



# Innovators in Construction

INNOVATOR /'ɪnəveɪtə/

A person who introduces new methods, ideas, or products.  
Synonyms: pioneer, developer, groundbreaker, trailblazer, spearhead

“

There's no point in starting a business unless you're going to make a dramatic difference to other people's lives.

”

Richard Branson



### DID YOU KNOW?

#### BIOPHILIC DESIGN

*Biophilia, meaning love of nature, focuses on human's innate attraction to nature and natural processes.*

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## The heart of Maple People

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### A message from the founder

We are a network of people who come together with a common goal: to offer our expertise, passion, exceptional customer service, and a spirit of innovation. If there was a single core value to *Maple People*, then people would be it.

With globalisation at our fingertips, we intend to source sustainable materials, support overseas manufacturing, and to eradicate the lack of fresh drinking water and sanitary facilities. *Maple People* retains the core focus of bridging the gap between the socio-economic differences of communities across the world, without increasing the cost to our clients. This is what we see as steps towards *syntopic cities* – where man lives in harmony with nature.

I believe that if we keep this close to all our hearts, *Maple People* will go on to develop new ways of constructing spaces whilst giving back to the planet. We want to challenge the current market practices; that's our mission and we will not take no for an answer.

Saj Rahman  
Founder & CEO





“

Cherish your visions and your dreams as they are the children of your soul, the blueprints of your ultimate achievements.

”

Napoleon Hill  
Author

## Our vision

*Maple People* radiates optimism. We see a different future. Our future is rooted in sustainable construction. We intend to revolutionise construction through innovation & education, leaving only positive footprints on our planet.

## Our mission

Through the spirit of innovation, we are committed to the development of technology, to ensure sustainable construction will become an everyday reality. We intend to make this achievable today, to propel the ideas of tomorrow. *Maple People* believes life-changing ideas are a few clear thoughts away.

## Our values

People. They are the number one priority, and always will be. People are all interconnected, as are the repercussions of our actions. We put our theories into practice, which will be the future of sustainability and the wellbeing of people. To achieve this, we will collaborate with many charities, enabling a direct route to achieving our goal.

We are Maple People

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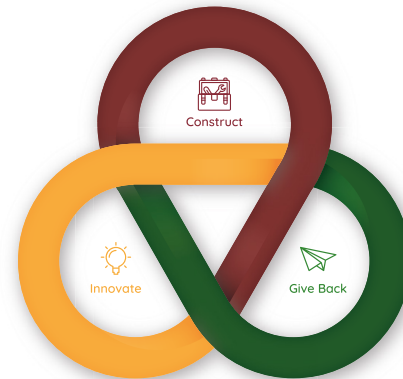
Vision without action is just a dream, action without vision just passes the time, and vision with action can change the world.

”

Nelson Mandela

## WHAT WE DO

Building on our vision, mission and values, we have devised our own system lifecycle which we call the **Trifinity**. This is the never-ending cycle which enables the business to design, build, assess, learn and apply continually. By doing so, it ensures that no matter how large we grow, we will never forget our recipe for success.



### Workplace & Wellbeing

We do not want to simply draw and build, we want to listen, understand and educate our clients about what would benefit their people and therefore their businesses.

### Construction & Commercial Fit-Out

Our core business is shell & core to Cat B fit-outs. We are forming partnerships with individuals, businesses and, above all, clients who share our vision and want to realise it.

### Design & Build

Our Design & Build team offers the perfect platform to execute our initiatives for efficiencies and innovations. We tailor our freelance professionals to suit our client's mojo.

### Project Management Services

We conduct a unique selection process, ensuring all our delivery team share the same vision: to build responsibly, sustainably and deliver with a high level of customer service.

