on the role of engineered timber within our collaboration. He responded by stating that InstaBUILT brings a level of technical understanding and strategic implementation that elevates the use of timber well beyond conventional applications. He recalled one of the first modular assemblies using Haslacher's CLT components as a clear demonstration of what is possible when two organizations are aligned in process, performance, and purpose. Mangalic further underlined the strategic depth of the partnership, noting that InstaBUILT's systemized processes and modular design principles amplify the benefits of engineered wood, including speed, sustainability, and strength. He emphasized that the alignment between our teams is not merely technical but philosophical, grounded in a mutual ambition to lead the transformation of the built environment.

As we discussed the contribution of our collaboration to broader sustainability goals, Belins explained that Rothoblaas benefits from working within a framework where lifecycle performance, low energy use, and environmental certification are prioritized. He expressed appreciation that our modular system allows their components to be positioned within projects that meet both market expectations and institutional sustainability targets.

Kazic added that Haslacher's dedication to sustainable forestry and renewable production is directly enhanced by working with a partner like InstaBuild. He explained that our model not only utilizes sustainable materials but creates buildings that reflect the values embedded in those materials from sourcing to assembly. This, he noted, provides a full-circle implementation of responsible construction.

Throughout these reflections, one message becomes consistently clear: our partnerships with Rothoblaas and Haslacher are not transactional. They are long-term strategic alliances based on shared purpose, mutual professionalism, and the ambition to redefine construction standards across borders. By working together, we are demonstrating that sustainability, efficiency, and scalability are not opposing goals but mutually reinforcing drivers of success.

As we continue to scale our presence across Europe and beyond, we remain committed to deepening our collaboration with Rothoblaas and Haslacher and other key partners who have proven that when values and vision converge, innovation becomes reality.



People

Process

Product

Project

Profit

When Ambition and Persistence Meet Vision

When people ask how my journey began, I often respond by sharing two guiding beliefs I keep close to my heart.

The first one is "Always Be Better." As a person, as a friend, as a team member, or as a leader, it's all about becoming better and creating value. It's about letting your actions speak louder than words, embodying growth and integrity in every role you undertake. The second guiding principle is about collaboration: "Unite passionate and committed individuals around a noble cause, and you will always create a brilliant future for everyone around." These two principles forged my path. They propelled me forward with the power and determination of a relentless engine, regardless of obstacles or uncertainty. However, I quickly realized that having great principles alone isn't sufficient—true success only comes when you meet like-minded individuals who share common ground, or who may even have greater visions and can elevate you even higher.

"Always Be Better."

My personal ambition has always been rooted in continuous learning mindset, shaped significantly by my education in the United Kingdom and the USA. Equipped with skills in technology integration, systems thinking, and strategic design, I spent over two decades refining my experience in software, real estate, and business development. However, ambition alone was never enough—I needed a place that resonated deeply with my core values. Within this group, I found exactly that: an ecosystem that embraces talent, encourages innovation, and practices true meritocracy. I grew organically within the company, ultimately becoming Chief Commercial Officer and a Board Member in the group. Thus, here in this group vision, persistence, and values do not just coexist; they amplify each other.

This culture and philosophy are deeply embedded in our organization. We never set out to merely construct buildings; we aspired to create ecosystems - communities designed for a sustainable, human-centered future. Our flagship initiative, InstaBUILT, exemplifies this vision. By rapidly establishing one of Europe's most advanced offsite construction factories, we proved how passionate teams can swiftly turn bold ideas into remarkable realities.

From modular housing to thoughtfully designed neighborhoods under Cherry Communities, each project reflects our commitment to socially responsible living. Meanwhile, our investment arm, Pilana Capital, puts its money where its mouth is - pushing further with innovations like blockchain and tokenization to expand real estate opportunities and pioneer new investment models.



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In other words, we don't chase trends—we set them. True innovation doesn't come from mimicking others; it comes from deeply understanding the challenges our societies face and daring to solve them in ways others won't. It requires courage to think differently and even more to build differently. But we've never been interested in the easy path. Instead, we've committed ourselves to the meaningful one: becoming better than we were yesterday, and creating even more value for people, investors, and our planet.

