

Case-study:

Skyon Expo



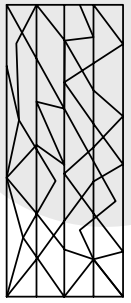
How Real Estate developers and constructors can now reach easily global markets

Exponaut: digital B2B sales and marketing tool to
grow your business and profit

2022-05



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Background of the project



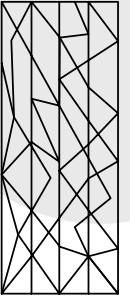
SKYON as a landmark building was completed in autumn 2021, and since first days it operates at almost 100% capacity level. It is most premium A-class office rental space in the city. This outcome has been achieved due to high ambition and demands of a developer, and great collaboration between all participating contributors.

Building was developed as a flagship project by Capital Mill, the leading Baltic real-estate developer.



SKYON EXPO is an innovative joint digital exposition by participants in this architectural masterpiece completion. By using most modern communication technologies they are now capable to present and introduce worldwide the benefits of their products and services from end user experience perspective, and enjoy the business references and cost efficiency through collaboration in new value chain.





Challenge

Obviously Covid-years, and now war in Europe in addition have influenced business revenues, opportunities and chains remarkably. At the times, when travelling is declining, businesses still need to work with their partners, customers and find possibilities to sustain their revenue base and growth.

Activities shift from physical to digital environment has not been an option, but must have to survive. This change has opened absolutely new understanding how to look at the business from digital point-of-view. How to expose and explain the benefits of one's offering in most efficient way in virtual environment?

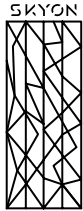
Obviously traditional web-page, paid social media or pure discussion in video format are not sufficient anymore.

**When market barriers emerge,
innovation starts and new solutions are found**

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Project in a nutshell



What

SKYON: Ultra-modern
new landmark building in
European capital (Tallinn)



Why

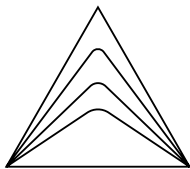
Contribution to
smart and green city



CAPITAL MILL

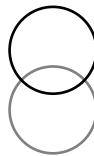
Who

Capital Mill,
Construction
RE Development



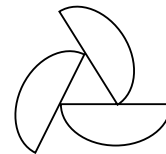
Vision

Providing best possible
21th century user
experience to end
customers - tenants,
visitors etc



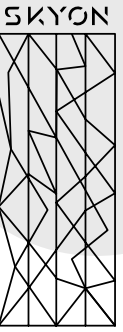
How

Combining best
knowledge and expertise
of customer needs,
ambition, quality and
technologies



By whom

Architects,
Engineers, Vendors
Subcontractors



How it worked

Organizer

SKYON EXPO organizer Capital Mill, known for an innovative attitude approached all the partners and vendors that had contributed to the construction work with a proposal to participate in a joint virtual exposition.


Participants

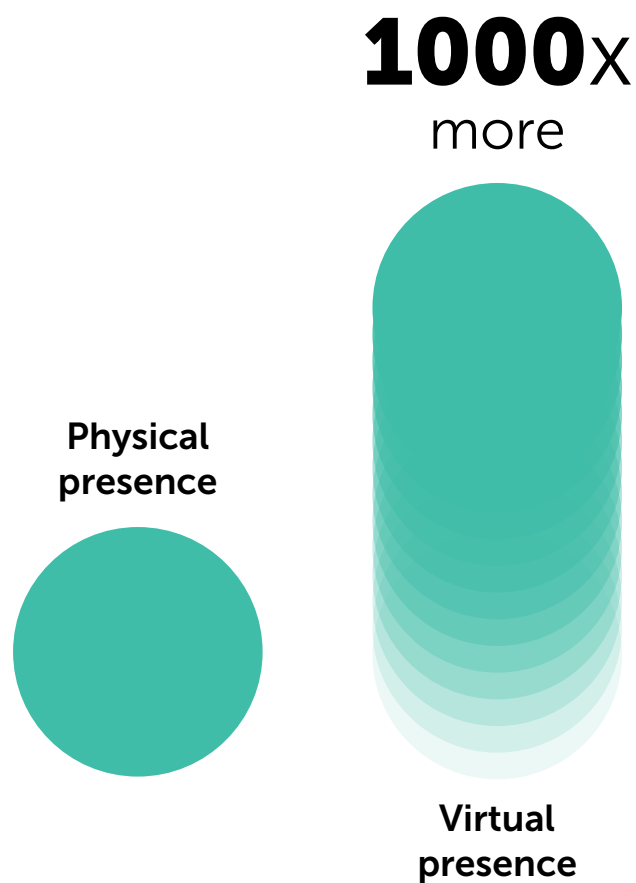
SKYON vendors who wanted to promote their services and products or increase their sales internationally got onboarded in a short notice - within few months. The digital meetingplace was deployed and vendors enjoyed the exposure to worldwide audience.

