

Vertical products for real-estate developers: sell 100 hours of value, spend 30

12 flat-fee products and 18 processes where hours burn, visible and invisible. Built on 12 months of Productive data (26 Sep 2025 – 25 Sep 2026), the sold-vs-real margin per product, and the 2026 invoice archive.

38 507 h logged in 12 months	29.7 % internal time (11 430 h)	16.3 % feedback / rework (6 272 h)	5 420 h extra work never billed (≈ 246 k € cost)	45.51 €/h cost per seat (weighted)	70 €/h list price
--	---	--	--	--	-----------------------------

The target formula

A product is a fixed deliverable at a fixed price. Its price is set by the value the client gets, and the hours behind it are cut by templates, libraries and AI.

Price = 100 h × 70 € 7 000 €	Delivery cost = 30 h × 45.51 € 1 365 €	Gross margin 80 %	Effective rate 233 €/h
--	--	-----------------------------	----------------------------------

For comparison, GP products today: **3D exterior –27 %** (–69.7 k €), **3D interior –13 %**, **Apartment cards –18 %**, **Configurator –13 %**, **App –16 %**, **Account & PM +2 %**. The ones already near the target are the standardized ones: **Holo-apartments 66 %** (135 €/h), **Drone 78 %** (210 €/h), **2D other 88 %**, **Brand & print 51 %**. The pattern is that repeatable outputs make money and custom builds lose it.

12 vertical products

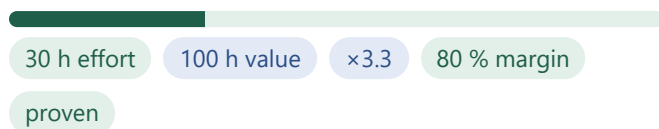
Vertical = residential/commercial developer, from pre-sale to handover. Bar: dark = hours we spend, light = hours of value we charge.

P1 · 3D · pre-sale

Holo-Apartment Pack

up to 8 typologies, +650 € each

7 000 €



Furnished 3D floor plans (isometric holo-apartments) for every apartment typology, in 2 styles, with web + print exports.

WHY IT'S 30 H, NOT 100

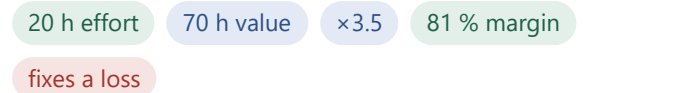
- Furniture/material library and fixed camera rig
- Typology = parameter, not a new scene
- 1 style board approved before production

Today: 503 h on 20 projects, 66 % margin, 135 €/h. Already the most productized output, so scale it.

P2 · 2D · sales

Apartment Card Engine

4 900 €
setup + 25 €/unit



Client's price-list Excel goes in, and a branded card for every unit comes out (PDF, web, print) and regenerates on every price change.

WHY IT'S 30 H, NOT 100

- Script/template generator, not manual layout
- Floor plan cleaned once per typology
- Price updates = re-run, billed 190 € per run

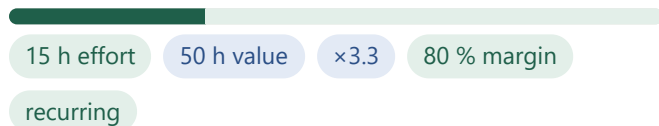
Today: 695 h vs 557 plan, -18 %. Bloq 247 h, Nový Rohan 181 h of manual cards.

P3 · Web · licence

Price-list & Availability Module

setup + 190 €/month

3 500 €



Live availability table and floor picker embedded in any developer site, with CRM lead form and reservation status.

WHY IT'S 30 H, NOT 100

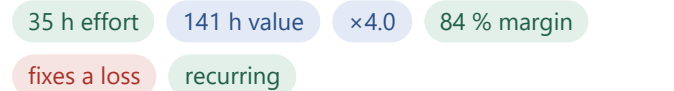
- One codebase, config per project
- Data from the same Excel as P2
- Hosted on GP Cloudflare stack

GP already invoices web licences (Ročná licencia za web 990 €), so this makes it a standard product.

P4 · App · licence

Configurator Standard

9 900 €
+ 290 €/month



Interior finish configurator (3 packages × rooms) with price impact and a PDF summary for the buyer.

WHY IT'S 30 H, NOT 100

- Single engine, project = JSON + renders
- Materials from the P1 library
- No custom UI, only a theme

Today: 739 h vs 557 plan, -13 %. Konfigurator budget +299 h (+90 %). Every build was custom.

