



# ALTER

DESIGN, BUILD, SELL, FASTER.

|                   |        |
|-------------------|--------|
| Units             |        |
| Studios           | 222    |
| 1 Bed             | 0      |
| 2 Bed             | 0      |
| 3 Bed             | 0      |
| South Facing      | 76     |
| Communal          | 507.06 |
| Commercial        |        |
| Service           |        |
| Total GFA         |        |
| Net Saleable Area | 2.47   |

- V1
- V2
- V3
- V4

|  |                |              |
|--|----------------|--------------|
|  | Brick Baseline | Stone        |
|  | Brick Modern   | Mixed Modern |
|  | Contemporary   | Industrial   |
|  | Brick Classic  | Economic     |



Streamlined design workflows using our award-winning Generative AI software stack and create immersive, real-time virtual experiences in bespoke Configurators

V1 V6

V2

V3

V4

V5

Version

Schedule



Brick Baseline

Stone

Brick Modern

Mixed Mode

Contemporary

Industrial

Brick Classic

Economic

Custom

Kit of Parts

Diagram



**VISION**

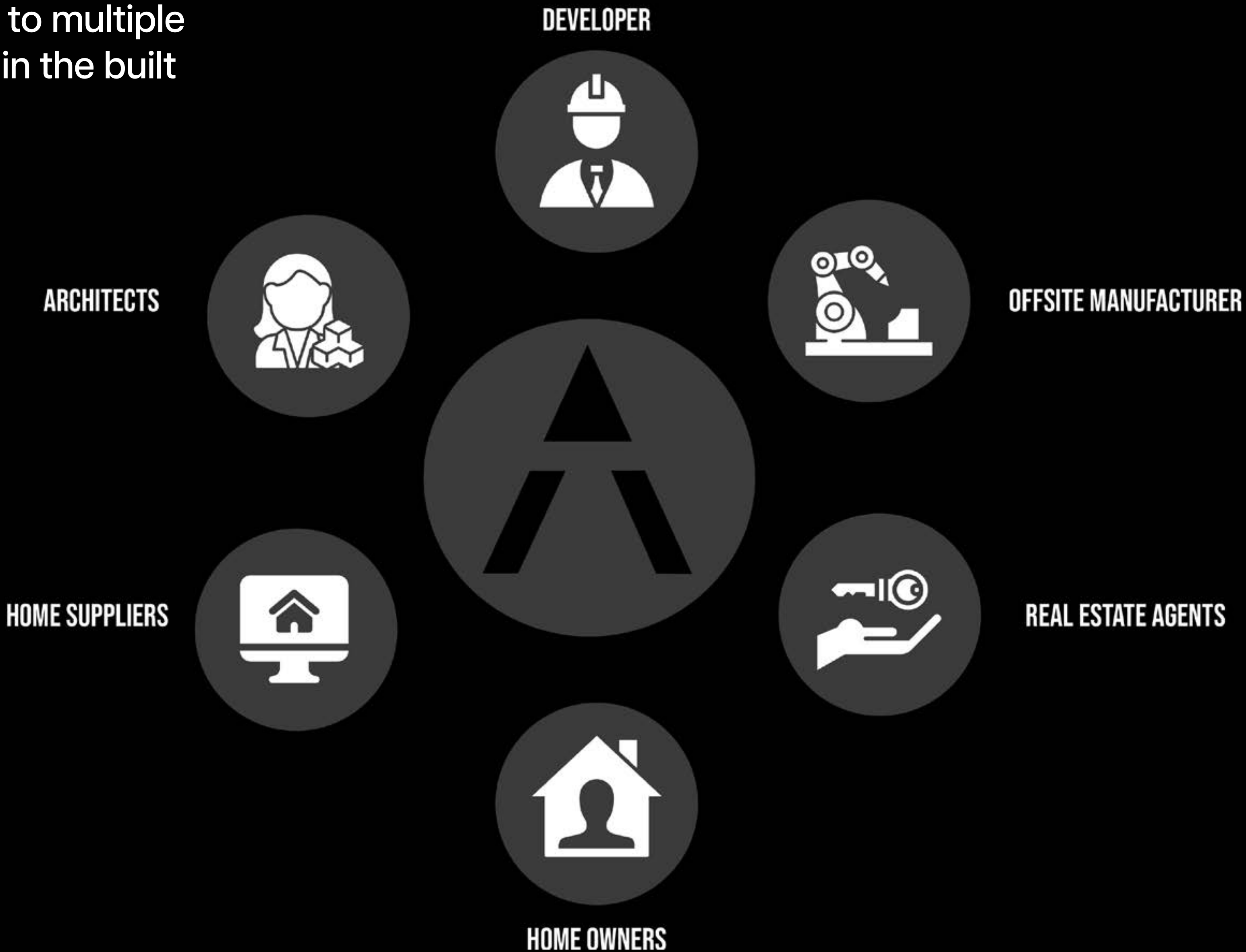
Make expert design accessible to everyone

