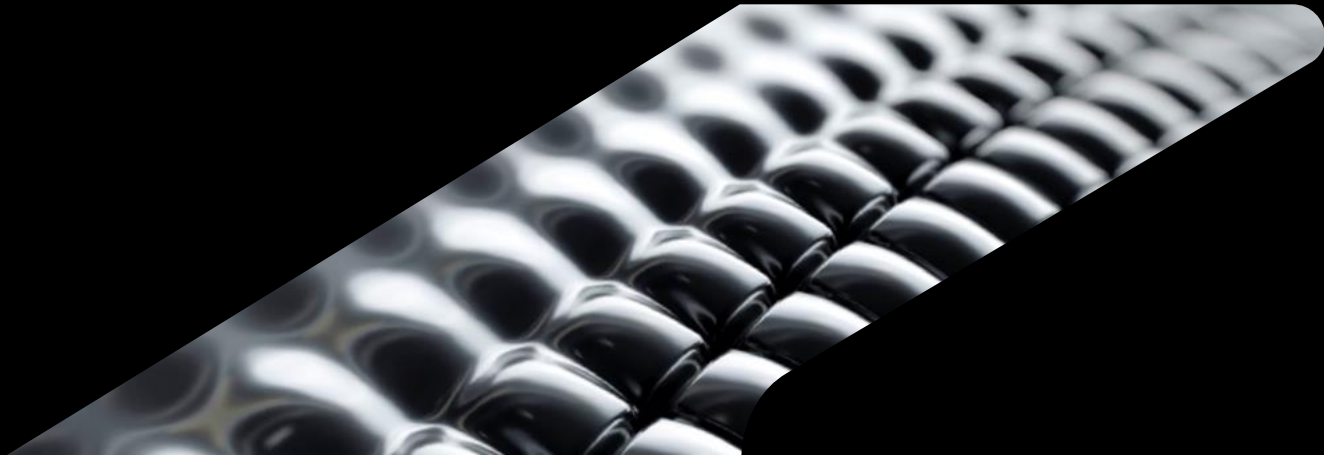




# Demain's Journey from Strategic Partnership to Commercial Entity

Alex Jonovski, PE  
Chief Executive Officer



# Introduction



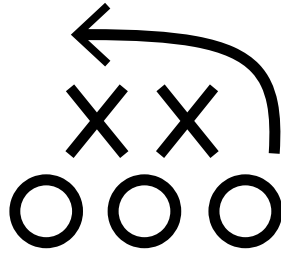
Alex Jonovski, PE  
Chief Executive Officer  
[alex.jonovski@buildingdomain.com](mailto:alex.jonovski@buildingdomain.com)  
Domain



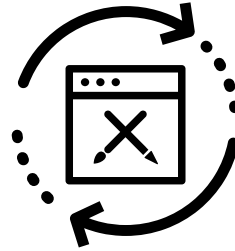
# Learning Objectives



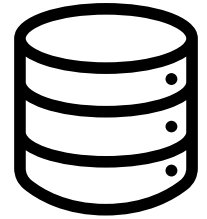
Learn about the industry problems that inspired the formation of Demain.



Learn the history of how Demain has evolved from a branded collaboration to an operating entity.



Learn about the challenges the consortium has had to overcome.



Discover new insights that will help you implement your own industrialized construction workflows.

# Outside the Industry vs Inside the Industry

- How do you copy an address on your phone from one app to another?
- Would you send a car down a manufacturing assembly line twice?

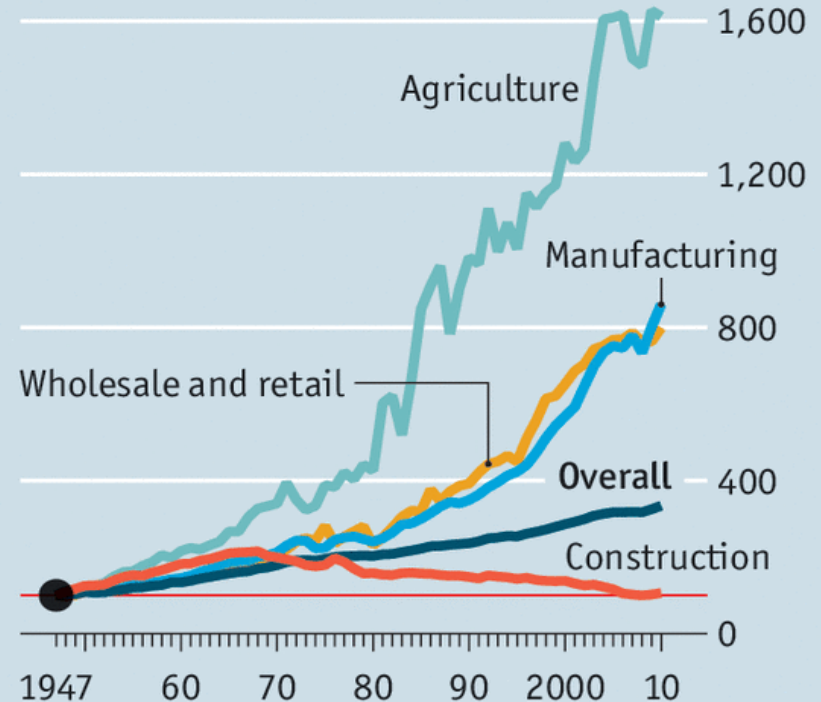


# Industry Productivity

- Most industries have seen significant growth in productivity
- Productivity in construction has actually decreased over time