P5 · 3D · sales

VR Tour Template

3 typologies, +1 900 € each

8 500 €

35 h effort

121 h value

×3.5

81 % margin

upgrade margin

360° walk-through of show apartments with hotspots, finish switch and a link to the card. Works on web and headset.

WHY IT'S 30 H, NOT 100

- Reuse P1/P4 scenes, no new modelling
- Standard hotspot set
- Batch render overnight

Today: 2 247 h, 39 % margin, 75 €/h, average 165 h per project. Design is 91 % of the hours, so the library cuts most of it.

P6 · AI · marketing

AI Mood & Staging Pack

30 visuals

3 900 €

10 h effort

56 h value

×5.6

88 % margin

new

30 campaign visuals from 3 approved renders: seasons, time of day, lifestyle staging and social formats.

WHY IT'S 30 H, NOT 100

- GP Visual (Gemini proxy) + render benchmark presets
- Human art-direction pass only
- Sell per batch, refill monthly

New. Replaces 1-off re-renders like "Úprava rendrov 4× pohľad" (3 200 €). Value lies in volume, and effort is near zero.

P7 · Drone · sales

View from Every Floor

per building

4 900 €

15 h effort

70 h value

×4.7

86 % margin

proven

Drone panoramas at each floor height in 4 directions, composited with the building and linked to every unit's card and price.

WHY IT'S 30 H, NOT 100

- 1 flight day, scripted heights
- Auto-linking to P2/P3 by floor
- Reusable for the sales and construction phases

Today: drone 168 h, 78 % margin, 210 €/h. It is the highest-margin service, so package it per building.

P8 · Web

Developer Landing Sprint

+ 190 €/month hosting

6 900 €

30 h effort

99 h value

×3.3

80 % margin

fixes a loss

Project microsite in 10 working days: hero, location, typologies, gallery, P3 module, contact. Template + brand, no custom design.

WHY IT'S 30 H, NOT 100

- Component kit + content form
- Debug checklist (debug is 15.7 % of coding today)
- Copy drafted by AI from the brief

Today: typical web 208 h (design 43 + code 123 + debug 33), margin 8 %. BRIXX web +107 % over plan.

P9 · Video

Hero Film from Scene

60 s + 3 cut-downs

5 900 €

25 h effort

84 h value

×3.4

81 % margin

upgrade margin

Camera flythrough film from the existing 3D/UE scene with music, titles and social cut-downs (9:16, 1:1, 16:9).

WHY IT'S 30 H, NOT 100

- Only sold on top of P1/P5 scene (no new modelling)
- Camera path presets
- Sound/title templates

Today: video 2 131 h, 24 % margin. Matadorka video produkcia 2 800 € was underpriced.

P10 · Brand

Project Brand Starter

fixed

7 500 €

30 h effort

107 h value

×3.6

82 % margin

proven

Project name shortlist, logo, colour/typo system, brochure template, signage and hoarding layouts.

WHY IT'S 30 H, NOT 100

- Naming workshop format (1 session)
- Brochure/hoarding master files
- Font licence resold (Teslova: 1 800 €)

Today: brand & print 994 h, 51 % margin, 96 €/h. Teslova branding stage 15 840 €.

P11 · Media · monthly

1 900 €

per month, min. 6 months

Sales Content Subscription

12 h effort

27 h value

×2.3

71 % margin

recurring

Monthly social + newsletter content from the project asset bank: 12 posts, 4 reels, 1 newsletter and a performance summary.

WHY IT'S 30 H, NOT 100

- Asset bank from P1/P5/P6/P9
- AI drafts, human approval
- Media budget billed separately (Projekt / Média / Fee)

Today: media & social 358 h, 40 % margin. King's Fountain Q3 content plan is the template.

P12 · Drone · monthly

990 €

per month

Construction Progress Pulse

4 h effort

14 h value

×3.5

82 % margin

new

recurring

Monthly drone shoot of the site with a render overlay ("today vs final"), a buyer update page and 2 posts.

WHY IT'S 30 H, NOT 100

- Same flight plan every month
- Fixed overlay from P7
- Feeds P11 content

New recurring item. Keeps the client between the pre-sale and handover phases at drone-level margin.

Bundle: Pre-Sale Launch Kit

BUNDLE CONTENT	SEPARATE PRICE	EFFORT
P1 Holo-Apartment Pack + P2 Apartment Card Engine + P3 Price-list Module + P7 View from Every Floor + P8 Developer Landing Sprint	≈ 32 000 €	≈ 120 h
Bundle price, 1 contract and 1 kickoff, then a 190 €/month licence	27 900 €	≈ 110 h → 76 % margin

The bundle replaces today's custom "website + 3D + cards" projects, such as BRIXX: sold for 166 891 €, planned 1 990 h, real 2 617 h (+31.5 %). Web was +107 % and UE development +105 %.