**MISSION**

Create better designed spaces, sustainably built, and uniquely tailored to meet individual needs



Solutions catered to multiple stakeholders within the built environment



# Customisable Modular Software Stack

Aalter's platform offers a fully adaptable modular software stack tailored to your unique needs. Choose from a range of features—design automation, data analytics, BIM integration, and real-time collaboration—customized to fit your specific projects and goals. With Aalter, you have the flexibility to create a solution that scales with your business.



**CONTEXT ANALYSIS**



**ARCHITECTURE BIM 3D**



**BUILDING CONFIGURATORS**



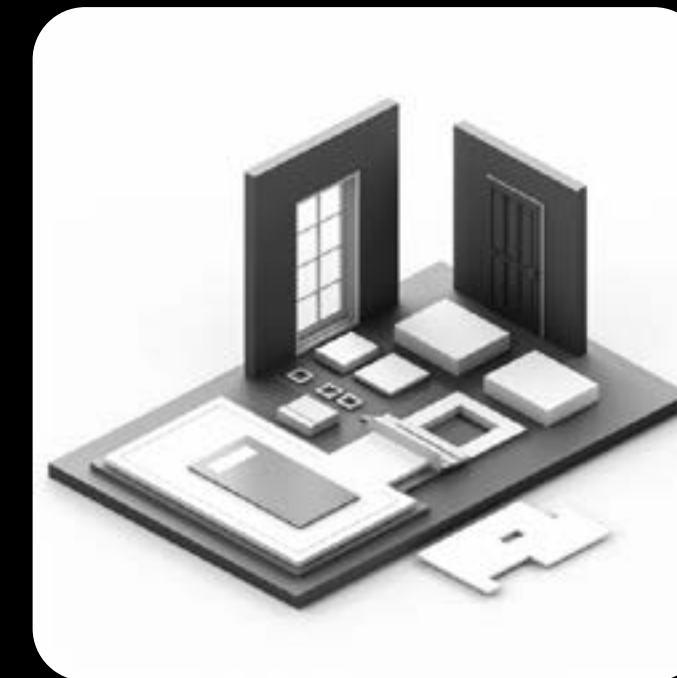
**REAL-TIME DATA**



**TRAINED GENERATIVE AI**



**IMMERSIVE EXPERIENCES**



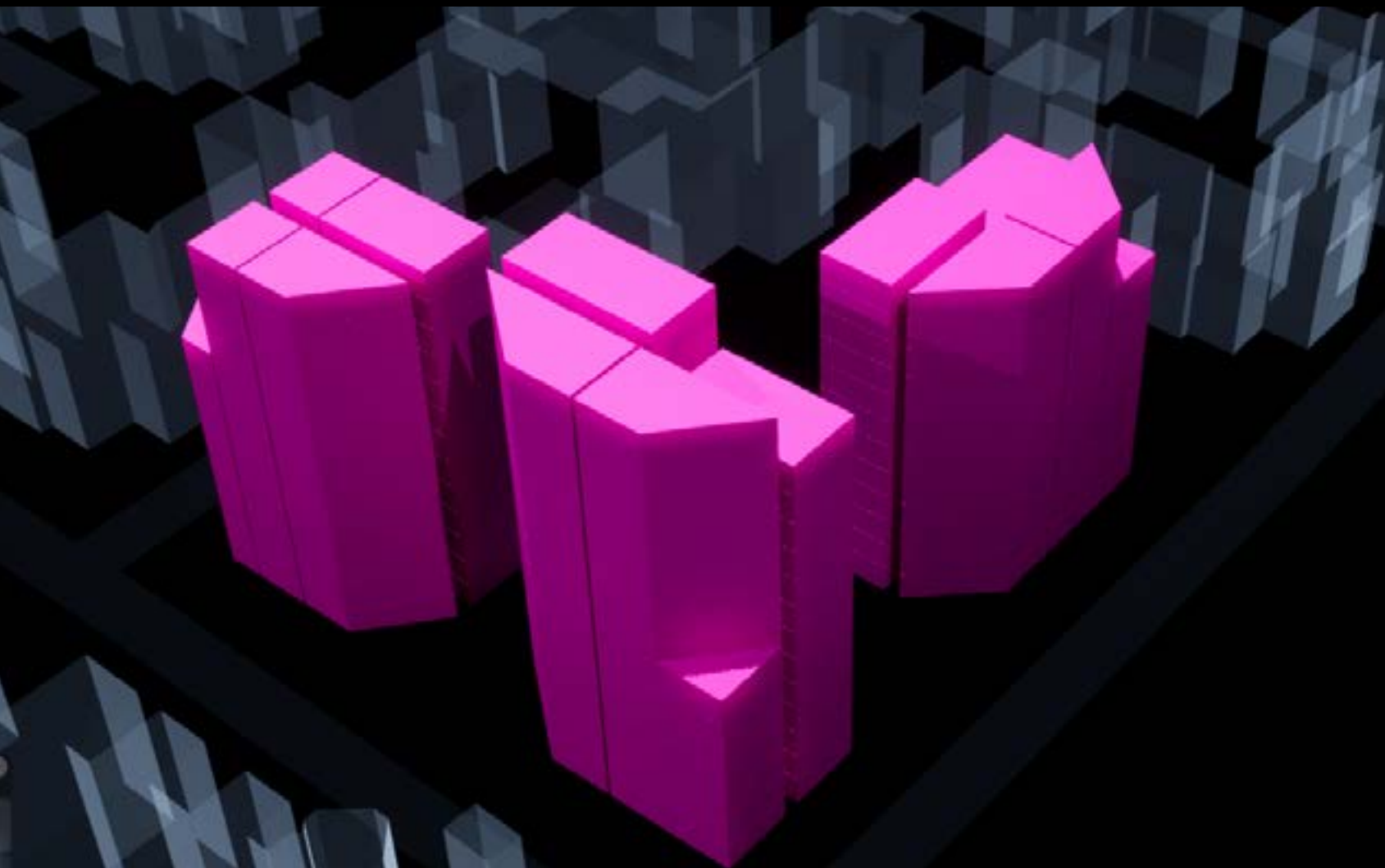
**MANUFACTURING DATA**



**CLOUD INTEGRATION**



# Aalter Apps



**Generative Design**



**Configurators**



**Digital Twin**



# Generative Design

Systematic building designs, masterplans, and layouts powered by cognitive algorithms and generative AI. Unlike other platforms focused on feasibility studies, Aalter adapts to technical requirements, leveraging preferred construction systems and a kit-of-parts approach to parametric design.