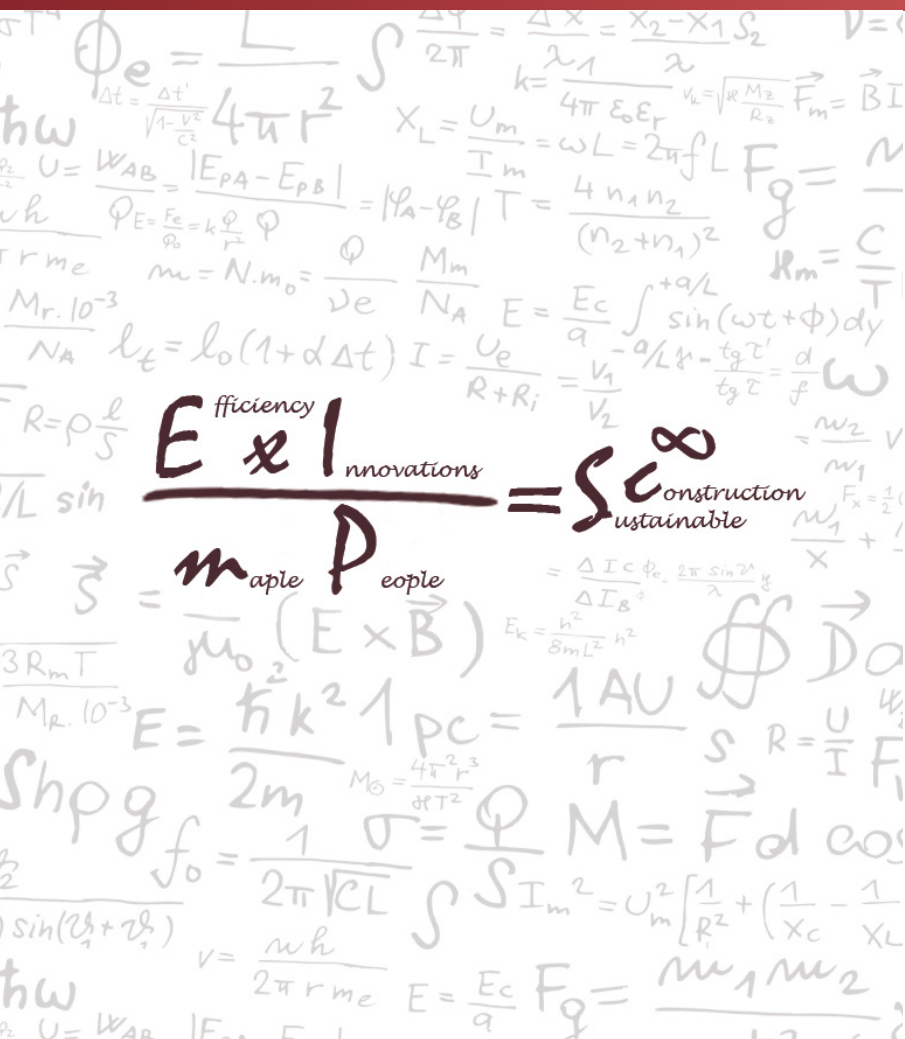
### Research & Innovations

We're not money wasters: we are developing new ideas and addressing problems that have historically been worked around, rather than solved. It's what we get up in the morning for!

### Sustainability & New Technologies

We are forming relationships with the leaders in the market to equip *Maple People* with the most sustainable approach to design and construction. We will change construction!





## WHAT MAKES US DIFFERENT

We work with those who desire to constantly achieve more. We are ideas people – with the belief that something life changing can always be just a few clear thoughts away.

We don't just think it: take a look at the table and see how our direction compares to our competitors in the market.



## HOW WE COMPARE

Company	Years	Mission, Vision & Values	Research & Development	Innovations	Turnover & Profits	Charitable Activities	£ Donated per Year	Unique Staff Benefits	Research Publications	Sustainability / Charitable Awards
Company 1	18	Mission	✗	Partial	£102m / £3.6m	Fundraised £360k	£0	3no.	✗	Sustainability initiatives
Company 2	41	✗	✗	✓	£84m / £3.6m	✗	£0	2no.	✗	✗
Company 3	22	Vision	✗	✗	£57m / £2.7m	✗	£0	✗	✗	✗
Company 4	8	Mission	✗	✗	£53m / £3.2m	Fundraising event	£0	1no.	✗	1
Company 5	26	Mission	✗	✗	£79m / £4.2m	Fundraised £300k	£0	✗	✗	✗
Company 6	39	Vision	✗	✗	£26m / £1.6m	✗	£0	✗	✗	✗
Company 7	13	Values	✗	✗	£127m / £3.1m	Patron	£0	✗	✗	✗
Company 8	6	Mission	✗	✗	£18m / £0.9m	✗	£0	✗	✗	✗
Company 9	31	Mission & values	✗	✗	£37m / £2.7m	Fundraised only	£0	✗	✗	1
Maple People (Today)	1	Mission, vision & values	Dedicated research team	8+ planned for execution year 3	£0.6m / £22k	10% profits donated 1 partner charity	£2k	8no. tailored for wellbeing	Projected 10+	Target 1+
Maple People (Year 3)	3	Mission, vision & values	Research published, innovations implemented as a result	between 1 and 4 innovations	£3m / £300k	10% donation 3 partner charities Staff sent to field	£30k	8no. tailored for wellbeing	Established presence within industry	Target 5+



“

Research indicates that employees have three prime needs: Interesting work, recognition for doing a good job, and being let in on things that are going on in the company.

