

Plan A, No Plan B.

BY _____



Pllana
Capital

CEO Message – Mentor Pllana

In an era defined by accelerated transformation, the distinction between industries is dissolving. The future no longer belongs to isolated sectors, but to integrated ecosystems where capital, technology, and industry operate in seamless alignment. This conviction has guided our journey from the outset.

As articulated in our inaugural edition, where the built environment was positioned as the intersection of sustainability, design, technology, and community, we have since advanced this vision into a fully operational, vertically integrated platform. Today, through the strategic alignment of Pllana Capital, InstaBuilt, and Cherry Communities, we have established a unified model that redefines how value is created, delivered, and sustained.

This integrated platform is not merely an organizational structure; it is a strategic instrument. It enables the direct translation of investment into execution, and of innovation into tangible, livable environments. By eliminating fragmentation across the value chain, we enhance efficiency, accelerate delivery, and create a resilient foundation for scalable, future-ready development. Within this context, we have recently introduced one of our most forward-looking concepts: the PopUP Solution.

PopUP represents a paradigm shift in how we perceive space, time, and construction. It is a modular, rapidly deployable, and highly adaptable solution designed to meet the evolving demands of modern living and working environments. Whether addressing urgent housing needs, enabling flexible commercial spaces, or supporting dynamic urban functions, PopUP embodies responsiveness without compromising quality or sustainability.

T stands on three fundamental pillars: speed of deployment, design flexibility, and operational efficiency. More importantly, it reflects a broader philosophy: that the future of construction lies in solutions that are not only scalable, but also intelligent, accessible, and immediate.

As we present this fifth edition, our direction remains unequivocal. We are not simply building structures; we are engineering ecosystems. We are not reacting to the future; we are actively shaping it.

Plan A remains the only plan. There is no Plan B.

Mentor Pllana
CEO – Pllana Ventures



Cultivating Global Talent within the Pllana Ventures Ecosystem

At Pllana Ventures, talent is not viewed as a resource to be utilized, but as a force to be developed, empowered, and elevated. The foundation of our ecosystem rests on the belief that people are the primary drivers of innovation, and that meaningful progress begins by creating environments where individuals can grow with purpose and contribute with impact.

The journey of Janina Kelmendi exemplifies this philosophy in practice.

As a student of International Management at Technische Hochschule Ingolstadt in Germany, Janina represents a new generation shaped by international exposure, interdisciplinary thinking, and a strong sense of ambition. Her academic path has been intentionally designed to bridge theory with experience, including time spent in South Korea and now in Kosovo. Each step reflects a deliberate pursuit of environments that challenge perspectives and accelerate personal and professional development.

Within her role in E Commerce and Market Development, Janina contributes directly to initiatives related to digital strategy, market positioning, and international growth.

Her engagement goes beyond observation, positioning her within the operational core of a company that is redefining modern construction through modular and technology driven solutions. This integration of academic knowledge with real business application reflects the essence of a high performance learning environment.

Her experience also reflects a broader narrative. Kosovo is increasingly emerging as a space of untapped potential, where innovation and ambition are reshaping traditional perceptions. Through individuals like Janina, a new image is being formed, one that is grounded in capability, professionalism, and global relevance.

At Pllana Ventures, we do not simply create opportunities. We cultivate trajectories. We provide a platform where talent is recognized early, trusted with responsibility, and supported in its evolution.

Because sustainable success is not built solely on systems or structures, but on people who are prepared to shape the future with clarity, competence, and conviction.



**Janina
Kelmendi**

From Scarcity to Regeneration: Rethinking Housing Through Industrial Innovation

The global housing discourse has long been dominated by a familiar narrative. Rising prices, declining affordability, and increasing inequality are often attributed to ownership structures, speculative capital, or institutional investors. While these perspectives resonate at a surface level, they fail to address the deeper structural reality. The housing crisis is not fundamentally a question of ownership. It is a crisis of production.



As highlighted in recent analysis, the core issue lies in the systemic inability to produce sufficient housing supply to meet growing demand. For decades, construction systems have been constrained by regulatory complexity, fragmented processes, labor shortages, and cost volatility. The result has been a market characterized by inelastic supply, where even marginal increases in demand trigger disproportionate price escalation. In such a system, restricting buyers does not resolve the problem. It merely redistributes scarcity.

To move beyond this impasse, a paradigm shift is required. Housing must be redefined not as a static asset class, but as a dynamic production system. This shift demands an industrial approach, one that leverages technology, integrates processes, and scales output with precision and efficiency.