That's why each milestone we reach isn't just a metric - it's a validation of values. When we deliver a home, we're enabling someone's future. When we implement technology or launch a blockchain-backed investment model, we're cultivating trust and transparency. But what I'm most proud of is how our journey has created a space where ambition and humility coexist; where young talent works alongside seasoned experts; where big dreams are broken down into executable systems; and where leadership means lifting others, not standing above them. My own career growth is proof of what's possible when you're surrounded by people who believe in something greater than themselves. I didn't arrive at this position through shortcuts. I started from the ground up - guided by integrity, pushing boundaries, building platforms, and connecting people.

Driven by a future where business is not separated from values, and innovation is always aligned with ethics, we stand here to build something that outlives us. This belief guides our investments, our partnerships, and our people. It fuels our long-term thinking and sharpens our day-to-day execution. It reminds us that every decision, no matter how small either contributes to or detracts from the future we claim to believe in. And if you're someone who shares the same values - and you're driven by purpose and ready to contribute to something bigger than yourself - then maybe - our journey is meant to cross paths too. Because when vision meets persistence, and values meet action, we don't just build projects—we unlock potential.

We push boundaries, challenge norms, and open new frontiers in how we live, work, and grow.



Diedon Kica

CCO - Chief Commercial Officer at
Instabuilt LLC & Pflana Capital

Where Theory Meets Practice

Professors and Students Witness InstaBUILT in Action

In a time when the global construction industry faces urgent calls for sustainability and efficiency, InstaBUILT stands out not only as a company but as a living classroom. It is a space where academic theory meets industrial application, offering students and professors a clear view of how modular timber construction can shape the future of the built environment.

This became particularly evident during a recent visit to the Insta Innovation Center, where a delegation of university professors and students from Austria and Kosovo engaged directly with InstaBUILT's integrated model. Professors Lutz Dorach, Simon Kindelbacher, and Herman Huber, recognized experts in sustainable building systems, joined their Kosovar counterparts and student groups in a full-day exploration of modular design, engineering, and production workflows.

The visit was more than a tour. It was a deep dive into how sustainability principles are implemented in real-time across design, fabrication, and on-site assembly. From energy-efficient design (aligned with KFW40 standards) to the use of renewable timber and digital fabrication, InstaBUILT presented a complete system that operationalizes the very theories taught in today's architecture and engineering classrooms.

Students moved through different zones of the innovation center, observing how modular components are designed, optimized, and assembled with precision. For many, this was their first exposure to an end-to-end prefabrication process that bridges the academic-practical divide. Equally valuable was the exchange between Austrian and Kosovar students. They discussed local housing challenges, shared design approaches, and reflected on how modular systems could accelerate sustainable development in both rural and urban contexts. The energy and curiosity in these discussions demonstrated the potential of academic collaboration across borders.

Several professors noted that InstaBUILT offers more than inspiration. It represents a valuable academic partner for applied research, master's theses, and hands-on internships. In this context, the company is not only building homes. It is helping build the next generation of professionals who will lead the transition to climate-conscious construction.

The visit concluded with a shared understanding: academic institutions must work more closely with innovative firms to equip students with the skills and perspectives required for a rapidly changing construction landscape. InstaBUILT offers a clearly defined, evidence-based, and scalable model for effective academic-industry collaboration.

In a world seeking real alignment between sustainability ambitions and practical outcomes, InstaBUILT stands as a bridge between vision and implementation. For universities and policymakers alike, this is a valuable example of what happens when education, innovation, and purpose come together to shape a better-built world.



Professors emphasized that companies like InstaBUILT are not simply responding to global sustainability goals. They are actively shaping them. The structured yet flexible production process, combined with rigorous engineering and health-focused material choices, revealed how future-ready housing can be delivered at industrial scale without compromising environmental or human health standards.



People

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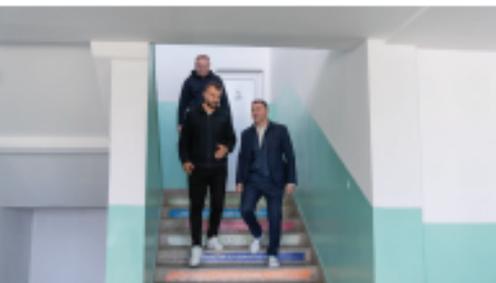
Our Commitment to Building a Model School: An Investment in Knowledge and Community

True and lasting progress begins in the classroom. It is there, within the walls of primary schools, that the seeds of knowledge, curiosity, and civic responsibility are first planted. At InstaBull, we are deeply committed to investing in education not simply as a corporate responsibility, but as a moral imperative rooted in our belief that innovation begins with opportunity, and opportunity must be equally available to every child, regardless of geography.