# Generative Design

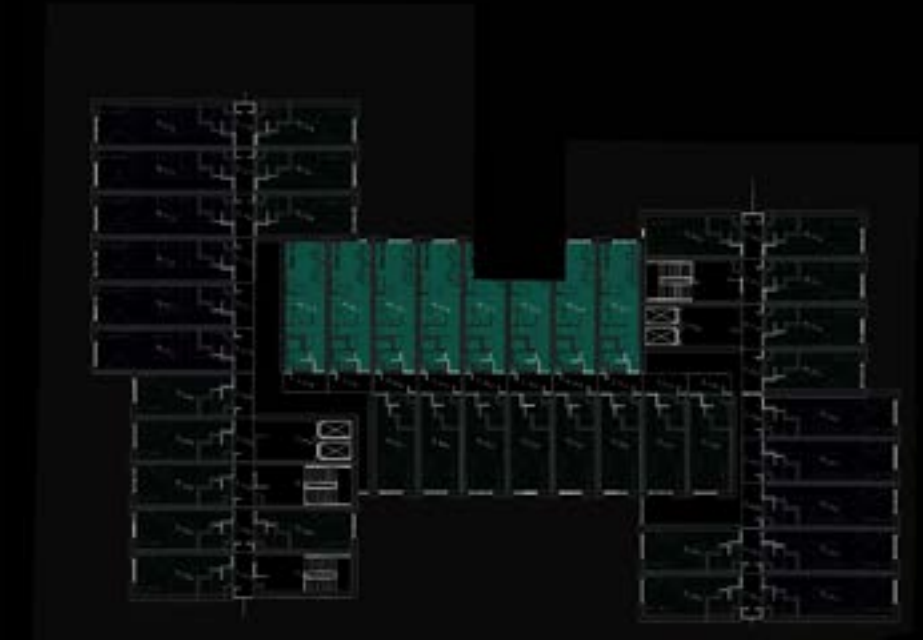
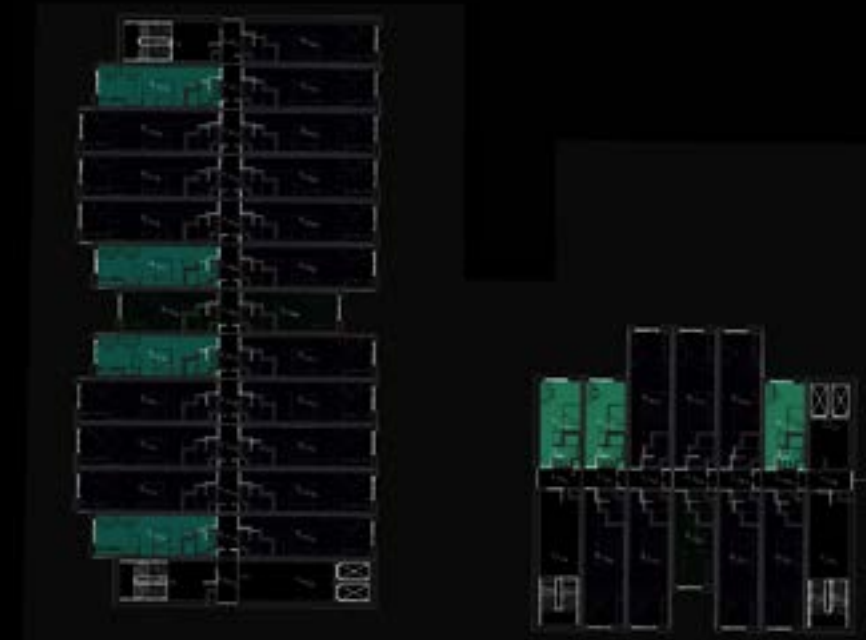
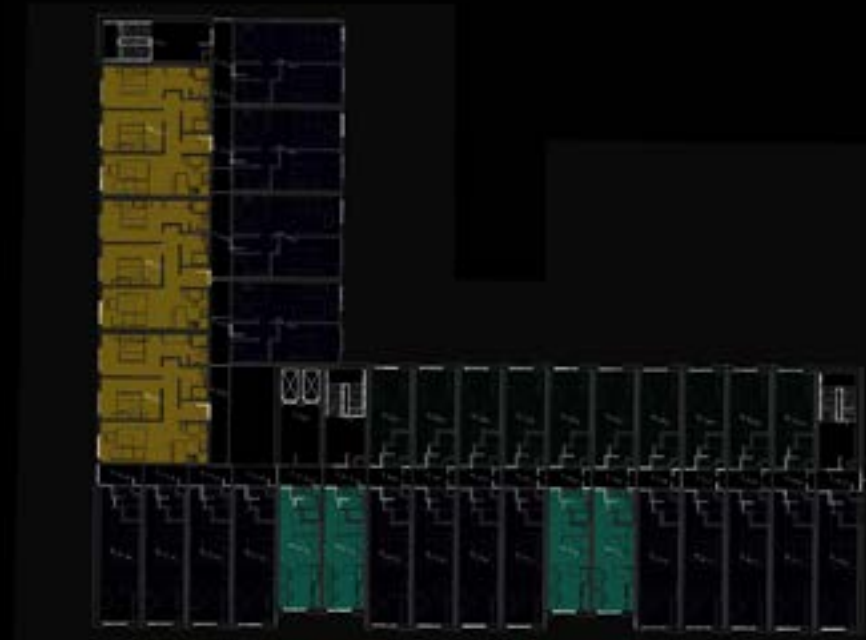
**Save time and cost:** automated generation of detailed and optimised floorplans.