At the center of this transformation lies volumetric modular construction. By transitioning from traditional, site based building methods to controlled, factory driven production, the industry gains the ability to operate with a level of consistency and scalability previously unattainable. Entire building components can be manufactured in optimized environments, reducing construction timelines from months to weeks while significantly minimizing waste and inefficiency . This approach introduces elasticity into a system that has long been constrained, enabling supply to respond dynamically to demand.

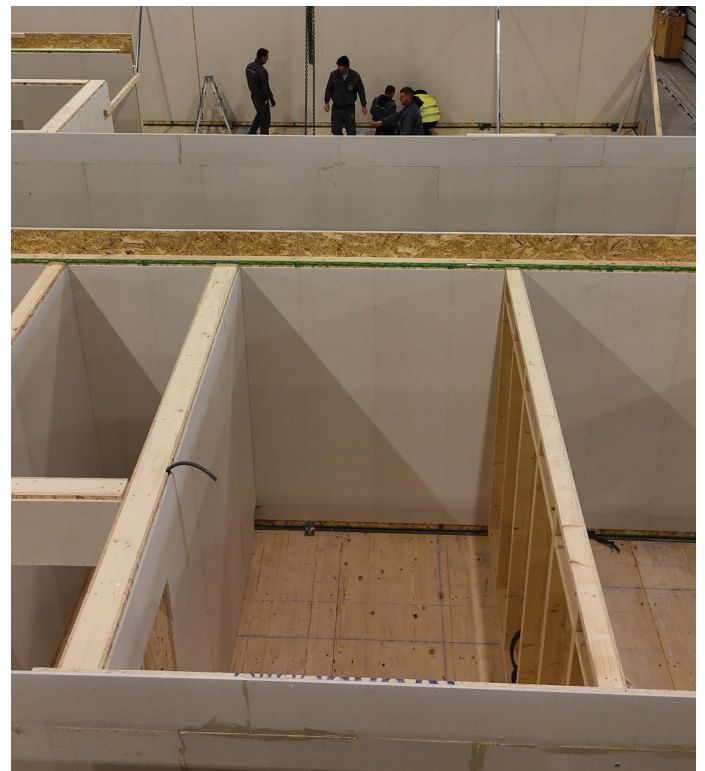
However, the transformation of housing is not solely an industrial challenge. It is equally an environmental and societal imperative. The built environment plays a decisive role in shaping ecological outcomes, influencing everything from carbon emissions and resource consumption to biodiversity and human wellbeing. In this context, the ambition extends beyond increasing supply. It evolves toward a more profound objective: creating a built environment that contributes positively to the natural world.



The concept of becoming Nature Positive by 2030 represents a defining milestone in this transition . It signals a shift from minimizing harm to actively generating environmental value. Achieving this vision requires a construction model grounded in four interconnected pillars: scalability, affordability, accessibility, and regenerative impact.

Scalability ensures that sustainable construction is not confined to isolated projects but becomes the standard across markets. Through modular systems, high performance buildings can be replicated efficiently, embedding environmental performance at scale. Affordability addresses one of the most persistent barriers to adoption. By optimizing production processes and reducing waste, industrial construction lowers both upfront costs and long term operational expenses, making sustainable living accessible to a broader population.

Accessibility extends beyond economics to encompass human wellbeing. Buildings must be designed to enhance quality of life through improved air quality, natural light, and thermal comfort. These elements are not luxuries, but essential components of a healthy living environment. Finally, the principle of Nature Positive development integrates all previous dimensions into a regenerative framework. It envisions buildings that produce more energy than they consume, utilize circular material flows, and contribute to biodiversity through thoughtful design and land use .



The convergence of these pillars with industrialized construction methods creates a powerful synthesis. It aligns efficiency with sustainability, scale with quality, and economic value with environmental responsibility. Technology further amplifies this transformation. Digital design systems, artificial intelligence, and automated manufacturing processes enhance coordination, reduce friction, and enable data driven decision making across the entire value chain. At the same time, long term capital plays a critical enabling role, providing the resources required to develop production infrastructure and scale innovative solutions.

This integrated model represents more than an evolution of construction practices. It signifies a redefinition of the built environment as a strategic system, one capable of addressing some of the most pressing challenges of our time. Housing becomes not only a response to demographic demand, but a platform for economic resilience, environmental regeneration, and social wellbeing.