18 processes where hours burn

Visible = logged in Productive but not priced or controlled. Invisible = not logged, not billed or logged in the wrong place. Each item says which product or rule fixes it.

● Visible (tracked, but burning)

V1	Feedback & rework loops 16.3 % of all hours. Bakers Court 25.4 %, Rohan extra work 31.3 %, BRIXX 659 h (25 %). → Rule 2: 2 written rounds, then a change order. P6 for variant requests.	6 272 h ≈ 285 k €
V2	Internal tasks with no norm Budget "Grandpano 2026" has a 0 h norm and 10 584 h logged. Programmers alone: 3 479 h internal. → Turn internal dev time into engines (P2, P3, P4, P8). Set a monthly internal norm.	8 546 h ≈ 389 k €
V3	3D exterior overrun Plan 4 513 h, real 7 175 h, result -69.7 k € (-27 %). This is the biggest single loss. → Scope sheet: number of views and rounds. Shared library. Sell P1/P6 instead of open-ended renders.	2 662 h ≈ 121 k €
V4	3D interior overrun Plan 2 856 h, real 4 017 h, -21.6 k €. → P1 library + P4 materials. Fixed style board before production.	1 161 h ≈ 53 k €
V5	Custom web / app / configurator builds Web +922 h, app +332 h, configurator +182 h over plan. Debug is 15.7 % of coding. → P8 template, P4 engine, P3 module. Licence instead of rebuild.	1 436 h ≈ 65 k €
V6	Meetings 3D team 670 h, Manager 404 h, 2D 328 h. → Product kickoff = 1 meeting. Async feedback form.	1 954 h ≈ 89 k €
V7	Account & PM over plan 1 878 h real vs 1 453 planned, 2 % margin. Q: 355 h vs 50 h. BRIXX: 205 h vs 52 h. → Account built into the product price, capped at 8 %.	425 h ≈ 19 k €
V8	Proposals / offers Logged almost entirely by one Manager/3D person. → Price list of 12 products means an offer takes 1 h, not a day.	440 h ≈ 20 k €
V9	Onboarding & training Each new person learns custom workflows. → Product playbooks = shorter onboarding.	489 h ≈ 22 k €
V10	Apartment cards by hand 695 h real vs 557 plan. Bloq 247 h. → P2 generator.	138 h ≈ 6 k €

● Invisible (untracked / unbilled)

- I1 Untracked capacity** **25 954 h**
Utilization 59.6 %, billability 41.6 %. 7 people log 0 h over 10 days (partly management).
→ Tracking agent + product norms make missing hours visible. Exclude management explicitly.
≈ 1 181 k €
- I2 Extra work never billed** **5 420 h**
≈ 246 k € cost. Nový Rohan 2 625 h (118.8 k €), BRIXX 588 h (26.7 k €), Ecocare 218 h, Zanzara 172 h. No change orders found.
→ Rule 7: the "extra job" label creates a change-order draft automatically.
≈ 247 k €
- I3 Client work logged as internal** **1 015 h**
461 internal entries name a client or project in the note.
→ Monthly re-booking check. Tasks only exist inside product budgets.
≈ 46 k €
- I4 Hours on zero-revenue budgets** count-based
27 client budgets have hours and 0 € revenue. 21 BRIXX services worked without a plan (237 h).
→ No budget = no tracking. Every product has a norm.
- I5 Review limbo & overdue tasks** count-based
582 overdue tasks (259 > 90 days), 173 stuck in "Ready for review". Re-opening costs context-switch time.
→ Weekly close-out. A product is "done" only when signed off.
- I6 Bad tracking quality** count-based
46.8 % of entries break a rule. 32.9 % have notes ≤ 10 chars and 9 % are logged > 7 days late. Without it you cannot price products.
→ Note templates per product step. Agent reminders.
- I7 Under-priced clients** count-based
Effective rate: OPTIMAL 1.57 €/h, CPI 23.29 €/h, Via Sancta 24 €/h (vs 45.51 €/h cost).
→ Product price list, with no hourly discounts below the cost floor.
- I8 Budget re-structuring admin** count-based
BRIXX: 193 services deleted while rebuilding the budget. 28 live budgets have no plan.
→ One Productive template per product.

