



ASBP 2024
AWARDS
FINALIST

INITIATIVE CATEGORY 

EARLY-STAGE CARBON OPTIONEERING

For Significant Emissions Avoidance

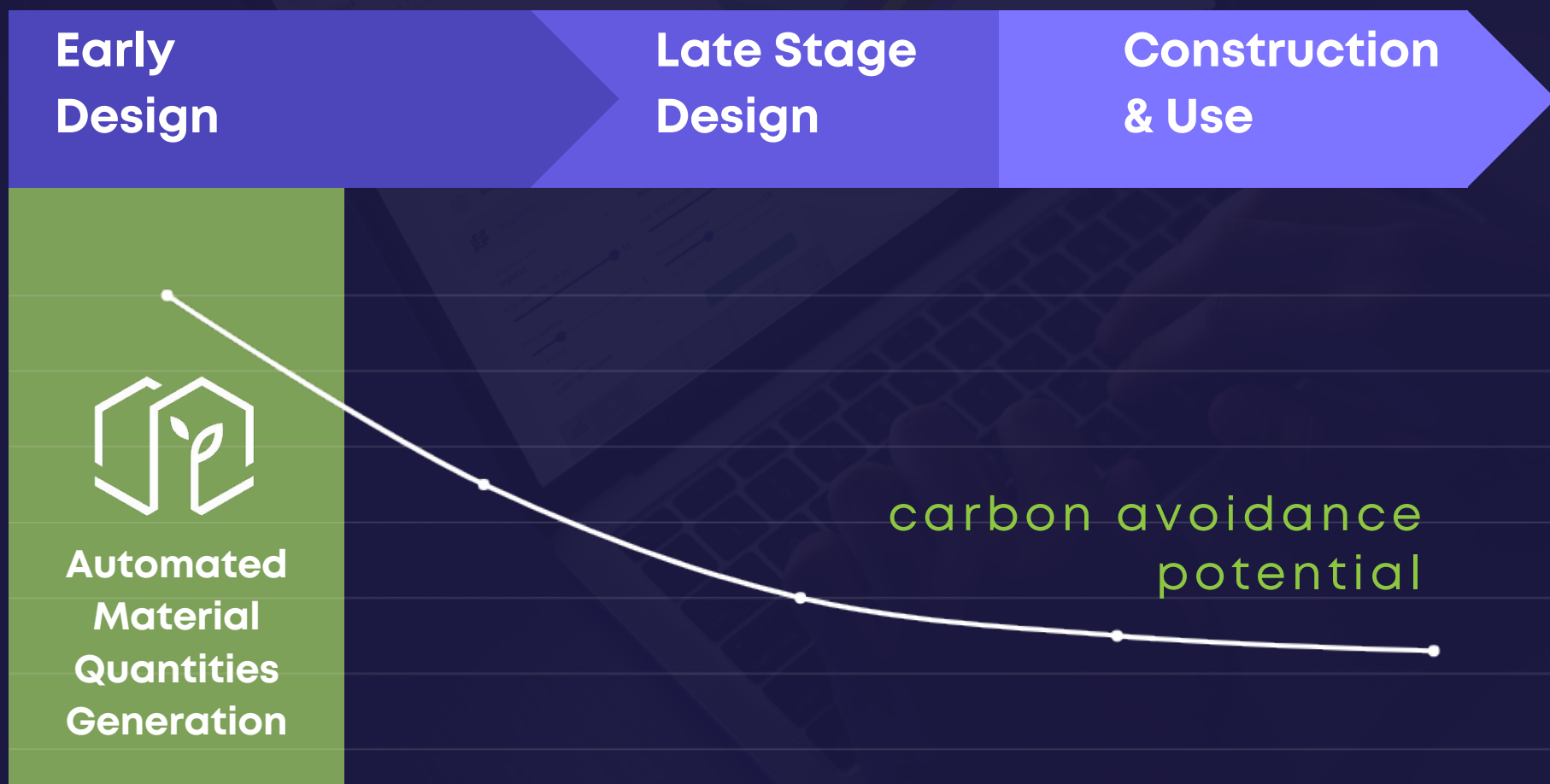


Sarah Saxton

Head of Customer Development

The industry has been doing **too little, too late**

IT'S TIME FOR **EARLY INTERVENTION, DATA TRANSPARENCY, AND UNIVERSAL ACCESSIBILITY**



> 85% accuracy compared to late-stage assessments

In a single project, we enabled to avoid over **2,000 tonnes of CO2e emissions** through our early optioneering approach



