

BILT. INTELLIGENT
INSTRUCTIONS

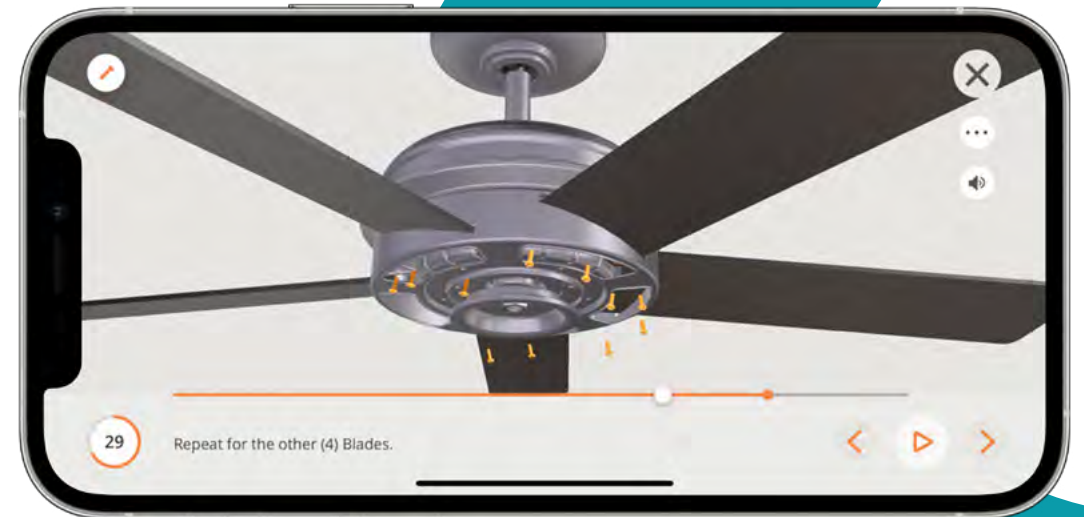
What is BILT?

At its heart, BILT is a customer experience company. We partner with manufacturers to provide a global platform that's so enabling and empowering it creates loyal promoters of the brands we serve.

BILT is a 3D mobile instruction app that directly connects manufacturers to consumers and pros; it's a digital learning tool that is customizable, accessible, sustainable, and interactive.

Our goal is to revolutionize the user experience from the moment of first interaction: assembly, installation setup, and programming through the life of the product: maintenance, repair, and servicing.

We help reduce customer service costs, assembly errors, and product returns while increasing customer confidence, loyalty, and upselling opportunities.



Why BILT?

THE PROBLEM:

Before a product can be used, it must be put together.

Often, the setup experience is:

- Frustrating
- Confusing
- Time consuming
- Complicated

Paper instructions may be poorly written or badly translated.

The more consumers purchase products online, the greater the need for setup at home. At the same time, products are becoming more complex.

When a consumer's first experience with a product is exasperating, the initial impulse is to return it—which may also be a complex process—for consumers, retailers, and brands.

THE FACTS:

Consumers are most likely to talk about products within 12 hours of opening the box.

Nearly 95% of shoppers read online reviews before making a purchase.

Negative setup experiences lead to: angry consumers, poor ratings, negative reviews, and low Net Promoter® Scores (NPS).

THE SOLUTION:

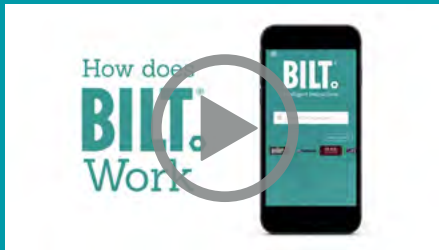
3D interactive instructions

Users feel empowered and excited by the assembly experience—right when they're most likely to talk about the product to their associates and on social media.

BILT increases review volume up to 6x, NPS up to 40 points, and ratings up to .75 star.

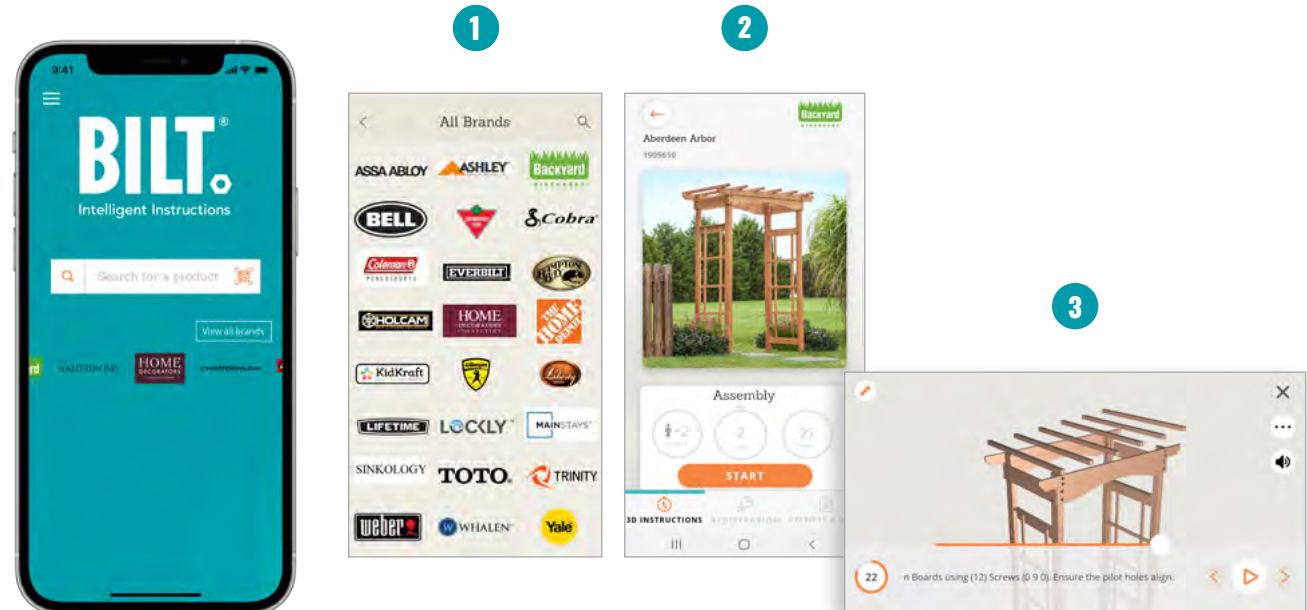
How it works:

- 1 Search for a product, select & download instructions
- 2 Review the details; see how many people, how much time & how many steps are involved
- 3 Follow simple 3D interactive audio, visual & written instructions



Bonus features:

- Play & pause the voice-guided cues at your own pace
- Interact with 3D images:
 - Drag to rotate 360°
 - Pinch to zoom in/out
 - Tap for more information
- Save your receipt & warranty
- Rate & review the product
- Register with the manufacturer
- Go Green with BILT®



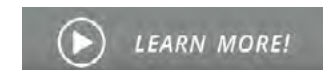
Behind the scenes:

Using specialized software and the manufacturer's CAD, the instruction experts at BILT transform paper instructions into a 3D interactive experience.

It is free to users (even professional installers and repair technicians) on iOS and Android. Manufacturers pay a nominal subscription fee.

Best of all, manufacturers retain control of their content; updates to instructions are quick and painless.

Unlike paper instructions (which are often obsolete by the time they are printed) BILT updates can be made in near-real time, eliminating the expense and hassle of reprinting and repackaging.



What BILT can do for you



INCREASE TOP-LINE REVENUE UP TO 7%

Raises NPS up to **40pts**
A single star improvement = **25%** revenue



REDUCE RETURNS & SUPPORT CALLS

up to **35%** Assembly-related returns & calls to customer service



INCREASE REVIEWS QUALITY & QUANTITY

Product review volume **6x**
88% of consumers trust reviews as much as personal recommendations

MILLIONS OF USERS

Shortens SET-UP
as much as **55%**

BILT.

Almost 11K GUIDES

BY THE NUMBERS

90% Under Age 55

Session Duration 8 Minutes

Downloaded in 172 Countries

Available in 10 Languages

Hundreds of 100s BRANDS

Training · Assembly · Installation · Maintenance · Repair

- BILT provides cloud-hosted 3D interactive mobile instructions to improve training and maintenance safety and efficiency.
- BILT helps users increase speed & safety and reduce cost & error by eliminating paper manuals and instructional videos.
- Hundreds of 3D interactive instruction sets can be downloaded to a single mobile device and accessed without WiFi, saving space, weight, and fuel.
- BILT gathers data analytics on user performance. Insights from these metrics allow BILT instruction designers to continuously improve instructions in near real-time.
- BILT provides a portal for program managers & frontline leaders to evaluate training progress & competency with quantifiable data and feedback from users.



BILT enables warfighters to complete the mission

- quickly
- safely
- correctly



“BILT is the future of cross-functional agility and maintenance training. As soon as I saw 3D interactive instructions and the volume of data proving significant gains to both speed and quality of completion of all kinds of tasks, I knew I needed to help get this tool into the hands of every warfighter.”

– **Major General Cameron G. Holt**, USAF (retired)

Who loves BILT?



DOWNLOAD THE APP



The judges

BILT won Best Home Software Product at the Best of IBS 2023 International Builders’ Show and Most Innovative Construction Tool in 2020. In 2022, they took home the Pro Tool Innovation Award for Technology. The company has made Inc. magazine’s list of the 5000 fastest-growing companies in America the past three years. BILT was a finalist for Tech in Motion’s Best Tech Startup in 2020 and is an Appy and UXie Gold winner.



The manufacturers

Our brand partners are dedicated to providing a wildly better assembly, installation, maintenance, setup, repair, or training experience. They are committed to saving users’ time and energy. They desire to build long-term loyalty among not only their customers, but their employees as well.



The users

Most importantly, the users (whether they be professional technicians or DIYers) who setup with BILT are wowed by what they can accomplish with easy 3D instructions. They appreciate manufacturers that provide not only quality products, but a superior setup and maintenance experience. They become raving fans, brand ambassadors, and product promoters. Their recommendations are authentic and valuable.

For more information contact

Juliette Qureshi

VP, Public Relations &
Media Communications

Juliette@BILTcorp.com

+1 703.554.3020 (m)

BILTapp.com

BILT. INTELLIGENT
INSTRUCTIONS