



BILDIA

STREAMLINING THE PROCUREMENT PROCESS AT BILDIA

In the latest IE NextGen program, Bildia joined us to talk about how the company is making its mark on the construction industry: changing the dynamics of the procurement supply chain. Led by one of IE School of Architecture and Design's program directors, Jerónimo Van Schendel Erice, Bildia is a cloud-based software ecosystem helping construction companies automate their processes.

Bildia has identified a gap in the market and leveraged it to become the solution to the construction industry's everyday challenges.

Bildia strives to provide the most efficient, collaborative and data-enabled trading platform. With three founders, Bildia is rooted in extensive construction experience, complex project management skills, and professional experiences at Airbus and governmental organizations. The three founders joined forces and haven't looked back since.

Jerónimo told us that "it was time to digitalise the procurement part of the business." With this at the core of their business idea, Bildia came to be during the COVID-19 pandemic, when they won a competition for their business model. They received some funding and have kept developing their software models since.

As an ecosystem, Bildia provides an integrated experience to buy products, services and systems. They not only sell SaaS, but also connect subcontractors, suppliers and clients. With procurement accounting for 60% of costs in the construction industry, Bildia offers an innovative solution to determine net profit without the need for clunky Excel files.

Bildia also adapts to clients' different needs—differentiating between raw materials, cement, steel and many other materials, as well as different services and products. Jerónimo sees a building as a giant "Lego kit." He understands that procurement managers need to see what the individual pieces are, both before and during construction. This, of course, comes with a lot of technical specifications that can be difficult to manage, which is where Bildia's team comes in. Their software allows the specification requests to be uploaded to a real-time management agenda which identifies the right parties and can organize the process with minimal effort.

Sustainability is high up on Bildia's agenda too, as a goal they are progressively building towards. There is currently no organization which can calculate how sustainable a building is, so Bildia organizes the supply chain ecosystem based on sustainability criteria such as carbon footprint and certifications to embed sustainability into their clients' buildings. Bildia provides key information on the traceability of materials, typology and trade-offs in terms of choice. Real estate is a complicated sector and Bildia is making waves to organize the industry for a sustainable tomorrow.

In terms of the future, Bildia's founders believe that technology such as blockchain will be used to trace materials that are sustainably sourced but at the moment, they are working to provide their clients with evidence to make the right choices and reduce their CO2. In their own words, Bildia is "humbly contributing to making the market more sustainable" with sustainability as "a dream that they are constantly building towards"—something Jerónimo is also passionate about as a program director at IE School of A&D.

Bildia is also looking at the upcycled materials marketplace as an opportunity, with the possibility of partnering with other specialized teams to bring this idea to life. They believe the only way to be sustainable is to be profitable—with sustainable solutions leaving the market if they become too expensive.

Along the way, Bildia's founders have overcome many obstacles. While they have very high academic training and a valuable network of architects, they initially lacked business knowledge. Together, they gained their business training along the way by entering such a competitive market. They've built momentum and learned how the industry works to create Bildia—a platform where all the supply chain stakeholders are aligned.