## Unlearning by doing

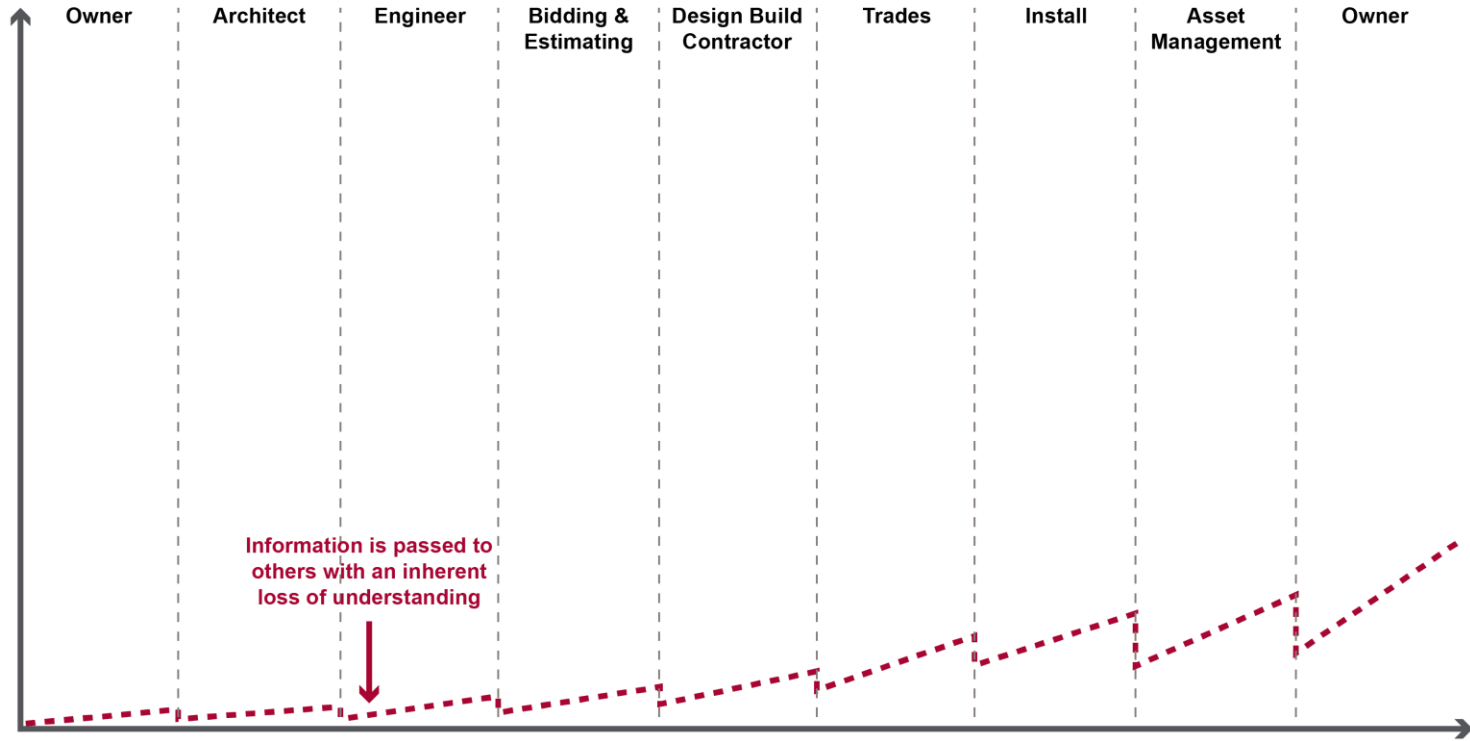
United States, gross value-added\*  
Per hour worked, 1947=100