This commitment has taken meaningful form at SHFMU "Enver Hadri" in Smerikonicë, where our partnership is not a one-time act of support, but the foundation of a long-term vision. Together with the school's leadership, teachers, and students, we have begun a journey to transform SHFMU "Enver Hadri" into a national model of excellence. This shared vision has emerged through collaborative meetings, participatory planning sessions, and open dialogue with the school community.



As part of this ongoing collaboration, InstaBull has provided the school with smart boards on mobile stands, a high-capacity photocopier, and a range of educational tools that support interactive and experiential learning. These resources serve not only to modernize teaching methods, but to enable a more inclusive, dynamic, and motivating classroom experience. With these tools, teachers are empowered to innovate, and students are encouraged to engage, ask questions, and think critically.



The donation was formally presented in the presence of Mr. Enver Bajrami from the Municipal Directorate of Education and the school's acting principal, Mr. Nysret Zhabari. Both expressed sincere gratitude to our company and to our founder, Mr. Mentor Pllana. His personal connection to the school adds profound meaning to this initiative, as he once sat in the very classrooms now being transformed through his leadership and generosity.

InstaBull's engagement does not stop here. Our support will continue through future phases that include infrastructure upgrades, capacity building, and digital transformation. Through continuous dialogue with the staff and interactive activities with the students, we are defining clear milestones toward achieving the status of a model school in Kosovo. For us, a model school is not only defined by its equipment or facilities, but by its atmosphere of possibility, its culture of learning, and its role as a center of community development.

While InstaBull is widely known for building physical structures, our mission goes beyond construction. We build systems that foster human potential. We create environments that inspire confidence, collaboration, and innovation. Supporting education is a direct investment in the future of our society, and one that will always remain at the heart of our values.

We look forward to continuing this journey with SHFMU "Enver Hadri," confident that the best is yet to come. Every improvement we support, every resource we provide, and every child we empower brings us closer to realizing a school that sets the standard for the entire country.



Fun Moments Together: A Day with Trepça Futsal Club

We believe that success is not only shaped through strategic investments but also through the energy and inspiration we cultivate in our communities. While our focus remains on real estate, technology, and modular construction, we proudly extend our impact by supporting sports, where dedication and teamwork mirror the principles, we value most.

As part of our commitment, we sponsor Basketball Club Priština, Football Club Trepça '89, Steve Caroli at the Porsche Sports Cup Deutschland, and Trepça Futsal Club. These partnerships reflect our dedication to encouraging excellence, passion, and perseverance across different arenas of life.



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Redefining How We Build

ASMEPPLUTA: A Modular Construction Framework by InstaBull

ASMEPPLUTA is InstaBull's proprietary engineering and execution model that drives the success of its modular timber construction system. It represents a fully integrated process that spans from initial architectural design to the final assembly on site. Each letter in ASMEPPLUTA stands for a critical component of the workflow: Architecture, Structure, Mechanical, Electrical, Plumbing, Production, Loading, Unloading, Transport, and Assembly. This framework ensures seamless coordination among disciplines, promotes precision through digital tools, and enables efficient offsite manufacturing for faster, greener, and higher-quality construction outcomes.



Architecture is where the process begins. Architects design modular structures using advanced BIM software, focusing on aesthetics, functionality, and manufacturability. All architectural work is aligned with building codes and certification requirements, ensuring regulatory compliance and readiness for industrialized production.

Structure involves the engineering of timber elements such as walls, slabs, and beams. Structural engineers assess loads and ensure stability and durability using certified materials. The structural design is optimized for prefabrication and transport, supporting the assembly of safe and resilient buildings.

Mechanical engineering addresses heating, ventilation, and air conditioning. The systems are designed for energy efficiency and comfort, and are integrated into the modular components with consideration for space, sustainability, and long-term performance.

Electrical design ensures the safe and efficient distribution of power throughout the building. Engineers create layouts for lighting, outlets, and smart systems, coordinating closely with other disciplines to prevent clashes and ensure compliance with international standards.

Plumbing focuses on water supply and waste systems. Plumbing engineers plan the entire piping network using CAD tools and ensure all materials meet technical standards. Coordination with mechanical and electrical systems is essential for seamless integration in the modular units.

Production is where design meets reality. Using CNC machines and automated tools, components are prefabricated in a factory-controlled environment. Quality control measures ensure that every panel and module meets predefined standards, minimizing errors and waste.