Aileen Ryan
Co-Founder & CEO



Prof. Francesco Pomponi
Co-Founder & CSO



Lorenzo Coccia
Co-Founder & CTO



Dr. Jay Arehart
Co-Founder & Head of Product



Alexandra Bantock
Founder's Associate



Sarah Saxton
Head of Customer Development



PREOPTIMA AND THE ASBP'S SUSTAINABLE CONSTRUCTION PILLARS



Whole Life Carbon

Accurate **material quantities estimates** enable **whole life carbon assessments** at the conceptual stage



Resource Efficiency

Generative design and **design optimisation** ensure **resource efficiency** from the start of the design process



Ethics and Transparency

Our "glass box" approach offers unparalleled **data transparency** and control, enabling **effortless collaboration**



Technical Performance

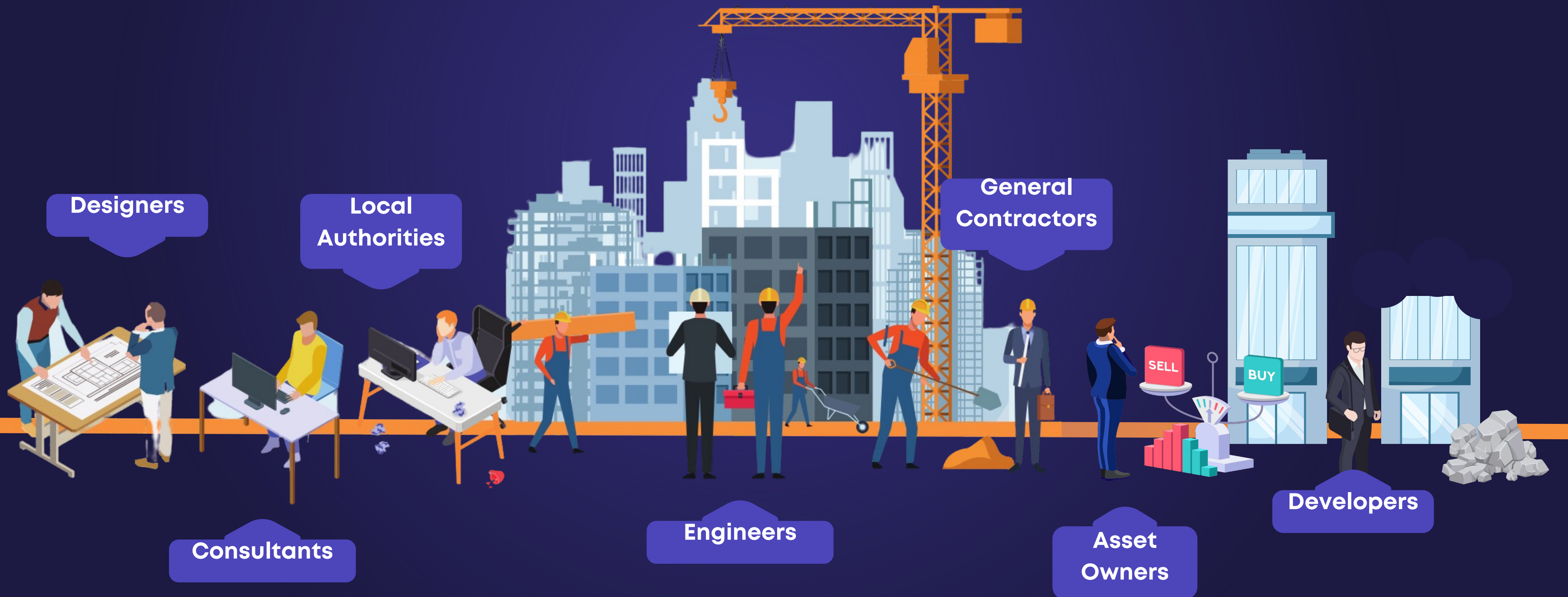
We aim to **align 'as-designed'** and **'as-built' building performance** with low-carbon and technical benchmarks

Preoptima **PACER** & **RETROFIT** are in development



UNPRECEDENTED **ACCESSIBILITY**

The only whole life carbon solution that works for **every stakeholder** in building design and construction