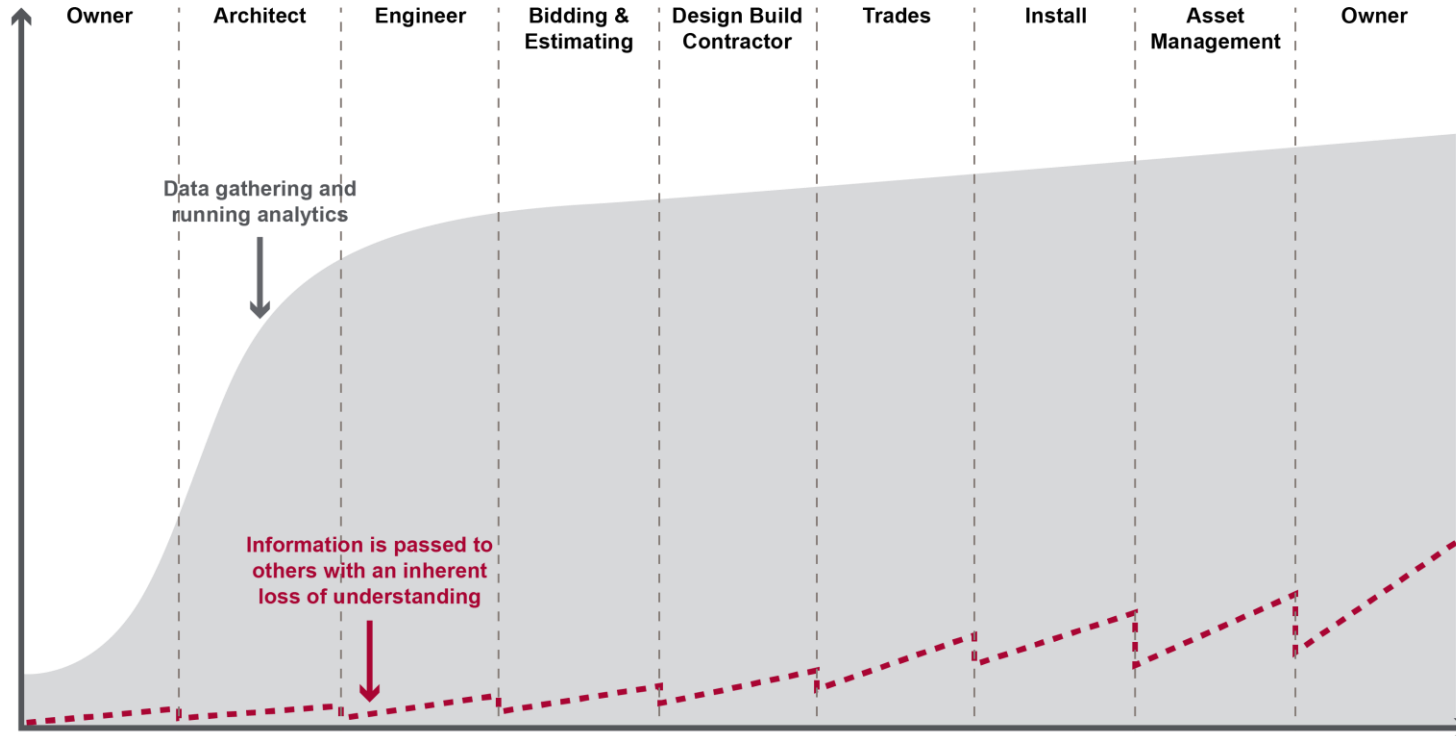
Source: McKinsey Global Institute

\*At constant prices

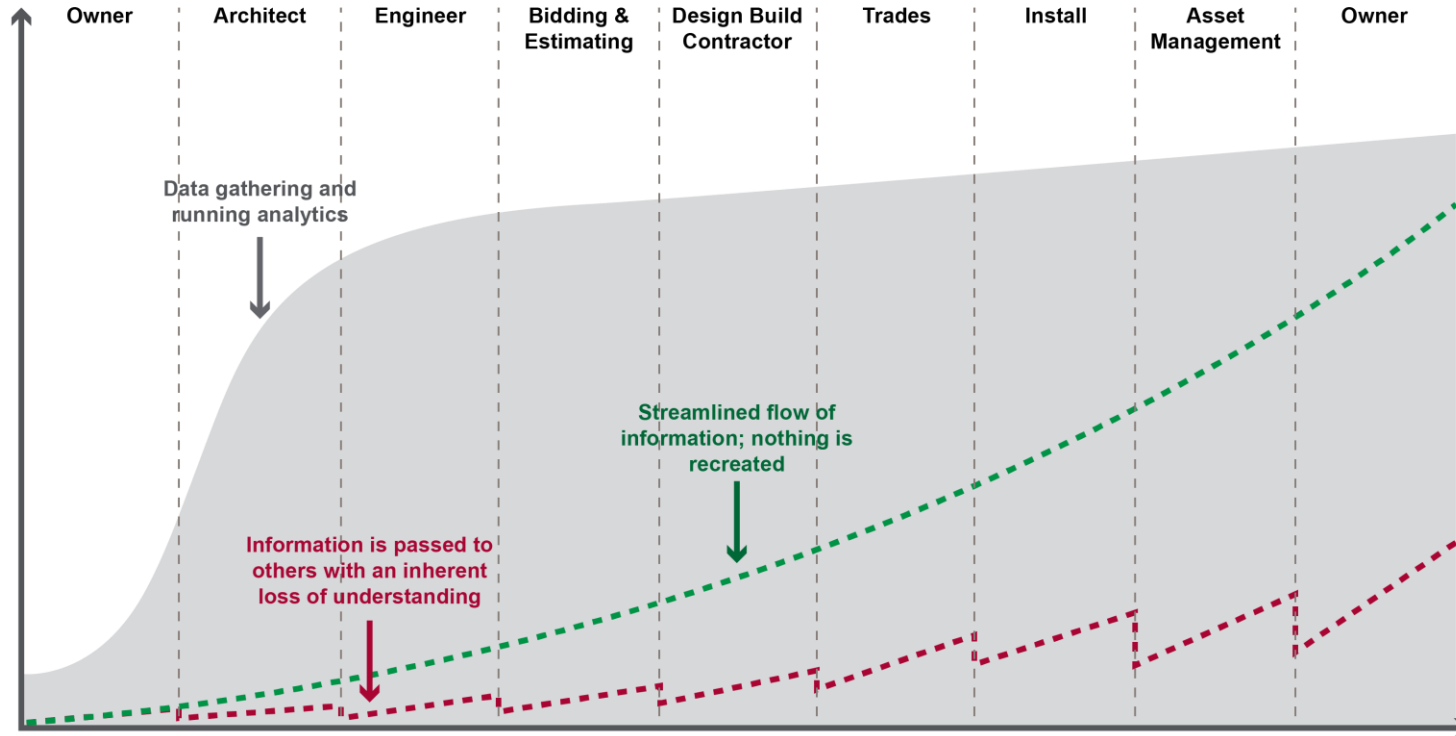
# The Costs of Communication



# The Opportunity for Data

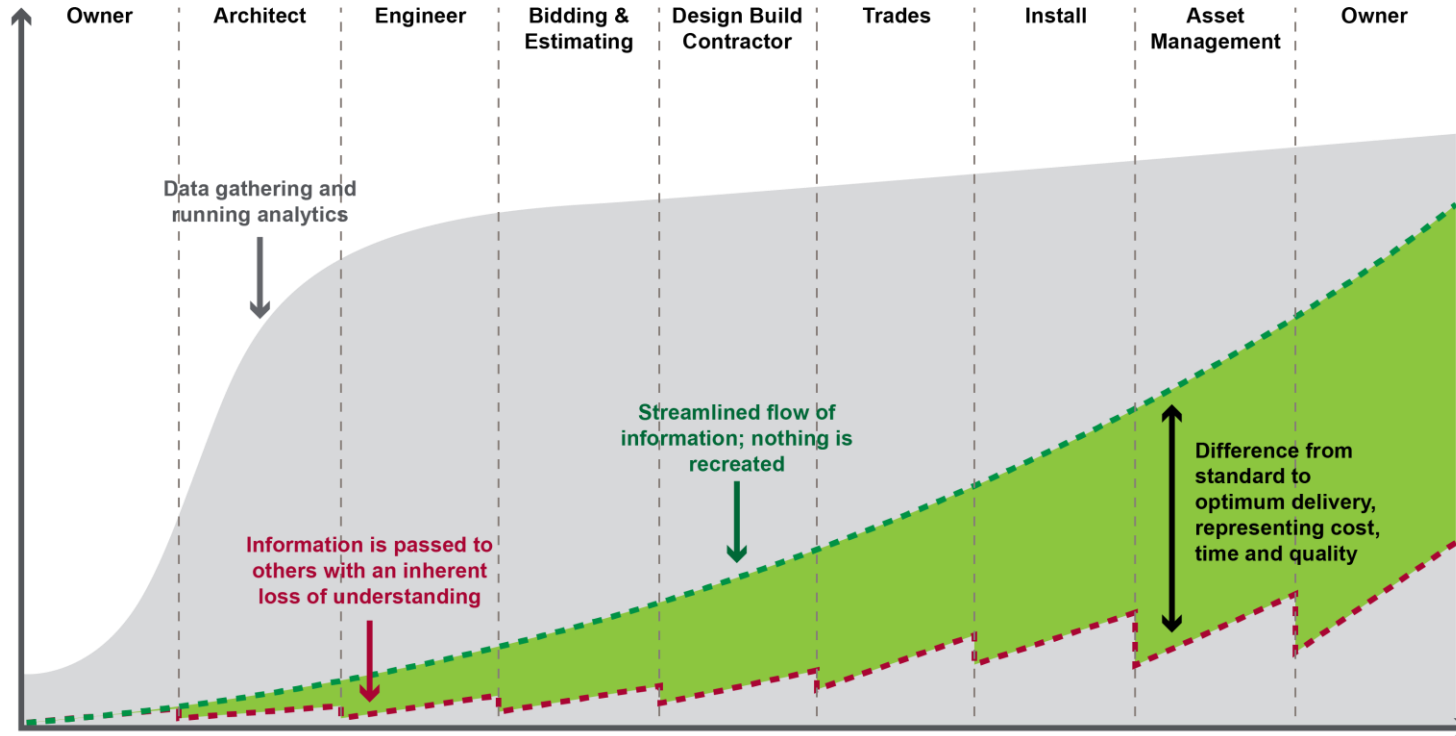


# The Opportunity for Data





# The Opportunity for Data



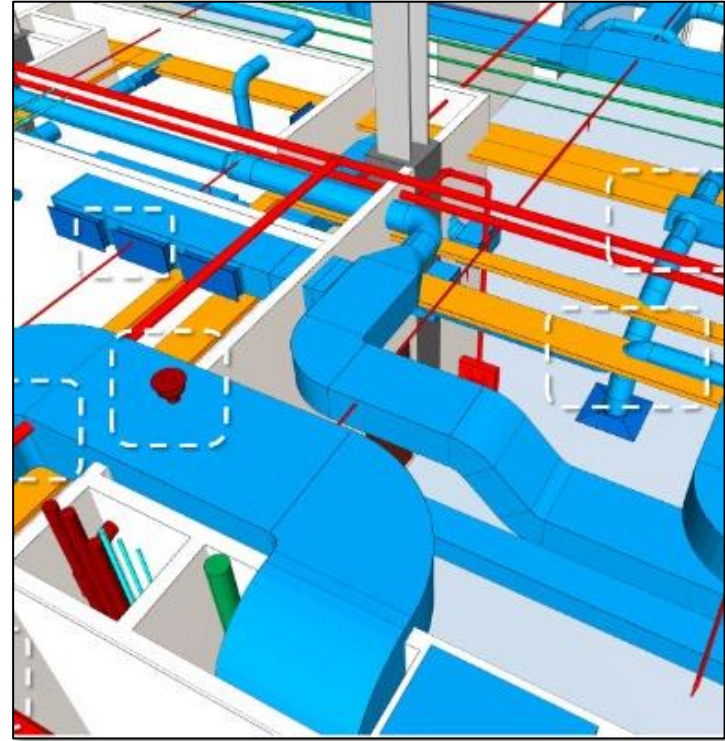
# How Do Contractors View Design Professionals?

- Necessary evil
- Arrogant/Disconnected
- Incomplete drawing packages
- Uncoordinated deliverables
- Poor communication



# How Do Trade Firms View Each Other?

- Conflicting priorities
- Competing for time and space
- Require constant coordination
- Incomplete modeling
- Poor communication