Loading involves the strategic packing of components for transport. Elements are loaded in the order they will be used on site, ensuring efficient unloading and reducing risk of damage during transit.

Unloading is carefully managed to align with the assembly sequence. Once delivered to the site, components are checked, staged, and prepared for immediate installation, maintaining the flow of construction.

Transport connects the factory to the building site. It is planned with precision to accommodate the size, weight, and sensitivity of modular units, using specialized logistics to ensure timely and safe delivery.

Assembly brings all elements together into a finished structure. Guided by detailed manuals, the on-site team assembles panels, modules, and systems into a complete, functional building. The process emphasizes safety, speed, and quality assurance.

ASMEPPLUTA enables InstaBull to lead the future of modular construction with a system that is scalable, sustainable, and ready to meet the evolving demands of global housing and infrastructure.

Empowering Talent in the Age of AI: Building the Circular Future

Artificial Intelligence is no longer a distant frontier. It is present, reshaping how we live, design, and build. From smart factories to adaptive learning platforms, AI has opened new doors across every industry. In the realm of modular construction and sustainable housing, its true potential is realized not through automation alone, but by amplifying the capabilities of people. At InstaBuild, we see AI as a partner in elevating human potential, tightly interwoven with our commitment to the circular economy.



For us, the circular economy is not a buzzword. It is a philosophy of continuity, a framework that influences how we design, source, and assemble materials. From reducing waste to regenerating value, circularity guides every decision. In the age of AI, we now have the intelligence to optimize this model. Advanced algorithms simulate the life cycle of each material, allowing us to plan for reuse even before construction begins. Predictive systems help identify inefficiencies and minimize offcuts. Smart sensors flag quality deviations in real-time, preserving resources and accelerating corrections. But even with these innovations, it is the knowledge, intuition, and responsibility of people that bring these systems to life.

Technology has no meaning without leadership. At InstaBuild, we cultivate a culture where every individual is invited to engage with AI, not simply as a tool, but as an opportunity to grow. Engineers are empowered to test new ideas. Architects explore creative forms with the help of generative design. Project managers integrate intelligent insights into planning and execution. In every role, AI is an enhancer of talent, not a replacement for it.

Empowering talent also means investing in it. Digital skills are essential, and we treat training as a continuous journey. Through workshops, peer-to-peer mentoring, and academic partnerships, we equip our people to adapt with confidence. The best outcomes arise when experienced professionals and emerging technologies collaborate. A designer can use AI to generate multiple energy-efficient layouts while relying on human sensitivity to aesthetics and comfort. A robotics system can automate assembly while craftsmen guide the finer touches that turn a house into a home.

Sustainability goes beyond materials—it's about unlocking human potential. At InstaBuild, we believe wasted opportunity is as harmful as wasted resources. That's why we invest equally in talent development and material innovation.

In the age of AI, ethical leadership matters. Transparency, fairness, and open communication build trust and ensure technology empowers rather than replaces people. AI enhances our capabilities, but it's human values—dignity, teamwork, purpose—that drive lasting progress.

We're not just building modular homes—we're building opportunity. The future is circular, intelligent, and deeply human. And we're building it together.



Empowering Global Project Managers through PMI-Oriented Training at Insta Innovation Center

Between April and June, the Insta Innovation Center served as a focal point for advanced professional development by hosting a comprehensive training program in Project Management. Led by expert trainer Alban Zekaj, this initiative was tailored to meet the growing demand for qualified project managers across InstaBuild's global operations, particularly within the framework of Cherry Communities powered by InstaBuild.

The training was designed to serve a dual purpose: to equip emerging leaders with practical project management tools tailored to modular construction, and to prepare them for formal certification through the Project Management Institute (PMI). This initiative reflects InstaBuild's strategic commitment to building not only sustainable and technologically advanced communities, but also capable leadership that can effectively deliver complex projects in diverse international contexts.

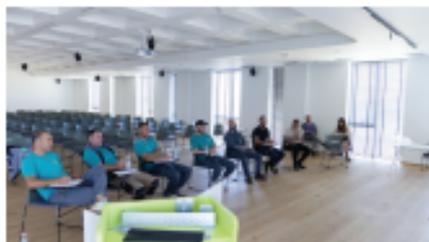
Structured over a three-month period, the sessions provided a rigorous curriculum aligned with PMI standards and methodologies. Participants were immersed in key areas such as project planning, stakeholder management, cost and schedule control, quality assurance, and risk mitigation. These sessions did not simply deliver theory, but emphasized the integration of project management principles into real-world scenarios. In this way, the training responded directly to the practical challenges and dynamic conditions often encountered in modular development.



