

Plan A, No Plan B.

BY _____



**Pllana
Capital**

CEO Message

Building More Than Homes. Building the Future.

Every generation is presented with defining challenges that reshape industries, economies, and societies. Today, the construction sector stands at one of those defining moments. Around the world, housing shortages are increasing, sustainability is no longer optional, technology is advancing at unprecedented speed, and expectations for how we build and live are fundamentally changing.

These challenges cannot be addressed by doing more of the same. They require a different mindset.

At InstaBuilt, we believe that the future of construction is not about building faster alone. It is about building smarter. It is about reimagining how ideas become communities, how innovation becomes impact, and how sustainability becomes the foundation of long-term value creation.

This edition of our magazine reflects that vision.

Throughout these pages, you will discover how our journey continues to evolve beyond construction itself. Whether presenting our vision at international forums, strengthening partnerships between academia and industry, expanding the Cherry Communities ecosystem across Europe, introducing new PopUp living solutions, or advancing the globally recognized 5P Business Strategy, every initiative is connected by a single purpose: creating better places for people to live, work, invest, and thrive.

Innovation has never been an isolated technology. It is an ecosystem. It is created when visionary people collaborate, when knowledge meets entrepreneurship, when manufacturing meets digital transformation, and when sustainability becomes embedded in every decision we make.

This is precisely why we continue investing not only in products, but also in people, processes, partnerships, and knowledge. We believe tomorrow's most valuable organizations will not simply construct buildings. They will build ecosystems capable of continuously generating innovation, resilience, and shared prosperity.

The world is moving toward industrialized construction, circular economy principles, artificial intelligence, blockchain, renewable energy, and intelligent communities. We do not see these as separate trends. We see them as interconnected forces shaping the next generation of housing and real estate development.

Our ambition extends far beyond delivering individual projects. We aspire to redefine how communities are conceived, financed, manufactured, delivered, and experienced. Through the combined strengths of InstaBuilt, Cherry Communities, Insta Innovation Center, and Pillana Capital, we are creating an integrated ecosystem where technology, sustainability, investment, and human-centered design work together to solve real societal challenges.

None of this would be possible without the trust of our employees, partners, investors, customers, suppliers, and communities. Every milestone reflects the power of collaboration and a shared belief in meaningful transformation.

As you read this edition, I invite you to look beyond the projects. Behind every initiative is a vision where construction becomes manufacturing, sustainability drives value, innovation shapes culture, and communities create lasting opportunities. The future is not something we inherit.

It is something we design, build, and continuously improve together.

Thank you for being part of our journey.



Mentor Pillana
Founder & CEO
Pillana Ventures

SHAPING MODULAR LIVING

Through Research, Detailing and Innovation

Behind every advancement in industrialized construction are professionals turning innovative ideas into practical, sustainable solutions. At InstaBuilt's Innovation Center, Valmir Raçi contributes to the development of next-generation timber-based modular homes by combining architectural creativity with technical precision.

As an Architect specializing in Research, Detailing and Innovation, Valmir explores new construction technologies, develops detailed technical documentation, and helps improve InstaBuilt's modular housing systems. His work ensures that innovation, functionality, and sustainability are integrated into every project.

Building Excellence Through Standardization

Alongside his architectural role, Valmir contributes to InstaBuilt's ISO Standards Team, supporting the development of quality management procedures, engineering manuals, and standardized workflows. By aligning architectural detailing with international standards, he helps ensure consistent quality, operational efficiency, and continuous improvement across the organization.

Designing the Future of Affordable Housing

A key focus of Valmir's work is supporting the development of InstaBuilt's PopUp Housing Solutions—a modular housing concept designed to deliver affordable, sustainable, and adaptable homes. Developed through extensive research and practical experience, these homes combine modern timber construction, efficient manufacturing, and thoughtful design.

From compact residences to spacious family homes, each solution is optimized for industrial production while maintaining flexibility and architectural quality.

Innovation Through Collaboration

Reflecting on his experience, Valmir emphasizes the importance of teamwork:

"Developing new solutions requires an environment where ideas are encouraged, challenges are embraced, and continuous learning is part of everyday work. InstaBuilt has created exactly that environment, enabling us to transform complex challenges into practical, scalable solutions."