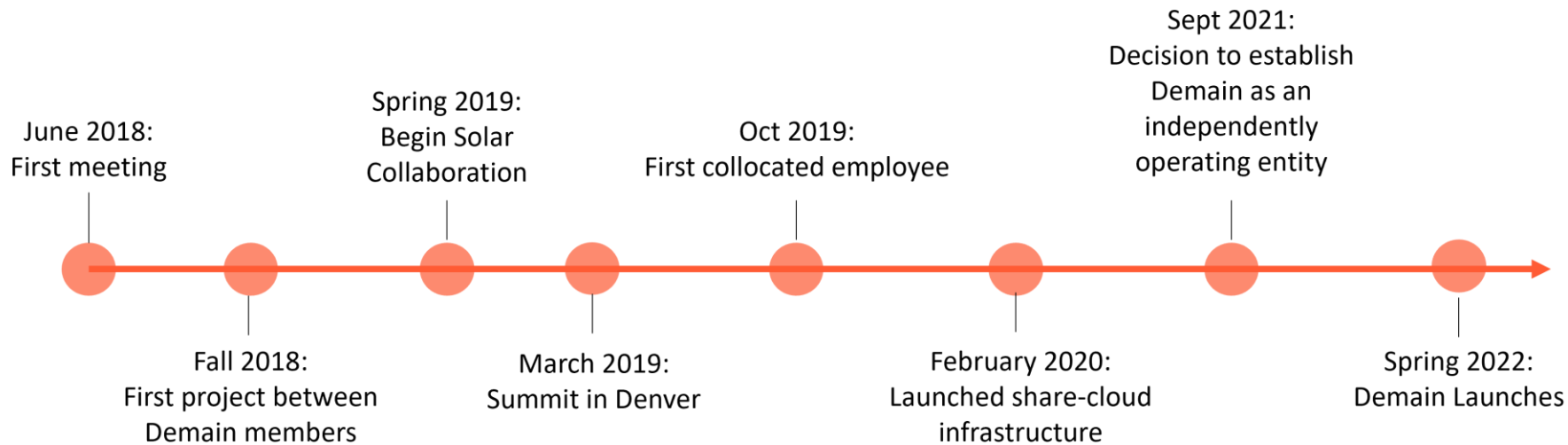
# DE | MA | IN

= DESIGN      = MANUFACTURING      = INSTALLATION

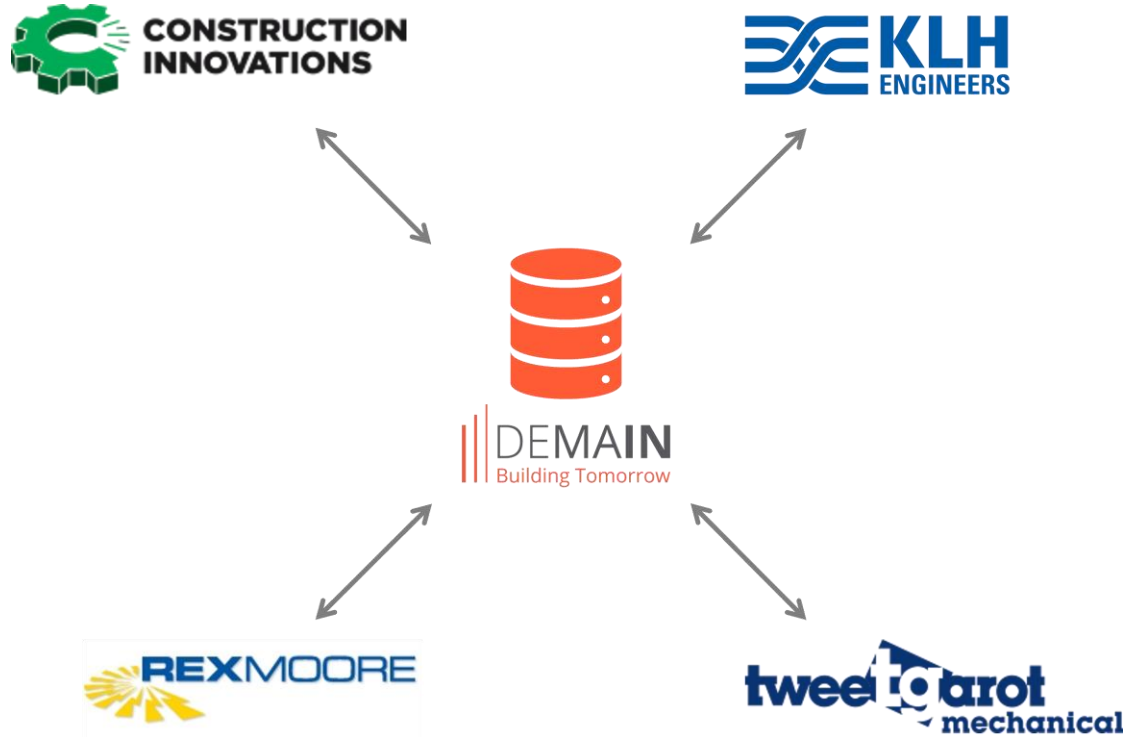
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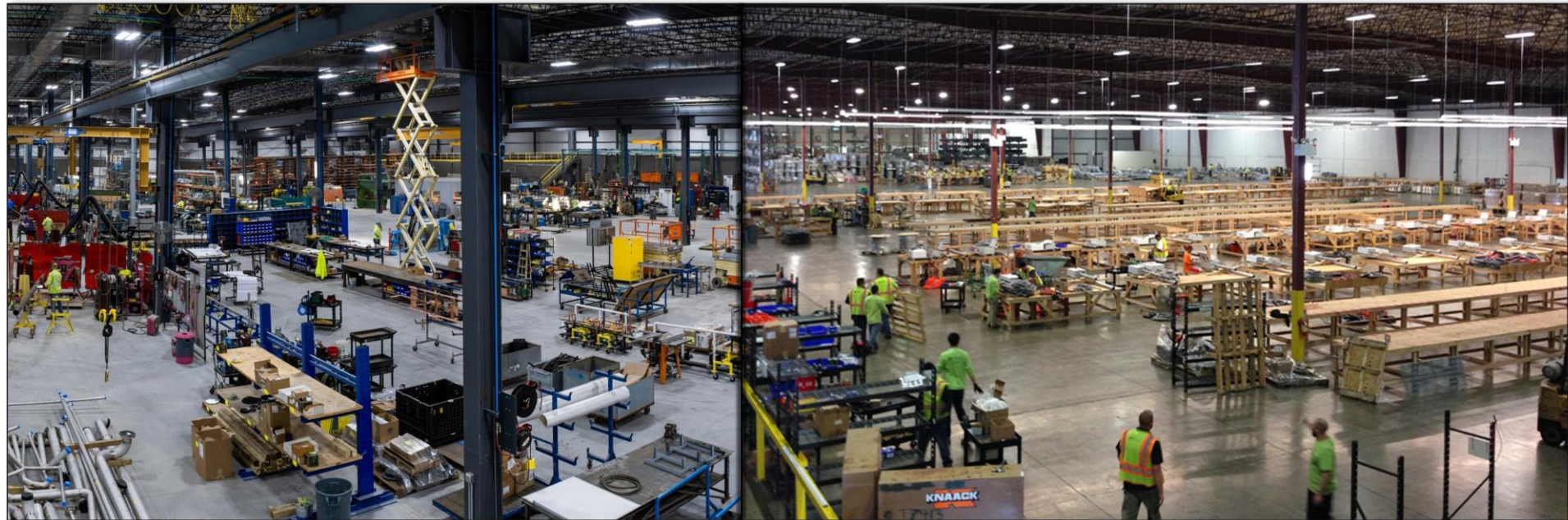
# Demain Timeline