Alban Zekaj brought to the training a rare blend of academic knowledge and field-based expertise. His leadership and depth of experience managing cross-border projects gave participants valuable insight into what it means to manage projects under pressure, across time zones, and within the evolving regulatory and

technological landscape of sustainable construction. Through a combination of lectures, interactive discussions, and case-based exercises, participants developed a strong command of essential project management competencies while also cultivating strategic thinking and problem-solving abilities.

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The training also functioned as a preparation platform for those aiming to obtain their PMI certification. Recognized globally, this certification is more than a professional milestone. It is a requirement for assuming higher responsibilities within Cherry Communities' operations and future developments. As such, the training offered a structured pathway toward certification, complete with guidance on eligibility, exam preparation, and practical application of PMI's body of knowledge.

The program went beyond technical skills, focusing on values like clarity, responsibility, and sustainability - core to the vision of InstaBuild and Cherry Communities. It emphasized ethical governance, transparent communication, and smart decision-making at every project stage.

Driven by the Insta Innovation Center, this initiative is shaping purpose-driven leaders who build with integrity. By aligning with global standards, it fosters a culture of excellence across all markets.

As Cherry Communities grows, the need for certified, high-performance project managers rises. This program is a key step in meeting that demand and advancing leadership in construction and development.

Projects That Set the Standard

Elevated Living in the Alps: Cherry of Alps and the Harmony of ASMEPPLUTA

In the heart of the Swiss Alps, where natural beauty reigns and every sunrise feels like a masterpiece, a transformative project is unfolding: Cherry of Alps. This project is a declaration of intent to build differently, to live responsibly, and to design with elevation in mind. Set against the pristine backdrop of St. Moritz, this project marks a new chapter in alpine architecture, where InstaBUILT's vision merges seamlessly with nature's grandeur.



At the core of Cherry of Alps lies ASMEPPLUTA, the comprehensive and principled framework that guides every InstaBUILT project. Architecture, Structure, Mechanical, Electrical, Plumbing, Production, Loading, Transport, Unloading, and Assembly come together to ensure that every aspect of development is holistically aligned (technically, socially, and ecologically).

Through its architectural language, the villas of Cherry of Alps express timeless alpine elegance while embracing modern comfort and precision. Sustainability is embedded in every detail, from locally sourced timber and circular construction principles to carbon-conscious processes that preserve the surrounding landscape.



Mobility and energy efficiency are addressed through future-ready integrations, including electric vehicle infrastructure and passive solar orientation, creating homes that are both intelligent and self-reliant. Prefabrication and production are at the heart of InstaBUILT's innovation, enabling precision manufacturing off-site and efficient installation even in high-altitude terrains.

In remote alpine environments, logistics are a complex challenge, yet InstaBUILT overcomes this through optimized transportation and compact delivery systems. On the urbanism dimension, Cherry of Alps respects both the traditions of alpine life and the needs of contemporary community-building, blending privacy, connectivity, and harmony with nature.

Technology is not merely a tool, but an enabler of this entire process. Digital design, smart systems, and modular engineering allow every structure to be resilient and refined. Importantly, affordability remains a guiding principle, ensuring that the promise of sustainability and innovation is accessible, even in premium destinations such as St. Moritz.

Cherry of Alps is a living example that high-quality, environmentally responsible alpine living is not only possible but essential. By embedding the ASMEPPLUTA philosophy into its foundation, this project demonstrates how design, nature, and innovation can come together to build a better future. From the heights of Switzerland, InstaBUILT continues to shape what it means to live elevated, with purpose and precision.

People

Process

Product

Project

Profit

Bridging Visions: A German Delegation at InstaBUILT

Last week marked a significant moment for InstaBUILT as we had the honor of hosting a distinguished delegation from Germany in what proved to be an inspiring dialogue about sustainable development and cross-border collaboration. The visit brought together key figures including Dr. Gunnar Schellenberger, President of the State Parliament of Saxony-Anhalt, the Ambassador of Kosovo to Germany, and an esteemed group of public officials and private sector leaders from Germany.



The purpose of the visit was more than a formal exchange. It was a powerful encounter of ideas and ambitions, centered on one of the most pressing challenges of our time: how to build sustainable communities through real estate innovation and green construction. Within the walls of our modular innovation hub, we shared not only our projects but also our vision for a future where smart building solutions can transcend borders.