Solution Facilitator

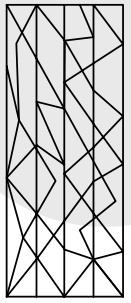
SKYON EXPO was organised on Exponaut platform that provided easy establishment of virtual booth to every exponent. It enabled all participants to initiate under Expo-label their own virtual micro events, product presentations and press events during the exposition.

**New era has arrived - enjoy syndicate marketing
benefits: save the sales and marketing costs and
increase revenue base at the same time**





Exponaut **increased professional views in digital media** almost 1000 times - before, during and after SKYON Expo



Project result

It rarely happens all parties involved are getting outcome that helps everybody to nurture their business goals. But it was exactly **what SKYON EXPO delivered**:



1. Innovative digital exposition solution for everyone

Modern and reusable digital presentation formats and content was developed for each EXPO participants that was easily linkable with existing web-pages, searchable and findable worldwide.



2. Exponential audience increase in digital space

In our novel collaborative exposition format every participant enjoyed multiple times more audience than they ever could reach alone for finding new customers and markets.



3. Creation of valuable business reference

Authentic and self-explanatory digital “visit card” for the exponent participating in SKYON construction case was generated. Cross-referencing by expo organizer and participants unlocked powerful opportunities to be searched and found by new customers and business partners worldwide.

Unique business value was dicovered

for both SKYON EXPO organizers and exponents

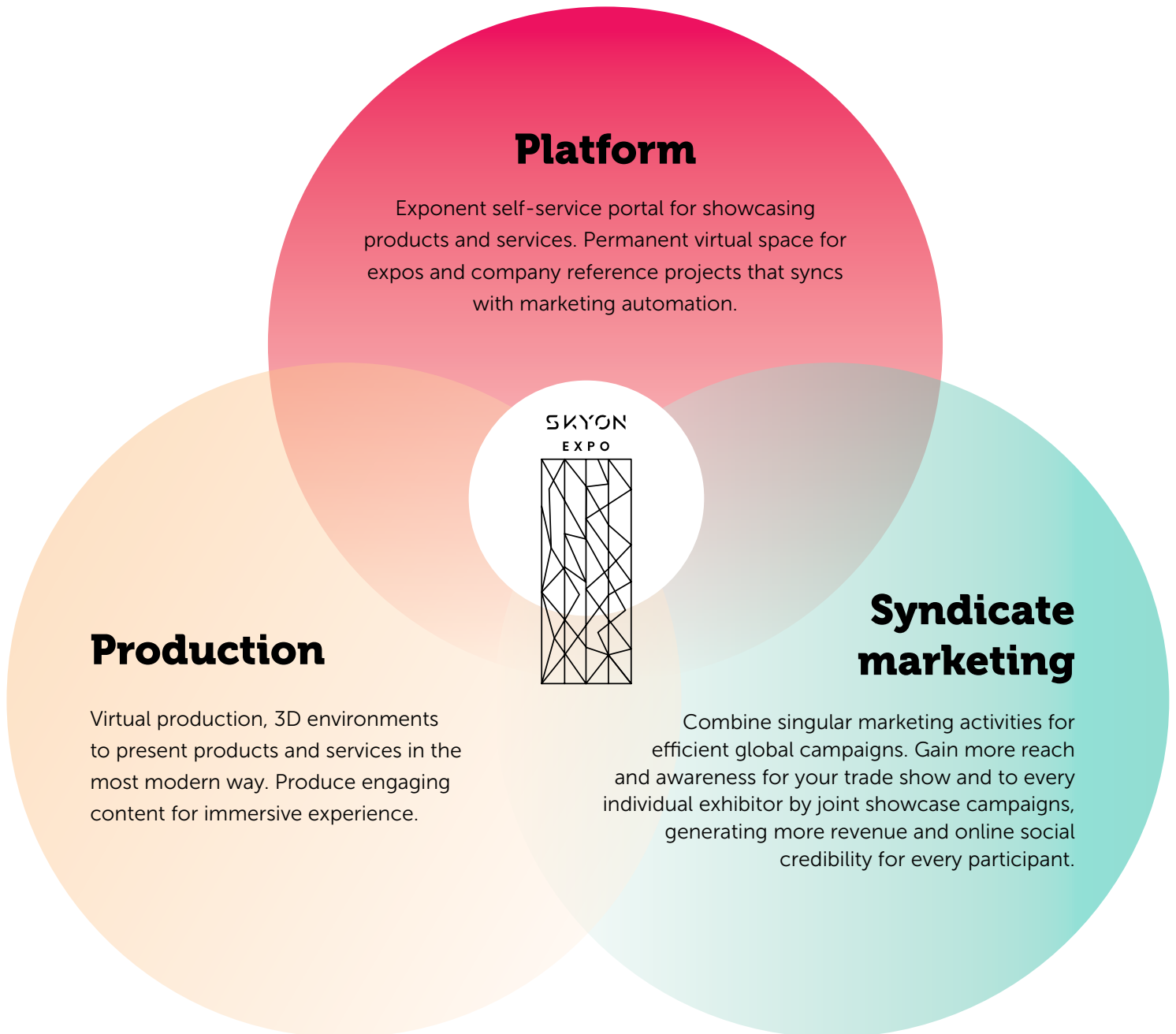
Single physical achievement in the past

was converted into powerful longlasting

reusable digital asset



Valuable add-on benefits for exponents were enabled



[See the Expo](#)