# Shared Cloud Infrastructure



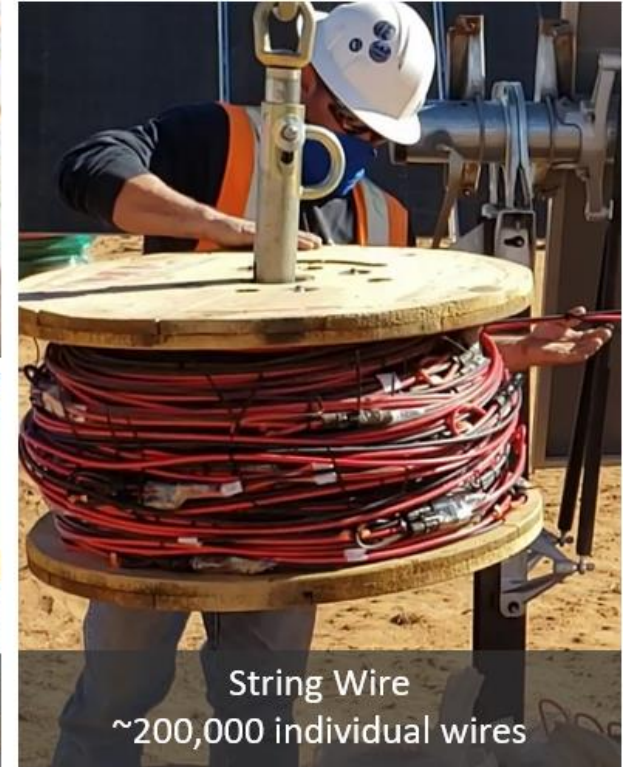
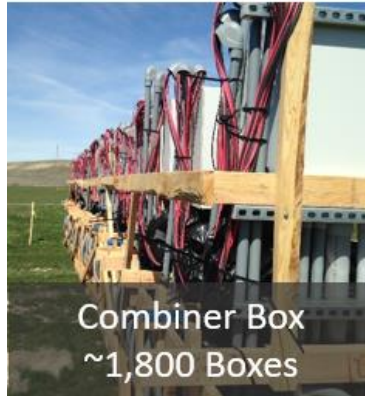
# Manufactured Project Delivery





# Data-Driven Manufacturing

- Opportunities
  - String wire harnesses
  - Feeder harnesses
  - Combiner box assemblies
  - Loose material kitting
- Benefits
  - Factory inspection/testing
  - Just-in-time shipping
  - Predictable cost
  - Consistent quality



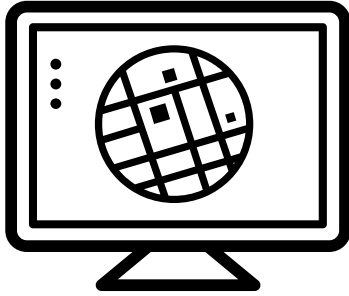


# Data-Driven Manufacturing

- Typical BOM
  - Fuses ~40,000
  - ZipRing™ ~800,000
  - Zip Ties ~150,000
  - Wire Management Hangers ~750,000
  - Ground Jumper Wires ~10,000
  - Splitters ~25,000
  - Over 200,000 individual wires!



# Data-Driven Manufacturing

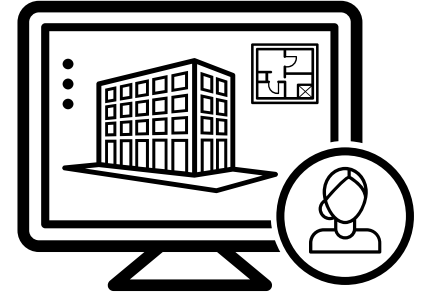


Preliminary design  
provided in  
AutoCAD (2D)



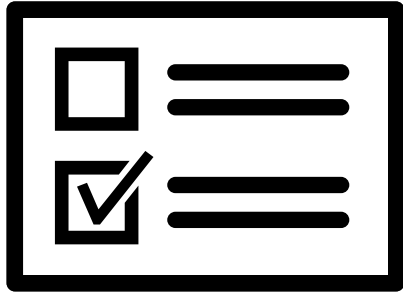
## Design Criteria Based on Manufacturing Standards

- Row/module settings
- String wiring design
- Hardware requirements

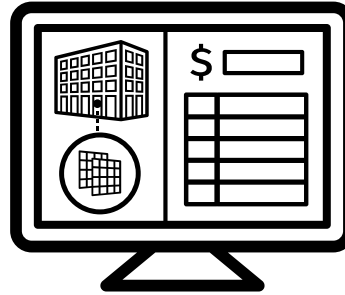


Detailed design  
translated into Revit  
(3D)