The implications are far reaching. A production driven approach restores balance to housing markets by increasing supply and stabilizing prices. It supports more effective policy frameworks by enabling targeted, rather than restrictive, interventions. It reduces environmental impact through efficient resource use and improved building performance. Most importantly, it repositions housing as a catalyst for broader societal progress.



The path forward is therefore clear. The question is no longer who owns the existing housing stock, but how rapidly and effectively we can produce the homes of the future. The answer lies in embracing industrial innovation, integrating technology, and aligning capital with long term value creation. From scarcity to abundance, from extraction to regeneration, the transformation of housing is both a necessity and an opportunity. It requires a new mindset, a new model, and a new level of ambition. The future will not be built by continuing the debates of the past. It will be built by those who redefine how we build.

InstaBuilt PopUp Housing Solutions: Shaping the Future of Sustainable Living

The launch of InstaBuilt PopUp Housing Solutions marks a defining step toward a new paradigm in how we design, deliver, and experience living spaces. At a time when housing systems are under increasing pressure from rising demand, environmental constraints, and the need for flexibility, PopUp introduces a forward-looking solution that brings together sustainability, technology, and industrial precision.



PopUp is not conceived as a conventional housing product. It is a response to a changing world, where living spaces must be adaptable, efficient, and accessible without compromising quality or environmental responsibility. Through its modular architecture, PopUp enables a new level of scalability, allowing housing solutions to be deployed rapidly and efficiently across different locations and use cases.



The concept is built on simplicity and intelligence. Three core configurations offer a range of living solutions, from compact units designed for individual use to larger layouts suitable for families. Each unit is engineered with optimized spatial efficiency, ensuring that comfort and functionality are seamlessly integrated within a refined footprint .

This approach reflects a broader shift toward smarter living, where design maximizes experience while minimizing unnecessary complexity.



Sustainability is embedded at every stage of the PopUp solution. Energy-efficient design reduces heating and cooling demands, while the use of certified, high-quality materials sourced from leading European markets ensures durability and environmental performance . The construction process follows a zero-waste approach, supporting a carbon-conscious model of development that contributes to a more responsible built environment.

PopUp is not conceived as a conventional housing product. It is a response to a changing world, where living spaces must be adaptable, efficient, and accessible without compromising quality or environmental responsibility. Through its modular architecture, PopUp enables a new level of scalability, allowing housing solutions to be deployed rapidly and efficiently across different locations and use cases.



Equally important is the focus on resilience and wellbeing. PopUp structures are engineered to meet high safety standards, offering resistance to seismic activity and fire exposure. At the same time, attention to indoor air quality, natural light, and material selection creates a healthy living environment that supports everyday comfort and long-term wellbeing.

Flexibility remains a defining feature of the PopUp concept. Through adaptable layouts and integrated smart furniture solutions, spaces can be configured to meet evolving needs. This adaptability allows PopUp to extend beyond traditional residential use, serving as a solution for hospitality, temporary accommodation, and emerging living models that require mobility and responsiveness.

The launch also introduces new possibilities for how living spaces are utilized. With rapid deployment capabilities and modular design, PopUp units can be integrated into short-term rental ecosystems and tourism infrastructure, offering dynamic and efficient solutions for a wide range of applications . This versatility reflects a broader transformation in how space is valued and used in modern economies.



Durability and long-term reliability are central to the PopUp philosophy. Extended warranty structures covering structural integrity, insulation, and key components reinforce a commitment to quality that extends well beyond initial delivery . This ensures that each unit is not only built for immediate use, but designed for sustained performance over time.

The launch of InstaBuilt PopUp Housing Solutions represents more than a new housing concept. It marks a shift toward a future where speed, sustainability, quality, and adaptability work together as one standard. As housing evolves, PopUp simplifies modern living and makes sustainable, innovative homes more accessible - modular by modular, today.

Strengthening Cross-Border Collaboration: The Visit of the German Ambassador to the Insta Innovation Center

The visit of Rainer Rudolph, Ambassador of the Federal Republic of Germany to Kosovo, to the Insta Innovation Center marked an important moment of recognition and strategic alignment. More than a formal engagement, the visit reflected a shared commitment to advancing innovation, sustainability, and industrialized construction as key drivers of the future built environment.

During the visit, the Ambassador explored the InstaBuilt off-site construction facilities, gaining insight into a production model that transforms traditional building through industrialization, precision engineering, and digital integration. The industrialized building systems presented a shift toward standardized and scalable solutions, capable of delivering housing with greater speed, consistency, and efficiency.