Outcome

True Win-Win Situation

With Exponaut both Expo organizer and exponents achieved through collaboration:

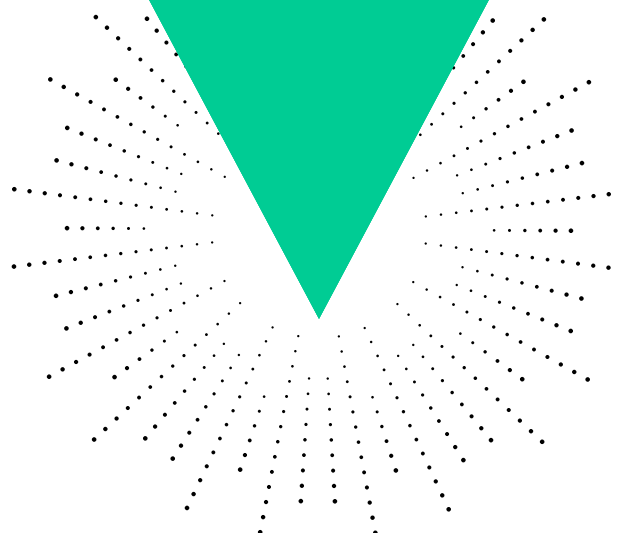
Global reach and powerful business reference

Establishment of totally new business networks and models

Creation of longlasting and re-usable novel content

Exponential growth in the digital marketing results

Sales results multiplication





Capital Mill - Tanel Samuel

(Partner and Board Member)

Skyon building developer

"Exponaut platform is a problem solver for many companies that want to quickly introduce their new developments, products, and services to potential customers, but cannot find any reasonable possibility to do that – organizing physical fairs is a time-consuming and resource-intensive venture, and the risk of their cancellation is high. Virtual solutions are flexible, fast and also permanent, because all information remains on the platform."

Capital Mill - Kätlin Sasse

(Head of Marketing)

Skyon building developer

"It is great to see that Skyon Expo has such a large global reach, we are very happy about it. Recently the Skyon office building has been recognized with the international Platinum LEED certificate. The building received a significant 84 out of 110 points under the renewed stricter conditions."



Ehitustrust - Aigar Kristovald

Skyon office building main contractor

"We are honored to be part of the Skyon development process, thanks to Skyon Expo we are able to inspire engineering students and future generations in general how to build in a more sustainable way."

Schüco - Tiit Agarmaa

(Country Manager)

Skyon building unique glass facade engineering

"We were one of the first ones to join Skyon Expo, as we previously already had experience with Schüco Global Expo. Outstanding buildings like Skyon are our passion!"



R8 Technologies - Siim Täkker

(CEO)

Skyon building energy efficiency

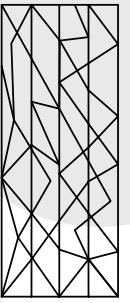
"This solution gives us the opportunity to present our service more efficiently across Europe. The most clean energy is unused energy, and that's the mission our team is working for."



Showcase your landmark building worldwide with the following steps

- | | | |
|--|---|---|
| Take simple steps to upgrade existing web pages | 1 | Start using the platform "become exponent" |
| Unlock your new sales and marketing capabilities | 2 | Upload content |
| Go easily from local to global | 3 | Schedule your sales and marketing activities |
| Expand your customer engagement in virtual environment | 4 | Present your products and services to new markets |
| Enjoy additional revenue stream from digital | 5 | Enjoy additional revenue stream from digital |

Create an expo



We are very proud to announce that the Skyon office building has been recognized with the **international Platinum LEED certificate**.

The building received a significant 84 out of 110 points under the renewed stricter conditions.



According to Kaarel Loigu, CEO of Capital Mill, such achievements confirm to both the client and the public that the high environmental and sustainability requirements set for the building have been met.

"Sustainable management and company development are important in today's real estate market, as a result of which such recognitions are born. As only the best possible solutions are followed in the design and construction phase of the building, we can be sure that the life cycle of the building will be as long as possible."



EXPONAUT

tool for growth

Digital sales and marketing tool to
grow your business and profit



Contact

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