In our discussions, the possibilities for deeper cooperation between Germany and Kosovo came into focus. From real estate investments that prioritize impact to scalable models of circular construction that reduce waste and energy use, the dialogue reinforced our belief that shared challenges require shared solutions. The delegation showed keen interest in the technologies and systems powering InstaBUILT's approach to housing, an approach we believe can play a transformative role in Germany's own sustainable development goals.

Moments like this are more than ceremonial. They are catalysts. They validate our work and open new doors for progress that is both inclusive and international. We extend our heartfelt thanks to our German guests for their time, their insights, and their openness to explore common ground.

At InstaBUILT, we are not just constructing buildings. We are shaping a future where sustainability, innovation, and global partnerships go hand in hand. This visit was a reminder that the future we envision is one we must build together.



People

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Product

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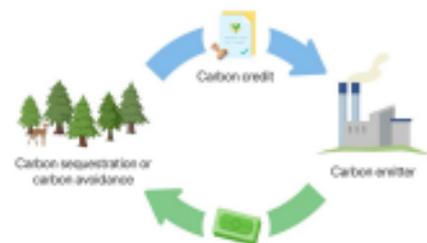
Profit

Driving Value through Sustainability

Carbon Credits and Green Finance Innovations

As global markets accelerate their shift toward sustainable investment, carbon credits and green finance innovations have emerged as key instruments in aligning financial performance with environmental responsibility. At Piana Capital, these tools are not only adopted but actively developed into digital financial products that serve both planetary and investor interests.

Carbon credits allow companies to offset their emissions by supporting certified environmental projects. At Piana Capital, these credits are integrated into a broader strategy of impact investing. Through modular construction initiatives, such as Cherry Communities powered by InstaBuild, we minimize emissions at the source. In addition, we quantify, verify, and monetize the avoided emissions to create certified carbon credits that can be traded or retired in accordance with ESG commitments.



We are also advancing the tokenization of carbon assets by leveraging blockchain technology to bring transparency, liquidity, and traceability to the carbon market. Each token represents a verified unit of climate impact, enabling seamless transactions and broader access to investors who seek measurable environmental returns.

By linking innovation with measurable impact, and aligning capital with climate-conscious goals, Piana Capital is creating a financial model in which sustainability becomes a catalyst for long-term value and inclusive growth.



Strategic partnerships play a vital role in this transformation. By collaborating with certification bodies, blockchain platforms, and sustainability data providers, Piana Capital is building a green financial ecosystem that connects real-world environmental achievements with digital financial infrastructure. These alliances also help us align our projects across Europe and the United States with internationally recognized sustainability standards.

Looking forward, sustainable investment is set to become more digital, data-driven, and decentralized. Our vision includes launching green bonds backed by carbon-positive real estate portfolios and integrating carbon credit tokenization into wider real estate tokenization platforms. This positions Piana Capital not only as a developer of sustainable assets but also as a pioneer in next-generation green finance.



Looking Ahead

As we bring the second edition of PLANA, no PLAN B Magazine to a close, we do so with pride in the ideas and actions featured throughout its pages. From the power of leadership and innovation to the impact of modular construction, each section has demonstrated that meaningful progress is possible when people, processes, projects, and partnerships are aligned with purpose.

In the upcoming third edition, we will explore bold new directions. Readers can look forward to in-depth coverage of our expansion into new territories, including Cherry Communities developments in Europe and North America. These projects will reflect our commitment to affordability, energy efficiency, and digital integration in the built environment.

We will also introduce a research focus on climate-resilient modular housing, in collaboration with European universities, linking academic knowledge with practical impact. The People chapter will feature the next generation of innovators shaping the construction and investment landscape. In the Process section, we will offer a first look at enhanced ASMEPLUTA protocols designed for adaptive reuse and circular economy implementation at scale.

Our Profit section will preview the launch of green bonds supported by verified carbon-positive portfolios, along with the continued development of blockchain-enabled real estate tokenization. Additionally, we will share insights from the events we will organize and attend on sustainable investments in real estate and technology.

The third edition promises not only updates and insights but also new beginnings and greater ambition. With each issue, we move closer to a future defined by intelligence, integrity, and inclusivity.

Thank you for reading and joining us on this journey.



Plan A, No Plan B

Magazine & Second Edition

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