# Data-Driven Manufacturing



Design Validation and  
Optimization




Development through the Revit API can analyze the  
model providing full bills of material, aiding the  
manufacturing process



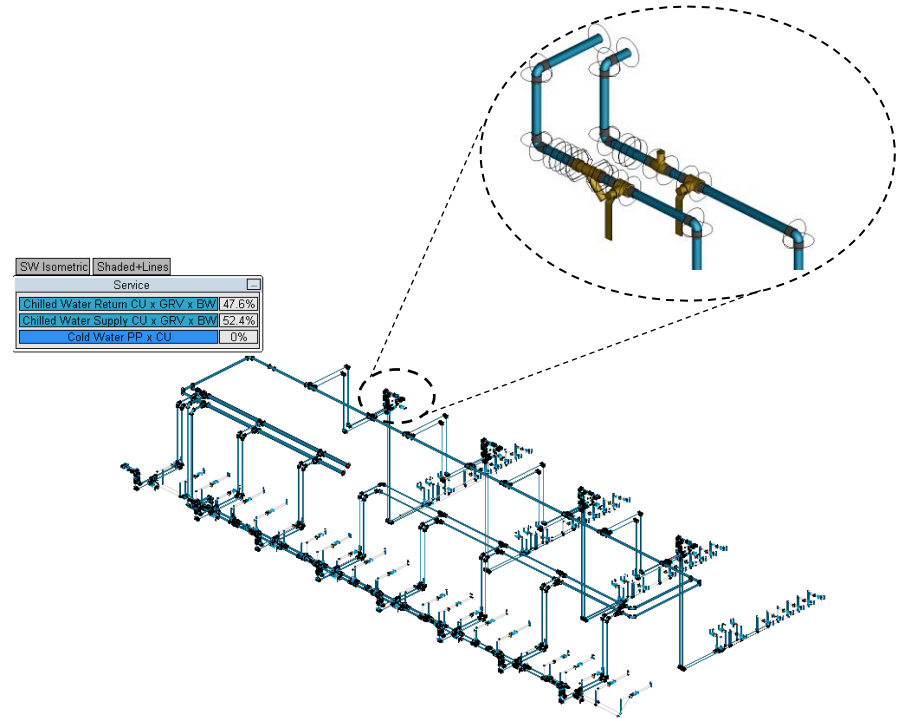
# Setting the Stage

- Pre-project Collaboration
  - Align on pipe/duct application schedule
  - Clear definition on:
    - Materials, valves, hangers, and insulation
    - Dictate the fabrication part availability

|    | A  | B                           | C                  | D                     | E             | F                             | G                      | H               | I                          | J                         | K               | L                    |
|----|--|-----------------------------|--------------------|-----------------------|---------------|-------------------------------|------------------------|-----------------|----------------------------|---------------------------|-----------------|----------------------|
| 1  | <div></div> |                             |                    |                       |               |                               |                        |                 |                            |                           |                 |                      |
| 2  |  | Job Name:                   | Date:              | 2/17/2022             | Revision#:    | 1                             | Author:                | Patrick F (KLH) |                            |                           |                 |                      |
| 3  | HVAC PIPE APPLICATION SCHEDULE   |                             |                    |                       |               |                               |                        |                 |                            |                           |                 |                      |
| 4  | Spec Section   | Application                 | Operating Pressure | Operating Temperature | Size          | Pipe                          | Fittings               | Flanges         | Valves                     | Joints                    | Insulation Type | Insulation Thickness |
| 5  | 23 21 13   | Heating Hot Water           | 0 - 100 psig       | 80 - 140 deg F        | 1/2" - 1 1/2" | Type L Copper                 | Copper                 | N/A             | Ball                       | 35/5 Sweat or Vicsa Press | Fiberglass      | 1-1/2"               |
| 6  | 23 21 13   | Heating Hot Water           | 0 - 100 psig       | 80 - 140 deg F        | 2"            | Type L Copper                 | Copper                 | N/A             | Ball                       | 35/5 Sweat or Vicsa Press | Fiberglass      | 2"                   |
| 7  | 23 21 13   | Heating Hot Water           | 0 - 100 psig       | 80 - 140 deg F        | 2-1/2" - 6"   | A53B ERW SRL sch 40           | CS STD WLD A234 or VIC | 150#            | Butterfly                  | Welded or Grooved         | Fiberglass      | 2"                   |
| 8  | 23 21 13   | Heating Hot Water           | 0 - 100 psig       | 80 - 140 deg F        | 8" - 12"      | A53B ERW SRL sch 40           | CS STD WLD A234 or VIC | 150#            | Butterfly w/ Gear Operator | Welded or Grooved         | Fiberglass      | 2"                   |
| 9  | 23 21 13   | Heating Hot Water           | 0 - 100 psig       | 80 - 140 deg F        | 14" and up    | A53B ERW SRL std wt .375 wall | CS STD WLD A234 or VIC | 150#            | Butterfly w/ Gear Operator | Welded or Grooved         | Fiberglass      | 2"                   |
| 10 | 23 21 13   | Chilled Water               | 0 - 100 psig       | 64.4 - 80 deg F       | 1/2" - 2"     | Type L Copper                 | Copper                 | N/A             | Ball                       | 35/5 Sweat or Vicsa Press | Styrofoam       | 1"                   |
| 11 | 23 21 13   | Chilled Water               | 0 - 100 psig       | 64.4 - 80 deg F       | 2-1/2" - 4"   | A53B ERW SRL sch 40           | CS STD WLD A234 or VIC | 150#            | Butterfly                  | Grooved                   | Fiberglass      | 2"                   |
| 12 | 23 21 13   | Chilled Water               | 0 - 100 psig       | 64.4 - 80 deg F       | 6"            | A53B ERW SRL sch 40           | CS STD WLD A234 or VIC | 150#            | Butterfly                  | Welded                    | Fiberglass      | 2"                   |
| 13 | 23 21 13   | Chilled Water               | 0 - 100 psig       | 64.4 - 80 deg F       | 8" and up     | A53B ERW SRL sch 41           | CS STD WLD A234 or VIC | 150#            | Butterfly w/ Gear Operator | Welded                    | Fiberglass      | 2"                   |
| 14 | 23 21 13   | Chilled Water               | 0 - 100 psig       | 40 - 60 deg F         | 1/2" - 2"     | Type L Copper                 | Copper                 | N/A             | Ball                       | 35/5 Sweat or Vicsa Press | Styrofoam       | 1"                   |
| 15 | 23 21 13   | Chilled Water               | 0 - 100 psig       | 40 - 60 deg F         | 2-1/2" - 4"   | A53B ERW SRL sch 40           | CS STD WLD A234 or VIC | 150#            | Butterfly                  | Welded or Grooved         | Fiberglass      | 2"                   |
| 16 | 23 21 13   | Chilled Water               | 0 - 100 psig       | 40 - 60 deg F         | 6"            | A53B ERW SRL sch 40           | CS STD WLD A234 or VIC | 150#            | Butterfly                  | Welded or Grooved         | Fiberglass      | 2"                   |
| 17 | 23 21 13   | Chilled Water               | 0 - 100 psig       | 40 - 60 deg F         | 8" and up     | A53B ERW SRL sch 41           | CS STD WLD A234 or VIC | 150#            | Butterfly w/ Gear Operator | Welded or Grooved         | Fiberglass      | 2"                   |
| 18 | 23 21 13   | Chilled Water (below grade) | 0 - 100 psig       | 40 - 60 deg F         | 1/2" - 2"     | Aqua Therm blue SDR11         | Aqua Therm blue SDR11  | N/A             | N/A                        | socket fusion             | sand            | 12"                  |
| 19 | 23 21 13   | Chilled Water (below grade) | 0 - 100 psig       | 40 - 60 deg F         | 2 1/2" - 4"   | Aqua Therm blue SDR11         | Aqua Therm blue SDR11  | N/A             | N/A                        | socket fusion             | sand            | 12"                  |
| 20 | 23 21 13   | Chilled Water               | 0 - 100 psig       | 40 - 60 deg F         | 6" and up     | Aqua Therm blue SDR11         | Aqua Therm blue SDR11  | N/A             | N/A                        | butt fusion               | sand            | 12"                  |