**Informed decisions with real-time data:** export financial metrics, build of materials, unit mixes from any parametric iteration.

**Streamline Project Coordination:** Export BIM Models and custom geometric data. Database Cloud Version Control.

**24/7 AI Design Assistant:** Stable Diffusion ML Models trained to your preferred styles.

**Fast Track Planning Applications:** Automated Context Analysis, Diagrams and CAD Drawings.



| Item                     | Totals         | Level 0        | Level 1        | Level 2        |
|--------------------------|----------------|----------------|----------------|----------------|
| <b>Bedrooms</b>          |                |                |                |                |
| T1                       | 0              | 0              | 0              | 0              |
| T9                       | 0              | 0              | 0              | 0              |
| T2                       | 40             | 10             | 10             | 10             |
| T4                       | 56             | 14             | 14             | 14             |
| T5                       | 0              | 0              | 0              | 0              |
| T6                       | 0              | 0              | 0              | 0              |
| T10                      | 0              | 0              | 0              | 0              |
| T13                      | 0              | 0              | 0              | 0              |
| Special                  | 0              | 0              | 0              | 0              |
| <b>Total PBSA</b>        | <b>96</b>      | <b>24</b>      | <b>24</b>      | <b>24</b>      |
| Cartwright (1 Bed)       | 16             | 4              | 4              | 4              |
| Cobham (3 Bed)           | 0              | 0              | 0              | 0              |
| Shaw (2 bed)             | 16             | 4              | 4              | 4              |
| <b>Total Residential</b> | <b>32</b>      | <b>8</b>       | <b>8</b>       | <b>8</b>       |
| <b>Total Bedrooms</b>    | <b>144</b>     | <b>36</b>      | <b>36</b>      | <b>36</b>      |
| <b>Total GFA (m2)</b>    | <b>5569.56</b> | <b>1392.39</b> | <b>1392.39</b> | <b>1392.39</b> |

| Item                     | Totals         | Level 0        | Level 1        | Level 2        |
|--------------------------|----------------|----------------|----------------|----------------|
| <b>Bedrooms</b>          |                |                |                |                |
| T1                       | 12             | 3              | 3              | 3              |
| T9                       | 0              | 0              | 0              | 0              |
| T2                       | 12             | 3              | 3              | 3              |
| T4                       | 16             | 4              | 4              | 4              |
| T5                       | 96             | 24             | 24             | 24             |
| T6                       | 0              | 0              | 0              | 0              |
| T10                      | 0              | 0              | 0              | 0              |
| T13                      | 0              | 0              | 0              | 0              |
| Special                  | 0              | 0              | 0              | 0              |
| <b>Total PBSA</b>        | <b>136</b>     | <b>34</b>      | <b>34</b>      | <b>34</b>      |
| Cartwright (1 Bed)       | 0              | 0              | 0              | 0              |
| Cobham (3 Bed)           | 0              | 0              | 0              | 0              |
| Shaw (2 bed)             | 0              | 0              | 0              | 0              |
| <b>Total Residential</b> | <b>0</b>       | <b>0</b>       | <b>0</b>       | <b>0</b>       |
| <b>Total Bedrooms</b>    | <b>136</b>     | <b>34</b>      | <b>34</b>      | <b>34</b>      |
| <b>Total GFA (m2)</b>    | <b>5064.44</b> | <b>1266.11</b> | <b>1266.11</b> | <b>1266.11</b> |