”

Zig Ziglar  
Author & Motivational Speaker

## PEOPLE ARE 50% OF MAPLE PEOPLE

*Maple People* conducts research into fundamental ethics of wellbeing. We then implement intelligent design inputs into our own workplace and the spaces we create.

We also encourage new talent into the industry, which will enable us to bring in new technologies that simply may not be normal practice here in the UK.

Some say our ideas are bananas. Well, we love bananas so much that we give our staff bananas for life.



## PEOPLE ARE 50% OF MAPLE PEOPLE





“

The first rule of any technology used in a business is that automation applied to an efficient operation will magnify the efficiency.

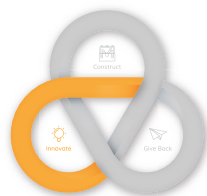
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Bill Gates

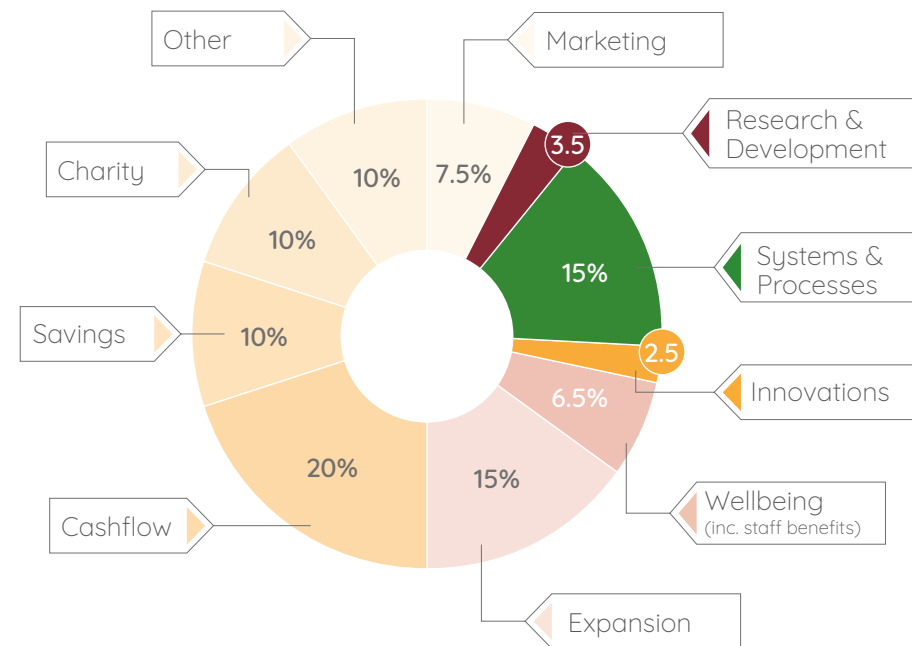
## SUSTAINABILITY & INNOVATIONS

“An ounce of prevention is better than a pound of cure,” and we are heading towards an energy and material crisis. Only by constant evolution of the way we construct will we move towards a sustainable world.

At Maple People, thanks to a number of researchers, we are well under way to realising a number of innovations and providing sustainable solutions to the age-old construction industry.



## PROFIT SPEND CHART (year one)



## INNOVATIONS IN DEVELOPMENT

FRESH AIR

NATURAL LIGHTING

ENERGY REDUCTION

PROJECT EFFICIENCY

FLEXIBLE FIT-OUT

SITE WELFARE

RAPID BUILD

MANUFACTURING



“

Every time you spend money, you're casting a vote for the kind of world you want.

”

Anna Lappé  
Author & Educator

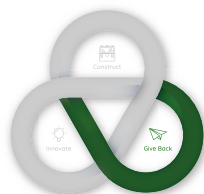
## GIVING BACK

We believe the opportunity to achieve success should be interconnected. Our proud partnership with **charity: water** is just the beginning. After touching a million lives, we intend to conduct volunteering opportunities for our people to get involved abroad, setting up workshops to empower people to build their lives and ultimately not need charity.

*This is what makes Maple People.*



charity: water  
SUPPORTER



## GIVING BACK

663 MILLION PEOPLE  
DRINK DIRTY WATER  
10x THE UK  
POPULATION

WILL YOU  
HELP US TOUCH A  
MILLION LIVES?



“

Coming together is a beginning;  
keeping together is progress;  
working together is success.

