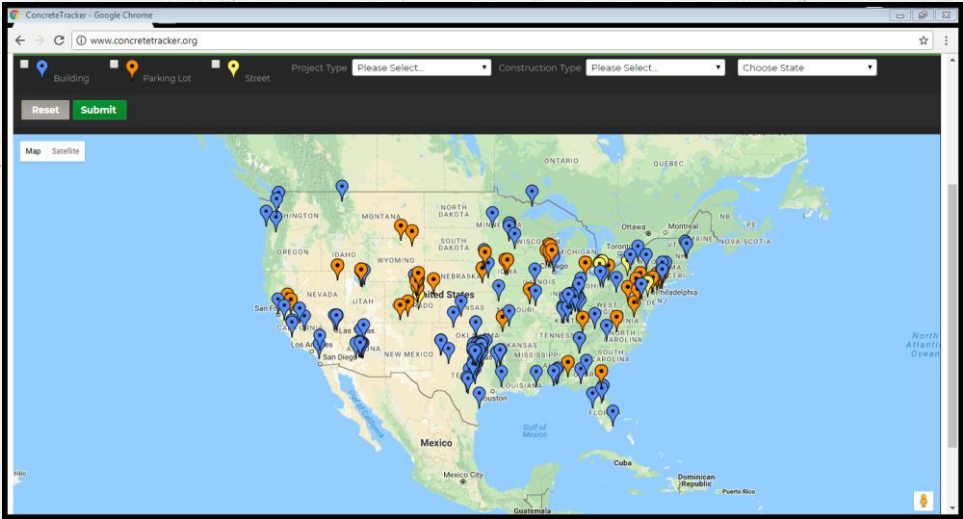


# We're Good At What We Do

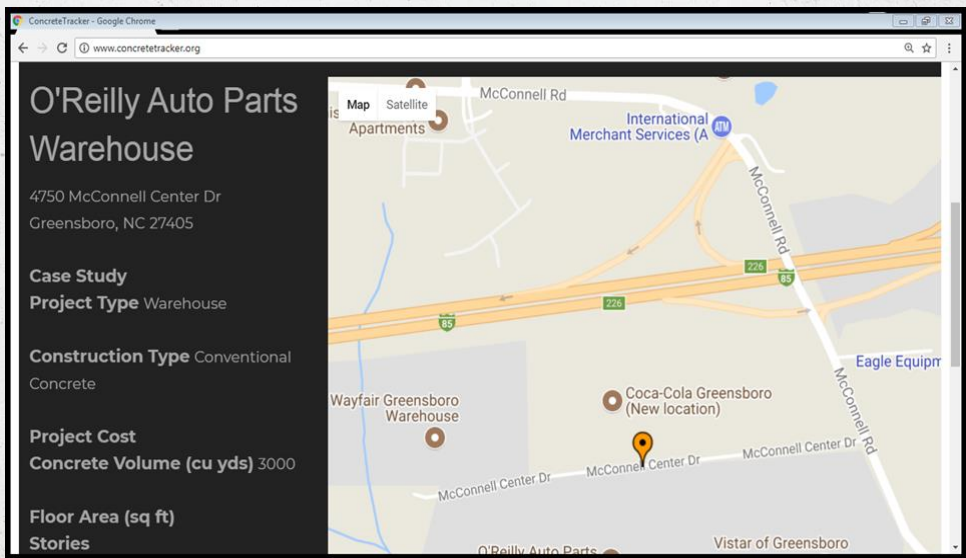
- Looked at ease of use of site.
- Want to continue to promote Build with Strength/ Pave Ahead initiatives.
- Utilize what we already have now.
- Help push the Concrete Tracker to the forefront.

# We're Good At What We Do





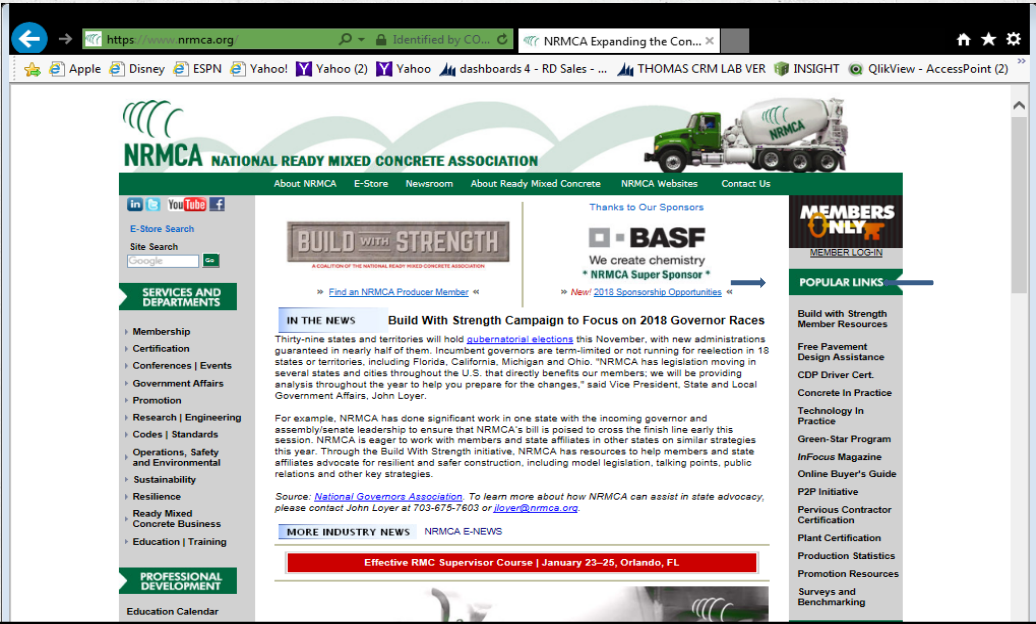
# We're Good At What We Do



# 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.

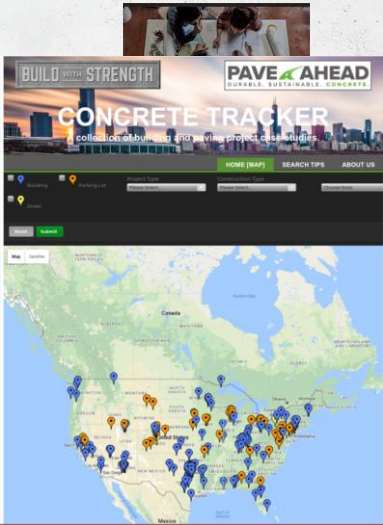
# We're Good At What We Do



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# 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



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# 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?....



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# How to Make It Efficient & Consistent

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

\* 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



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## 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.

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## Why Utilize The Concrete Tracker?

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



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## They Have An App for That

- Concrete Tracker App
- Be visible at all times



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## **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%

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## **Why make it mobile?**

- Engagement is 4 times higher on mobile apps than on Mobile Web
- Mobile Traffic is responsible for 52% of 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.

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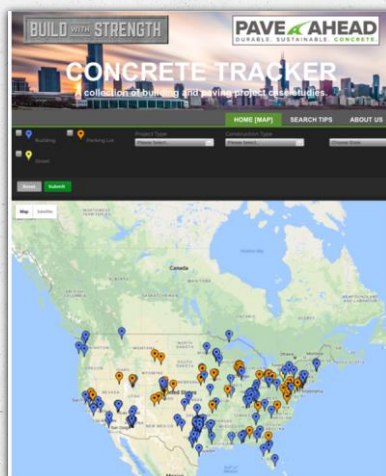


## Are You on Track

- 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

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## Thank You



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