The discussions focused on one of the most pressing global challenges: delivering affordable, high-quality housing at scale. Emphasis was placed on how industrialized construction, sustainability, and technology must work together as an integrated system to respond effectively to this challenge.

Germany's strong tradition in engineering excellence and long-term thinking was acknowledged as a benchmark, while the dialogue also highlighted the importance of cross-border collaboration. A key outcome of the meeting was the mutual interest in strengthening cooperation between Kosovo and Germany, particularly in connecting businesses, fostering partnerships, and enabling knowledge exchange between the two markets.



The visit was also characterized by appreciation for the projects currently being developed in Germany, recognizing them as a testament to the capability of delivering innovative, high-standard solutions across international contexts.

Overall, the exchange reaffirmed a shared vision for the future of living, where speed, quality, sustainability, and affordability are no longer trade-offs, but integrated standards. It underscored the importance of collaboration between innovation hubs, industry, and institutions in shaping a more connected and forward-looking construction ecosystem

A central highlight was the Insta Business Park, where concepts are translated into real, buildable homes. This environment demonstrated the seamless connection between research, development, and implementation, reinforcing the role of the Insta Innovation Center as a bridge between innovation and execution.

Tech Day at Insta Innovation Center: Where Technology Meets Industrial Innovation

On 18 March 2026, the Insta Innovation Center hosted Tech Day – Tech, AI & Industrialized Innovation, a high-level roundtable that brought together leading voices from technology, finance, cybersecurity, and industry. More than a discussion, the event served as a strategic platform to examine how emerging technologies are reshaping not only digital ecosystems, but also real-world industries and global value chains.



Moderated by Diedon Kica of Pillana Ventures, the roundtable convened a distinguished group of contributors including Vjollca Çavolli from STIKK, Robert Shala from Sentry, Arianit Fazliu from Kutia, Labinot Bajrami from KDAA, Besart Hajrizi from the Insta Innovation Center, Arten Avdiu from Raiffeisen Tech, Darsej Rizaj from StarLabs, and Vehbi Neziri from FreeBalance. Each participant brought a unique perspective, reflecting the convergence of sectors that are increasingly interconnected through technology.

The central premise of the discussion was clear. Innovation is no longer confined to digital spaces. It is evolving into an integrated, industrialized paradigm where artificial intelligence, blockchain, cybersecurity, and manufacturing systems operate within a unified ecosystem. This convergence is not incremental. It represents a structural transformation in how value is created, distributed, and scaled.

As highlighted in the roundtable report, we are entering a phase where innovation is decentralized, accelerated, and embedded across all sectors of the economy. Traditional models, characterized by linear processes and centralized control, are being replaced by dynamic, platform-based systems that prioritize speed, adaptability, and collaboration. In this new environment, competitive advantage is no longer determined solely by access to resources, but by the ability to integrate technologies and respond rapidly to change.



Artificial intelligence emerged as a central theme throughout the discussion. It is increasingly acting as an extension of human capability, enhancing analytical processes, automating complex tasks, and enabling decision-making at unprecedented scale. At the same time, participants emphasized the importance of maintaining human-centered approaches, ensuring that technological progress remains aligned with ethical standards and societal values.

Beyond AI, the conversation explored the growing role of blockchain and the tokenization of real-world assets. These technologies are redefining ownership structures, enabling fractional investment models, increasing liquidity, and creating new levels of transparency and trust across systems. Their implications extend far beyond finance, influencing sectors such as real estate, infrastructure, and supply chain management.

Another key insight from the roundtable was the transformation of business models and workforce dynamics. Organizations are increasingly shifting toward data-driven, platform-based, and ecosystem-oriented structures. At the same time, the nature of work is evolving, with automation reshaping traditional roles and new hybrid skill sets emerging at the intersection of technology, business, and creativity. This shift requires continuous learning, adaptability, and a redefinition of how talent is developed and deployed.



A critical dimension of the discussion focused on collaboration. The complexity of the current transformation demands coordinated action across sectors. The Triple Helix model, integrating government, industry, and academia, was highlighted as a necessary framework for building resilient innovation ecosystems. Effective collaboration is no longer optional. It is essential for aligning technological advancement with economic development and societal needs.



Education and skills development were also identified as urgent priorities. The gap between current educational outputs and the demands of an AI-driven economy is widening. Participants emphasized the need for immediate curriculum reform, integrating artificial intelligence literacy, data competency, sustainability thinking, and ethical reasoning as core components of modern education. Preparing future generations for this new reality is not a long-term ambition. It is an immediate necessity.