”

Henry Ford

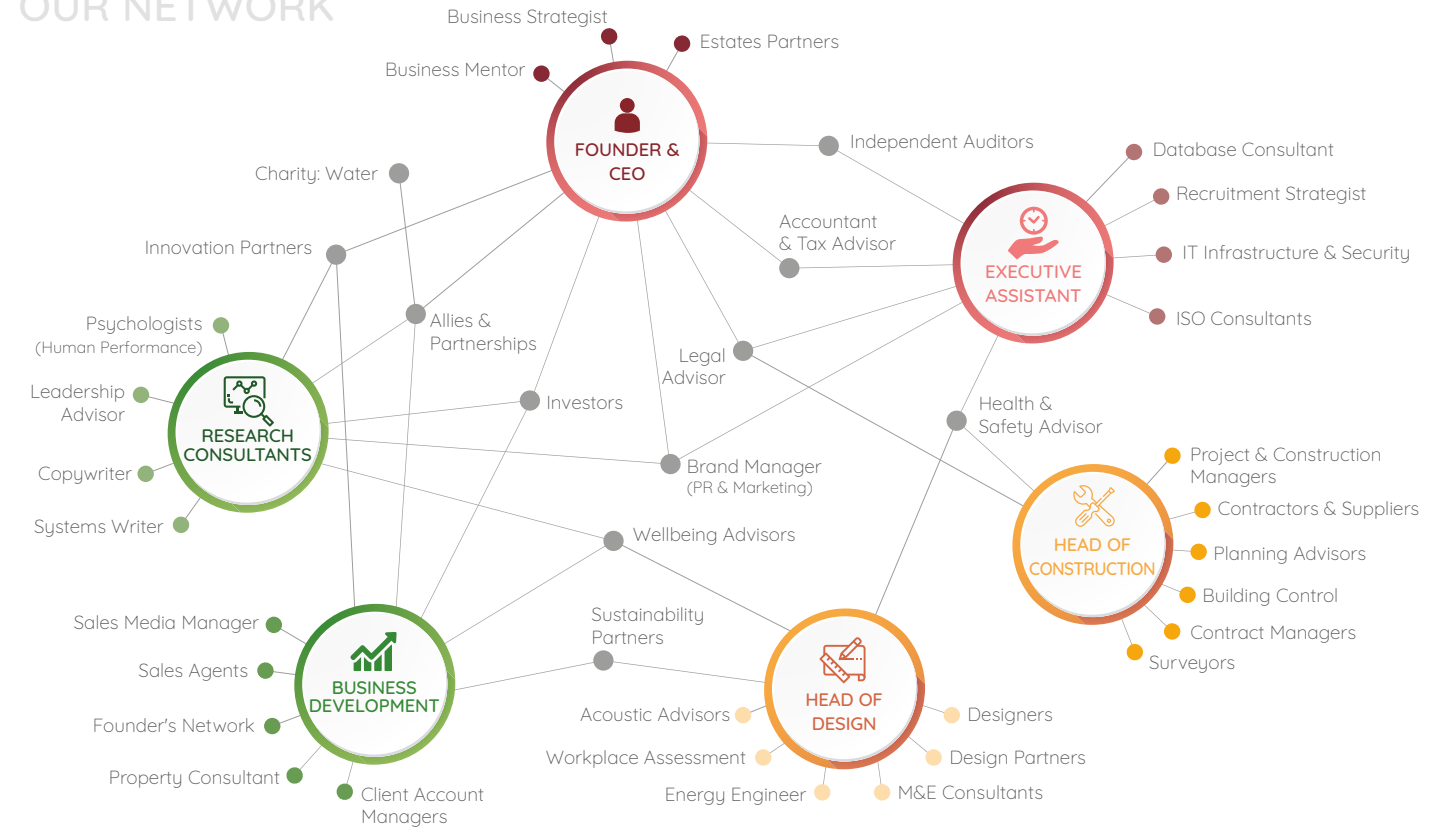
## OUR NETWORK

We are forging relationships with those who question their purpose on this planet and ask themselves how they can leave positive footprints. We understand the power of a shared vision within a network. Our reach already extends to those in Europe, which has some serious game changers! They are already making a huge difference to the world of construction, and we're fully on board.

*Together, let's make this happen!*



## OUR NETWORK







“ Success is a few simple disciplines, practiced every day; while failure is simply a few errors in judgment, repeated every day.



