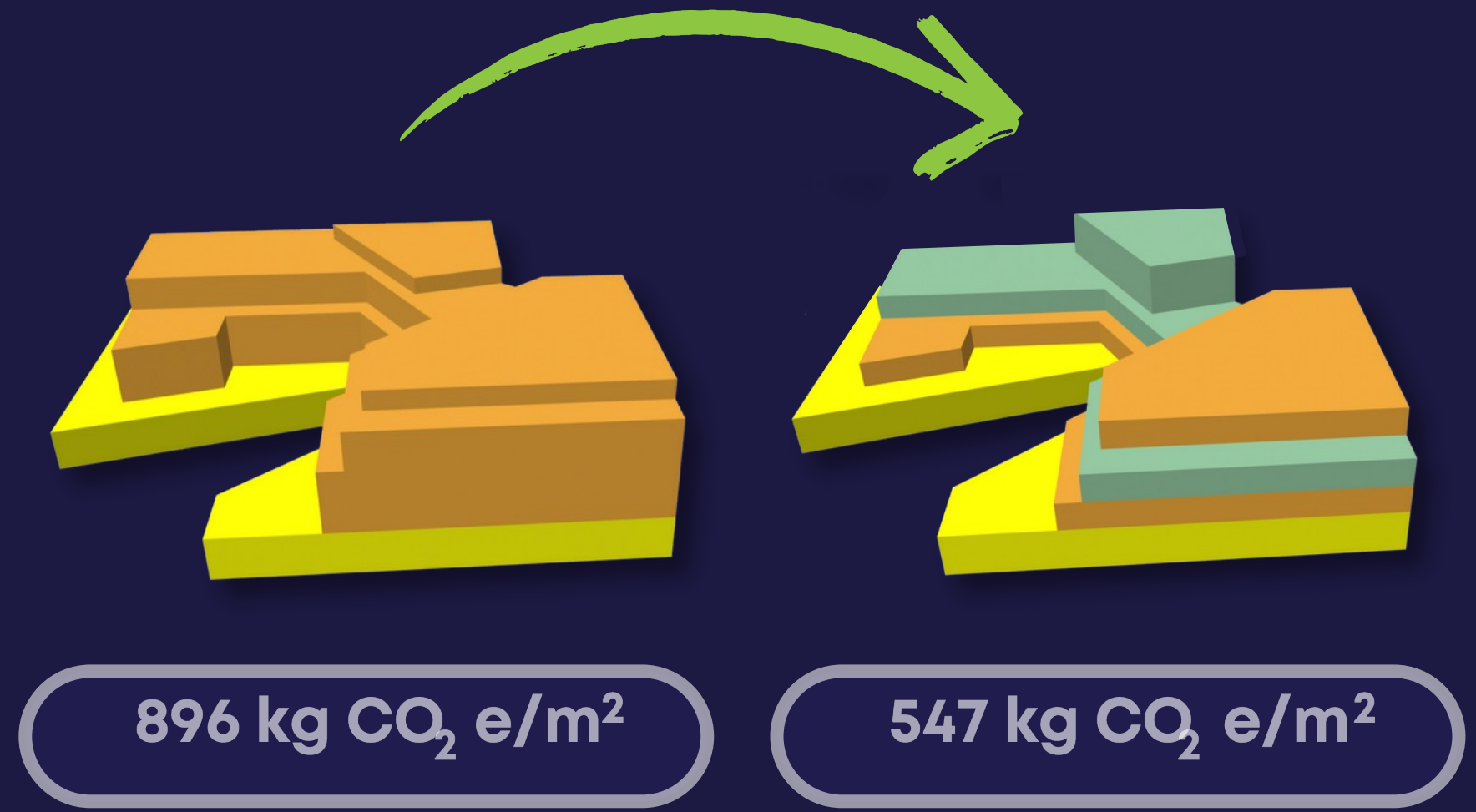




NOW YOU CAN
**MOVE AWAY FROM STATIC,
LATE-STAGE, AND BLACK-BOX
CARBON ACCOUNTING**

*through dynamic,
iterative optioneering*

We are here to empower every building stakeholder to **maximise carbon avoidance** from the very start of your project.



Industry Leaders Are Telling Their **Carbon Story** with Preoptima

Foster + Partners



**MACCREANOR
LAVINGTON**