The roundtable concluded with a clear and forward-looking message. The defining factor of success in this new era will not be access to technology, which is increasingly democratized, but the speed of adaptation, the quality of collaboration, and the ability to align innovation with human values.

Tech Day at the Insta Innovation Center demonstrated the importance of creating platforms where ideas, expertise, and sectors converge. It reinforced the role of the Center as a catalyst for dialogue, knowledge exchange, and practical innovation. Most importantly, it highlighted that the future of innovation lies not in isolated advancements, but in the integration of technologies, industries, and people into a cohesive and scalable system.

From digital innovation to industrial transformation, the direction is clear. The next era will be defined by those who can connect, adapt, and build across boundaries.

Pllana Ventures at Davos 2026: Construction Meets AI

At Davos 2026, the global dialogue on housing reached a decisive moment. Within the panel Construction Meets AI: Affordable, Climate-Ready Housing at Scale, the discussion brought together leading voices from industry, technology, and urban development to address one of the most pressing challenges of our time: how to deliver housing that is not only accessible, but scalable and sustainable across continents.



Our CEO Mentor Pllana, joined a distinguished panel composed of Dimitri Papalexopoulos, Chair of TITAN Group; Alice Charles, a global expert in sustainable urban planning and urban regeneration; Ertion Axha, COO of Lika Holding AG; and Sandy Curth, CEO of Forma Systems and MIT Design and Computation PhD. The discussion was moderated by Tarja Stephens, Founder of Leaders of the Future. The diversity of perspectives created a multidimensional dialogue, yet all participants converged on a shared understanding: the housing challenge is systemic and requires integrated solutions.



The starting point of the discussion was both simple and urgent. Across the United States and Europe, the aspiration of accessible housing is increasingly under pressure. Prices continue to rise, families are being excluded from the market, and urban growth is outpacing the capacity to deliver new housing supply. These visible challenges, however, are only part of the equation.



What often remains less visible are the structural constraints embedded within the system itself. Slow zoning and permitting processes, labor shortages, high material and financing costs, and fragmented development models collectively limit the ability of the industry to respond at scale. These constraints define a system that is not designed for speed, consistency, or replication.

The discussion at Davos shifted the focus from symptoms to structure.

Housing was framed not merely as a market outcome, but as a production and scalability challenge. Without the capacity to deliver housing efficiently and at scale, affordability remains unattainable regardless of policy or financial interventions.



In this context, Pllana Ventures introduced a platform-based approach to housing development. Built through the integration of Pllana Capital, InstaBuilt, and Cherry Communities, the platform represents a unified model that connects investment, technology, and execution within a single ecosystem. Its mission is clear: to scale nature-positive, affordable, and accessible housing across Europe and the United States.

A defining element of this approach is the role of artificial intelligence. Within the platform, AI is positioned as a simplification engine that standardizes design, optimizes engineering processes, and streamlines certification across different markets. By reducing complexity and enabling repeatability, AI accelerates the transition from concept to construction, allowing housing solutions to be delivered more efficiently and consistently.



This integration of technology with industrialized construction systems creates a new operational model.

It allows housing to move from fragmented, project-based delivery toward scalable, platform-driven implementation. It also enables greater coordination across the value chain, ensuring that design, production, and execution are aligned from the outset.

The experience shared at Davos was grounded in long-term execution. Over the past twenty-five years, more than 26,000 homes and apartments have been delivered, providing a foundation of practical knowledge that informs the platform's evolution. This track record reflects a consistent focus on delivery, rather than theory, and demonstrates the feasibility of scaling housing solutions across different markets.



The vision presented at Davos was articulated through a clear and inclusive message. To make the American dream accessible again. To make the European dream accessible again. To make the human dream achievable again.

This vision is not defined by geography. It reflects a broader ambition to create housing systems that are capable of responding to global demand while maintaining high standards of quality, sustainability, and efficiency.

The future of housing will be shaped by integrated platforms combining technology, capital, and industrialized processes to build at scale.

Davos 2026 highlighted this shift — from traditional projects to scalable housing systems designed for a rapidly evolving world.

From ideas to delivery. From projects to platforms.

Reimagining Real Estate Through Innovation, Sustainability, and Global Collaboration

The global real estate industry is entering a defining era shaped by sustainability, industrialized innovation, digital transformation, and the urgent need to make quality housing more accessible. At the center of this conversation, Mentor Pllana, CEO and Founder of Pllana Capital, InstaBuilt, and Cherry Communities, joined the Globinar Global Real Estate Roundtable hosted by Global Chamber as a featured speaker to discuss the future of housing and cross-border investment opportunities.