| Item                     | Totals         | Level 0        | Level 1        | Level 2        |
|--------------------------|----------------|----------------|----------------|----------------|
| <b>Bedrooms</b>          |                |                |                |                |
| T1                       | 0              | 0              | 0              | 0              |
| T9                       | 0              | 0              | 0              | 0              |
| T2                       | 96             | 24             | 24             | 24             |
| T4                       | 32             | 8              | 8              | 8              |
| T5                       | 44             | 11             | 11             | 11             |
| T6                       | 0              | 0              | 0              | 0              |
| T10                      | 0              | 0              | 0              | 0              |
| T13                      | 0              | 0              | 0              | 0              |
| Special                  | 0              | 0              | 0              | 0              |
| <b>Total PBSA</b>        | <b>172</b>     | <b>43</b>      | <b>43</b>      | <b>43</b>      |
| Cartwright (1 Bed)       | 0              | 0              | 0              | 0              |
| Cobham (3 Bed)           | 0              | 0              | 0              | 0              |
| Shaw (2 bed)             | 0              | 0              | 0              | 0              |
| <b>Total Residential</b> | <b>0</b>       | <b>0</b>       | <b>0</b>       | <b>0</b>       |
| <b>Total Bedrooms</b>    | <b>172</b>     | <b>43</b>      | <b>43</b>      | <b>43</b>      |
| <b>Total GFA (m2)</b>    | <b>5946.76</b> | <b>1486.69</b> | <b>1486.69</b> | <b>1486.69</b> |



# Configurators

Custom building configurators tailored to your needs, utilizing cutting-edge game engine technology within user-friendly platforms. We employ a kit-of-parts approach to craft unique styles and contextual designs. Generate realistic CGI visuals and immersive walkthroughs within a collaborative platform.

- V0
- V1
- V2
- V3
- V4

Version Schedule

Project

Animate Solar Path

Analysis

|                |              |
|----------------|--------------|
| Brick Baseline | Stone        |
| Brick Modern   | Mixed Modern |
| Contemporary   | Industrial   |
| Brick Classic  | Economic     |

ArchGeom Diagram

Display



# Building and Interior Configurators

**Fast-Track Project Delivery:** Iterate through designs faster with interactive, user-friendly, real-time rendered web Apps.

**Enhanced Decision-Making:** Visualize the impact of design changes instantly, facilitating quicker and more informed decisions.

**Automated CGI's and walkthroughs:** Save time and cost taking instant CGI's on early project phases.





# Digital Twins

Give your potential buyers the ability to see, touch, and feel their future home before it's even built. The Marketing Configurator Tool provides a fully immersive experience, allowing buyers to explore every detail of the property, customize interiors, and instantly see the impact of their choices. This powerful engagement tool turns curiosity into commitment, making it easier for you to close deals faster and with more confidence.

The City  
50 min  
12 min

Mile End Park  
12 min  
3 min

Mile End Station  
12 min  
3 min

Tower Hamlets  
Cemetery Park  
4 min  
1 min



# Digital Twin Marketing Suite

**Drive Sales and Engagement:** Offer a fully immersive experience where buyers can explore every detail of the property, customize interiors and exteriors, and instantly visualize their choices in real time.

**Elevate Your Marketing Game:** High-quality visualizations and interactive features make your marketing more engaging, attracting a larger pool of potential buyers and investors.

**Scalable:** Expand your reach with a user-friendly, game-like interface that provides all the information buyers need to confidently purchase or rent their next property.





# Testimonials



*"The software that Aalter has developed for Stelling Properties is a huge leap in improving the efficiency and speed in which we deliver early design stages. Workflows in the land appraisal, costing and concept design phases in particular have been significantly improved, replacing manual CAD work with smart automations that are tailored to our delivery model of volumetric modules, cutting time-frames down by up to 90%. We are excited about working with Aalter to further develop the software tool to expand it's capabilities, freeing our design team up to deliver high quality design work."*

**Monika Wandzik**  
Director of Architecture and Planning at Stelling Properties

A screenshot of the Aalter software interface. The background is a 3D architectural rendering of a modern building with a grid-like facade. On the left side, there is a vertical menu with options: V0, V1, V2, V3, and V4. Below this menu are buttons for 'Version', 'Schedule', and 'Project'. On the right side, there is a vertical menu with design style options: 'Brick Baseline', 'Brick Modern', 'Contemporary', and 'Brick Classic'. At the bottom center, there is a button labeled 'Animate Solar Path' and another labeled 'Analysis'. In the bottom right corner, the Aalter logo is displayed with the text 'ArchGenius' above it and 'Display' below it.