”  
Jim Rohn  
Entrepreneur & Author

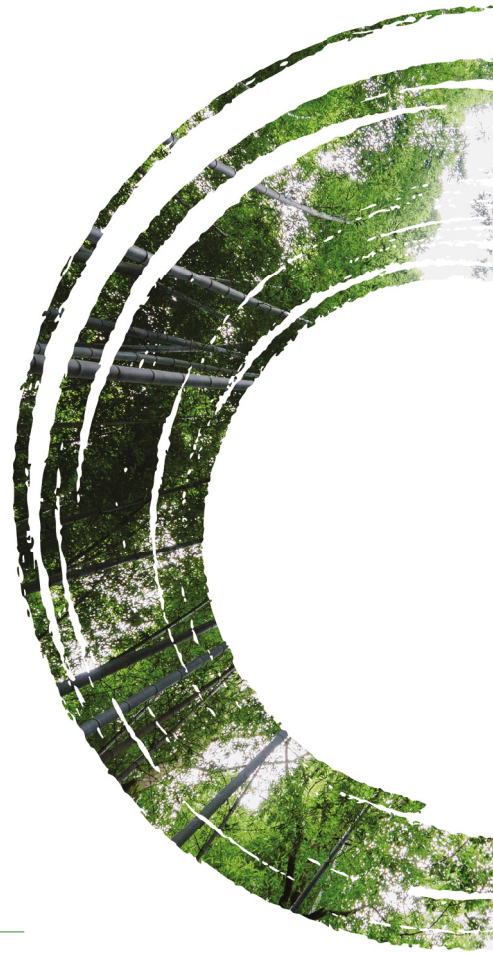


## WHAT KEEPS US IN CHECK

We don't just say; we actually do.

And to ensure that we are on the right path we aspire to achieve recognition through a number of awards. But, we will not chase awards to merely show them off in our brochures, no. We see an award as a by-product of our efforts as a team.

	 charity: water SUPPORTER	
		
		
		
		
		



It is not because things are difficult that we do not dare. It is because we do not dare that things are difficult.

Seneca  
Roman Stoic Philosopher

## SO WHY MAPLE PEOPLE?

  
Construct  
a NET ZERO building  
in London



  
Introduce  
NEW TRENDS  
in construction

  
Touch  
ONE MILLION  
lives





## Question time with Saj Rahman, Founder & CEO

### Why Maple People?

Well, I typed a keyword I wanted into Google Name Generator. That word was **People**. Out of hundreds of options, *Maple People* stuck out to me. The name was double-barrelled and had a sweet taste to it, and was related to nature. I thought, "perfect!"

### Are you connected to Canada?

No, well, not yet anyway. I have heard Canada has done magnificent things for themselves, and the world. This is why I love Canada. I love the people, the outdoors. I even want to live there someday, completely off-grid and at one with nature.

### Why not just innovations?

Well, there are two clear reasons for this. Firstly, by actively carrying out construction we keep our fingers on the pulse and find new opportunities to innovate. Secondly, and more importantly, we are here to change the mindset of the industry; this is why construction is so far behind. Only by leading by example can we (and we will) change the way we construct.

### Why another construction company?

I'm not in the game of simply making money; too many owners are though. Money is simply a tool to innovate with. The construction industry is an old relic when it comes to technology. This is why I started Maple People: to change this stance and re-write the rules.

### Why charities, why water?

Why not? I was born and raised in the UK thanks to my late father who braved the journey from Bangladesh to seek a better life for his sons. For this, I am forever grateful as I know where I could have been today. Bangladesh has very few opportunities.

So, why water? Well, after oxygen the next essential need for any human to simply survive is water. I cannot stand the fact that we live in a global world full of imbalanced resources, such as clean water and sanitary facilities. It's about human dignity.

### What about others chasing the same vision?

That would be FANTASTIC! In the words of the late Louis Armstrong, "what a wonderful world" it would be. My work here would be done!

### What qualifies you, Saj?

Because I recognise I have the power to improve construction. I have been in the industry for more than a decade. I have seen all the life-changing opportunities that are ignored on a daily basis. I feel a responsibility to change all this, and I can only do so by creating a team of game changers..

### What's your biggest challenge now?

People, people, people! Finding the RIGHT people who have the burning desire within to change the world and not be shy about shouting it from rooftops.

### Are you scared of failure?

Absolutely not. I will not fail. The only thing I am afraid of is life not giving me enough time to achieve our vision.



## OUR CONTACTS

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 Maple People

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“

I want to do good, I want my life to mean something. I want to start a legacy that will continue to do good after I have gone. For the planet, for humanity.

I have found my destiny.

”

Saj Rahman