Bringing together international real estate leaders, investors, and innovators, the roundtable created an important platform for discussing how the industry must evolve to respond to rising housing demand, affordability challenges, sustainability goals, and the acceleration of technological transformation across global markets.

During the discussion, Mentor Pllana shared insights into how modular construction, industrialized production, and smart technologies are reshaping the traditional construction industry into a scalable manufacturing ecosystem. Rather than viewing housing solely as a construction challenge, the future increasingly requires treating housing as an integrated production system capable of delivering quality, speed, efficiency, sustainability, and affordability at scale.

Through the vision behind Cherry Communities and InstaBuilt, this transformation is already taking shape across projects in the United States and Europe, where communities are designed to combine sustainable development principles with industrialized modular construction, smart infrastructure integration, faster delivery timelines, and reduced environmental impact.

These projects reflect a broader shift in thinking where housing is no longer approached only through conventional methods, but through innovation-driven systems capable of responding to modern economic and social realities.



GLOBINAR GLOBAL REAL ESTATE ROUNDTABLE

FEATURED SPEAKER



MENTOR PLLANA
CEO and Founder of Pllana Capital | InstaBuilt | Cherry Communities | Architect of the #GP Business Strategy

LED BY



JAMES HUANG
Managing Director of REBANK Commercial



ELLEN HSU, RI
CEO of Prominent Real Estate Services and Prominent Management

Join the Global Chamber for a dynamic weekly roundtable discussion on key trends and opportunities shaping the global real estate market, along with sharing specific deals.

WEDNESDAY, FEBRUARY 18TH
7am PT / 8am MT / 10am ET / 3pm Accra • London
/ 4pm CET / 7pm Dubai / 8:30pm Mumbai / 11pm Singapore

THURSDAY, FEBRUARY 19TH
12am Seoul • Tokyo / 2am Sydney

UPCOMING SCHEDULES:

25 FEBRUARY

4 MARCH

REGISTER NOW!
www.globalchamber.org/realestateroundtable



Scan to learn the benefits of being global and UNSTOPPABLE.

A central theme throughout the roundtable was the growing importance of cross-border collaboration in shaping the next generation of real estate development. Global capital is increasingly searching for resilient, technology-driven, and sustainability-focused opportunities, while emerging technologies are enabling expertise, investment, and innovation to move more fluidly between markets.

Mentor Pllana emphasized how collaboration between the American and European ecosystems can accelerate sustainable housing development, technology transfer, private capital mobilization, and innovation-led urban transformation. As the real estate sector becomes more globally interconnected, the ability to combine international expertise with localized execution will increasingly define the leaders of the next decade.

The conversation also explored how private capital, modular construction, and artificial intelligence are converging to redefine the future of real estate. AI-driven systems are already beginning to optimize planning, manufacturing efficiency, supply chain management, predictive maintenance, investment analysis, and community operations. Combined with modular construction, these technologies create opportunities to dramatically improve productivity while reducing waste, delays, and overall project costs.

This philosophy aligns closely with the broader strategic vision behind the 5P Business Strategy Framework developed and implemented by Mentor Pllana, a framework focused on transforming construction from a fragmented traditional industry into a scalable, production-oriented ecosystem.

One of the most meaningful discussions centered around affordability and the future of homeownership. Across both the United States and Europe, rising housing prices and construction costs continue to challenge families and younger generations seeking access to quality housing and stable communities. The roundtable explored how innovation, sustainability, and industrialized construction can help restore affordability without compromising long-term quality or value.

Through Cherry Communities, the vision extends beyond simply building homes. The goal is to create integrated communities that reconnect affordability, sustainability, and quality living, making the American and European Dream more attainable for future generations.

The Globinar Global Real Estate Roundtable demonstrated that the future of real estate will not be shaped by isolated markets or traditional approaches alone.

It will be driven by global collaboration, sustainable innovation, industrialized construction, private capital ecosystems, artificial intelligence, and community-centered development.

As Cherry Communities continues expanding across the United States and Europe, the mission remains clear: to create scalable, sustainable, and future-ready communities that redefine how people live, work, and connect. The future of housing is not only about building structures. It is about building ecosystems, opportunities, and a more accessible future for generations to come.

Plan A, No Plan B.

Magazine – 5th Edition