|                   |          |
|-------------------|----------|
| Units             |          |
| Studios           | 222      |
| 1 Bed             | 0        |
| 2 Bed             | 0        |
| 3 Bed             | 0        |
| South Facing      | 76       |
| Communal          | 507.06   |
| Commercial        | 0        |
| Service           | 0        |
| Total GFA         | 7,607.16 |
| Net Saleable Area | 5,822.42 |



**PRODUCT INNOVATION AWARD**

**OFFSITE** **10 YEARS**  
**AWARDS 2024**

- V1
- V2
- V3
- V4



- Brick Baseline
- Brick Modern
- Contemporary
- Brick Classic





# The Team

## Our Founder



CESAR FRAGACHAN

Cesar is a leading expert in Computational Design with vast experience in Game Development. He is a former member of the Computation and Design Group (CODE) at Zaha Hadid Architects where he spearheaded various competition projects, complex geometry rationalisation, and real estate configurators and metaverses. He received his Master degree in Architecture and Urbanism with Distinction from the AADRL and a Master in Business and Administration with Honours. Cesar is currently teaching a Master program at UCL and has taught courses and workshops around the world.



JIANFEI CHU

Expert on parametricism-based computational design methodologies, AI-augmented design processes, development of customizable modular systems for architectural configurators, Metaverse scenario design with an emphasis on user experience, real-time architectural visualization utilizing game engine technology.



TAIZHONG CHEN

Specialising in computational geometry and robotic fabrication for architecture, he develops design toolsets to deliver structurally optimised and fabrication efficient architectural projects focusing on form-finding, analytics, parametric geometry generation and its optimisation and coordination.



CHRISTOPH GEIGER

Christoph is an expert in computational design for Architecture, working in a broad range from spatial quality analysis and geometry optimization to data driven design and real time visualization. He is an expert in the field of generative deep learning and algorithmic informed design.



ANDREA HITTI

Andrea is a Marketing Consultant with extensive experience in building and managing entrepreneurial brands. She has a proven track record in executing successful award winning marketing campaigns, rebranding, and product launches.



RICARDO MARTINEZ

Ricardo is an early-stage investor and advisor bringing extensive experience in investment banking and corporate finance. He has successfully originated and executed complex debt and equity fundraises for multinationals and financial sponsors in climate, energy, and sustainable infrastructure.



JAN POULSEN

Jan Poulsen is a board level executive with significant experience with SaaS and Consulting Start and Scale-ups. He has profound experienced with fundraising, business development and international expansion through both organic growth and M&A.





# CASE STUDIES



# Stelling Properties Building Configurator

Stelling Properties is one of the UK's leading Property Developers and offsite manufacturers. The configurator has allowed them to:

- Reduce time exponentially during concept design
- Make better informed decisions with real-time data and automated CGI's and walkthroughs
- Compare façade styles
- Automate design drawings

# Stelling Properties

Animate Solar Path

Analysis

**ALTER** Architectural

Display



# Berkeley Homes Digital Twin

A POC for Berkeley Homes where users can experience:

- The development phasing within a digital twin platform.
- Select available units
- Customise interiors connected to a database of house suppliers
- Run solar simulations
- Experience views an interest points within the city

# Berkeley

Designed for life





# Unilife Digital Twin – PBSA

A Cloud-based platform for prospective students to:

- Book available units.
- Move between Display Modes within the Building: 3D floorplans, Communal areas, Interior Views and more.
- Customise interiors based on Unilife offering: “Your Space Your Way”
- Run solar simulations
- Experience views an interest points within the city





# Paradise Hotel Caribbean Island

AI assisted concept for a Hotel development in Los Roques Caribbean Island.

- Digital Twin Model of Exteriors and Interiors
- Full Parametric Units
- Fast Track Concept Design.
- Realtime Visualisation Platform
- Walkthroughs of Communal Areas.



