We're Good At What We Do.

And we can NOW prove it!
We’re Good At What We Do

- Looked at ease of use of site.
- Want to continue to promote Build with Strength/ Pave Ahead initiatives.
- Utilize what we already have now.
- Help push the Concrete Tracker to the forefront.
We’re Good At What We Do

- Great resource to show innovations in concrete construction.
- Needs to be easy to find and use.
- Should be seen as a stage to show the strength and ingenuity of the industry.
We’re Good At What We Do

How to Utilize the Concrete Tracker

- Propose the DAP projects be added to the Concrete Tracker automatically

- Change the format of the webpage
  - More drop-down boxes “Easier to navigate”
  - Make it Consistent & Efficient
How to Make It Efficient & Consistent

• Members will need to add projects
  – More projects will have a greater impact
• Every Project needs consistent information
• How will we do this?....

### Project Information Tool

<table>
<thead>
<tr>
<th>Project Name:</th>
<th>IKEA</th>
</tr>
</thead>
<tbody>
<tr>
<td>Project Website (if available):</td>
<td><a href="http://www.ikea.com">www.ikea.com</a></td>
</tr>
<tr>
<td>Project Type (Multi-family, Hotel, Dormitory, Office, Health Care, etc.):</td>
<td>Retail</td>
</tr>
<tr>
<td>Project Location (State):</td>
<td>Mississippi</td>
</tr>
<tr>
<td>Project Location (City):</td>
<td>Jackson</td>
</tr>
<tr>
<td>Engineer</td>
<td>ABC Engineering</td>
</tr>
<tr>
<td>General Contractor</td>
<td>ABC General Contractor</td>
</tr>
<tr>
<td>Concrete Contractor</td>
<td>ABC Concrete Contractor</td>
</tr>
<tr>
<td>Concrete Producer:</td>
<td>ABC Ready Mix</td>
</tr>
<tr>
<td>Concrete Producer: Contact Name</td>
<td>Nate Reynolds</td>
</tr>
<tr>
<td>Concrete Producer: Phone #:</td>
<td>478-951-9985</td>
</tr>
<tr>
<td>Concrete Producer: Email</td>
<td><a href="mailto:nathaniel.reynolds@basf.com">nathaniel.reynolds@basf.com</a></td>
</tr>
<tr>
<td>Project Cost ($US):</td>
<td>$50,000,000</td>
</tr>
<tr>
<td>Project Size (sq ft):</td>
<td>350,000</td>
</tr>
<tr>
<td>Concrete Solution / Type</td>
<td>Tilt-Up</td>
</tr>
<tr>
<td>Project Description</td>
<td>Coverted to Tilt Up</td>
</tr>
<tr>
<td>Opportunity - Savings, Value Engineering and etc...</td>
<td>Concrete tilt-up increased Durability and decreased production time Converted SOG from WWM to Macro Fibers</td>
</tr>
<tr>
<td>Other</td>
<td></td>
</tr>
</tbody>
</table>

* INPUT BLUE CELLS ONLY
How to Utilize the Concrete Tracker

• What can we do?
  – Start adding projects
  – Add the Tracker to your website
  – Put this tool in front of:
    • Local Associations
    • A/E Community
    • Contractor Community

Why Utilize the Concrete Tracker?

• We can utilize The Concrete Tracker to promote innovations for all different types of concrete projects
• Have consistent up to date information on current and future projects
• Access project information by location as well as job specifics: ICF Walls, Tilt Buildings, Parking Structures, etc.
Why Utilize The Concrete Tracker?

- Using the Concrete Tracker is a win for everyone involved including:
  - Producers
  - Engineers
  - Contractors
  - Architects
  - Owners

They Have An App for That

- Concrete Tracker App
- Be visible at all times
Why make it mobile?

- There are 3.5 Billion global Internet users as of 2017
- There are 2.7 Billion active social media users in the world, 2.5 billion actively use their mobile devices
- 90 percent of the time spent on mobile devices is spent in apps
- By 2020, mobile commerce will account for 45% of all e-commerce activity – currently 20%

Why make it mobile?

- Engagement is 4 times higher on mobile apps than on Mobile Web
- Mobile Traffic is responsible for 52% off all internet traffic – compared to 42% from the previous year.
- The more activity driven to the app the better it will become for everyone.
- Like us on Facebook, Instagram, Twitter and Linkedin.
Are You on Track

- Concretetracker.org
- Make it more accessible throughout the Industry
- Promote concrete as a building alternative
- Help Architects and Engineers with local building alternatives and solutions
- Spotlight Projects
- Help GC’s find local contractors for Projects
- Drive Membership Involvement

Thank You