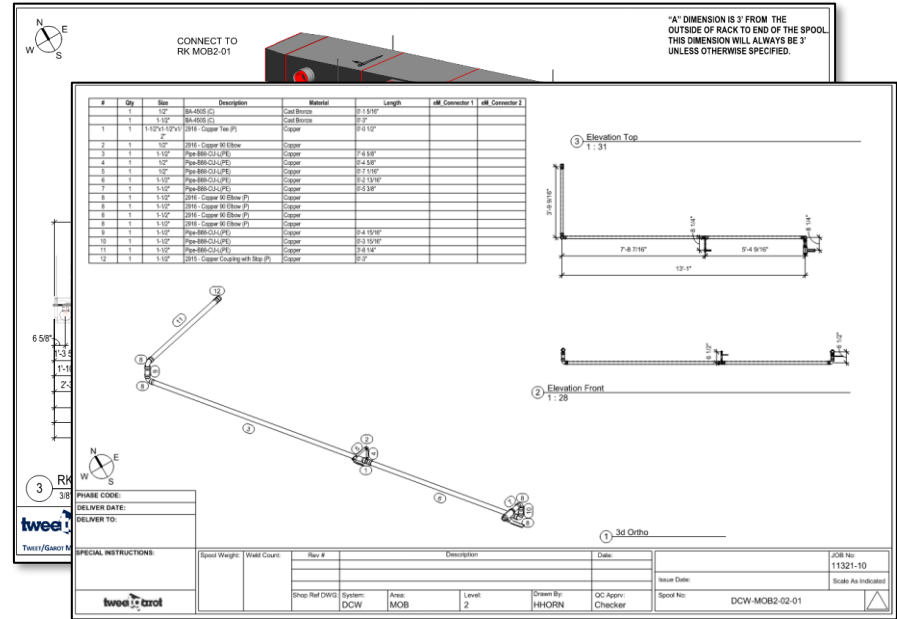
# Integrated Delivery

- Opportunities
  - Shop standards drive modeling
  - Prefabrication library is uploaded to support engineer drafting
  - Costing database is linked into model
- Benefits
  - Engineered model is constructible
  - Eliminate manual take-off
  - Supports manufactured deployment



# Data-Driven Prefabrication

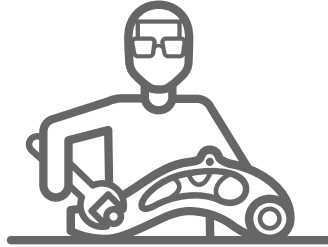
- Opportunities
  - Pipe Spools
  - Duct Spools
  - Multi-trade racking
  - Loose material kitting
- Benefits
  - Factory inspection and testing
  - Unique identification and sequencing
  - Just-in-time shipping
  - Elevation specific details for hanger fabrication
  - Model data exports to shop fabrication equipment



# Key Takeaways



Data is the common  
language



Inform design with  
manufacturing and  
field standards



Engage!



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