PARADISE  
HOTELS

ALTER



# Kohler Luxury Bathroom Configurator and Virtual Showroom

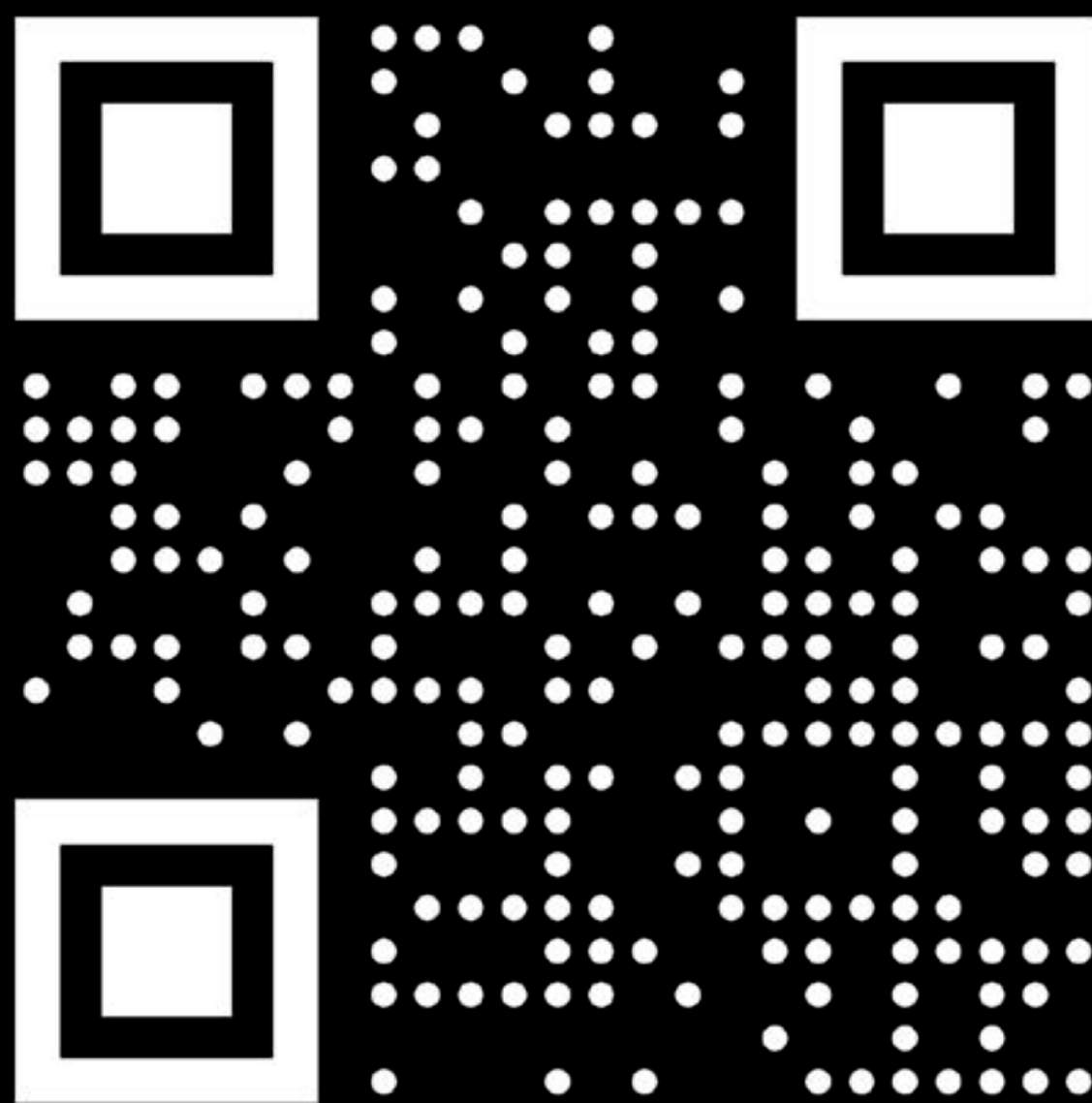
# KOHLER

A multiplayer online configurator for custom bathrooms.

- Procedural layout of bathroom templates
- API connection with Kohler database of products and 3D assets.
- Product order summary
- Realtime visualisation in a virtual showroom
- AI assistant
- Chat bot and agent in a gamified environment and custom web user friendly user interface

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[www.aalter.ai](http://www.aalter.ai)  
[contact@aalter.ai](mailto:contact@aalter.ai)