€ = hours × 45.51 €/h cost per seat, rounded. Some categories overlap (for example, feedback hours also sit inside the 3D overrun), so do not add the rows together. A realistic recovery is 20–30 % of the visible hours and most of the unbilled extra work.

Sold vs real by product (Productive budgets × Cost per Seat)

PRODUCT	SOLD €	PLAN H	REAL H	Δ H	RESULT €	MARGIN	€/REAL H	VERDICT
3D – exterior / development	261 439	4 513	7 175	+2 662	-69 711	-27 %	36	productize or reprice
Web	181 775	2 954	3 876	+922	13 715	8 %	47	upgrade
VR tour	167 566	3 308	2 247	-1 061	65 035	39 %	75	scale
3D – interior	163 135	2 856	4 017	+1 161	-21 568	-13 %	41	productize or reprice
Video & animation	128 842	2 089	2 131	+42	30 330	24 %	60	upgrade
3D – visualizations	97 329	1 544	1 296	-248	37 751	39 %	75	scale
Brand & print	95 321	1 580	994	-586	48 558	51 %	96	scale
Account & PM	92 004	1 453	1 878	+425	1 882	2 %	49	upgrade
3D – holo-apartments	67 900	846	503	-343	44 793	66 %	135	scale
App	49 700	1 038	1 370	+332	-7 965	-16 %	36	productize or reprice
2D – other	45 166	840	114	-726	39 827	88 %	396	scale
3D – other	35 994	804	418	-386	16 765	47 %	86	scale
Drone	35 355	543	168	-375	27 618	78 %	210	scale
Analysis & admin	28 920	453	172	-281	20 597	71 %	168	scale
Media & social	28 714	457	358	-99	11 431	40 %	80	scale
Configurator	28 580	557	739	+182	-3 820	-13 %	39	productize or reprice
Apartment cards & plans	27 780	557	695	+138	-4 883	-18 %	40	productize or reprice
Programming – other	27 407	390	116	-274	22 548	82 %	236	scale
Rework / unbudgeted	0	0	131	+131	-6 220	–	0	pure loss

Source: productive/data/analyza_projektov/miro_produkty.csv, aggregated over all projects. Amounts exclude VAT. Sold = Productive budget revenue, not the invoices. Cost = real hours × team cost-per-seat rate.

Productization rules (what makes 30 → 100 work)

- 1. Fixed scope sheet per product.** Fixed deliverables, formats, number of views and typologies. Anything outside it goes into a change order at 70 €/h, with no exceptions.
 - 2. 2 feedback rounds, written, on one form.** Feedback today is 16.3 % of all hours. Round 3 or more is billed automatically.
 - 3. Client input checklist before kickoff.** Plans, price list Excel, materials and brand. The clock starts only when inputs are complete.
 - 4. Libraries over craft.** Shared furniture and material library, camera rigs, UE base scene, web component kit, configurator engine, card templates. Every project adds to the library.
 - 5. AI first pass.** GP Visual (Gemini proxy) for mood, staging and variants, and AI copy for cards, web and social. Humans curate and finish.
 - 6. Licence, not handover.** Web, configurator, price list and VR stay on GP infrastructure with a monthly licence. That gives recurring revenue and no "rebuild from zero".
 - 7. One Productive budget per product** with the norm in hours. Overrun is red after 80 %. The "extra job" label becomes a change-order draft.
 - 8. Account is inside the product price** (cap 8 % of hours). Today the real Account time is 1 878 h vs 1 453 h planned, which is a 2 % margin.

Rollout (Q4 2026 → Q1 2027)

STEP	WHAT	OWNER	WHEN
1	Pick 4 pilot products with the best data: P1 Holo-Apartment, P2 Card Engine, P7 Drone Views, P10 Brand Starter	Ivan + Lubo	Oct 2026
2	Write scope sheets and price list, and build Productive budget templates with norms	Account leads	Oct 2026
3	Build engines: card generator (Excel → PDF/web), price-list module, configurator core	Programmers (from the 3 479 h of internal dev time)	Nov–Dec 2026
4	Change-order process and feedback form live on all new projects	PM	Nov 2026
5	Measure each product: real h vs 30 h norm and margin vs 80 % target, as a monthly report from Productive + Caflou	Ivan (reports)	From Dec 2026
6	Launch the Pre-Sale Launch Kit bundle and the subscriptions (P11, P12)	Sales	Q1 2027

Product prices and effort norms are **proposals**, calibrated against GP's own medians. Validate them on the first 2–3 deliveries of each product before you publish the price list.