As InstaBuilt continues expanding its portfolio of innovative housing systems, Valmir's work demonstrates how research, standardization, and collaboration are helping shape the future of modular construction.



Valmir Raçi

MSc Architect
Instabuilt L.L.C.

People

Process

Product

Project

Profit

Insta Innovation Center and the Kosovo Academy of Sciences and Arts Join Forces

Innovation flourishes when visionary institutions come together with a shared purpose. Guided by this belief, Insta Innovation Center (IIC) has signed a Memorandum of Understanding with the Kosovo Academy of Sciences and Arts (ASHAK), establishing a strategic partnership that strengthens the connection between scientific excellence and industry innovation in Kosovo.



The agreement was signed by Mentor Pllana, Founder and CEO of Insta Innovation Center, and Academician Justina Shiroka-Pula, President of the Kosovo Academy of Sciences and Arts. More than a formal agreement, the memorandum reflects a common commitment to creating an innovation ecosystem where research, talent, and entrepreneurship work together to generate meaningful impact for society.

At the heart of the partnership is the Triple Helix approach, which recognizes that sustainable innovation is achieved through close cooperation between academia and industry. By connecting scientific knowledge with practical challenges, both institutions aim to accelerate the development of ideas that contribute to economic growth, technological advancement, and societal progress. The collaboration will provide a platform for joint research initiatives, scientific events, hackathons, innovation programs, and activities that promote knowledge and technology transfer. Particular attention will be given to supporting the ASHAK Young Academy, empowering the next generation of researchers and innovators to play a more active role in shaping Kosovo's future.



For Insta Innovation Center, people are the driving force behind every innovation. By creating opportunities for researchers, students, entrepreneurs, and industry experts to collaborate, the Center continues to build bridges between knowledge and application, transforming ideas into opportunities for sustainable development.

This partnership also reinforces Kosovo's growing ambition to position itself as a regional hub for innovation, research, and entrepreneurship. As academia and industry work more closely together, they create the conditions for stronger institutions, more competitive businesses, and a more resilient innovation ecosystem.



The Memorandum of Understanding marks the beginning of a long-term collaboration founded on shared values, mutual trust, and the conviction that investing in people and knowledge is the most sustainable investment any society can make.

From Linear to Circular: InstaBuilt Showcases the Future of Sustainable Construction

The Forum 2026: From Linear to Circular – Rethinking Construction in Kosovo, organized by the Faculty of Civil Engineering, University of Prishtina in collaboration with the Kosovo Green Building Council, brought together academia, industry leaders, public institutions, and international experts to explore how circular economy principles are transforming the future of the construction sector. The event served as a valuable platform for exchanging ideas, sharing best practices, and discussing innovative approaches that support a more sustainable and resource-efficient built environment.



As a company committed to industrialized innovation, modular construction, and sustainable development, InstaBuilt actively contributed to the forum through two presentations that showcased how industrialization and strategic thinking can accelerate the transition from traditional construction methods to a circular, manufacturing-driven industry.

During the panel discussion, "Engineering & Implementation: Turning Circularity into Reality," Arta Pllana presented InstaBuilt's practical approach to circular construction.

She highlighted how the company's industrialized production model optimizes material use, minimizes waste, improves quality through factory-controlled manufacturing, and delivers scalable modular solutions that support a more efficient and regenerative construction ecosystem. Her presentation demonstrated that circularity is not simply an environmental objective but a business model that enhances productivity, resilience, and long-term sustainability.

In the "Case Study and Industry Perspective" session, Besart L. Hajrizi introduced InstaBuilt's 5P Business Strategy, explaining how its five interconnected pillars (People, Process, Product, Project, and Profit) have enabled the company to rethink conventional construction. By integrating innovation, industrialization, process optimization, and sustainable value creation, the 5P framework demonstrates how construction can evolve from a fragmented, project-based activity into a highly efficient manufacturing-driven industry capable of delivering greater quality, scalability, and environmental performance.

InstaBuilt's participation reflected its broader vision of redefining the construction industry through innovation, advanced manufacturing, and circular economy principles. By sharing both strategic perspectives and practical industry experience, the company contributed to an important national dialogue on the future of construction and reaffirmed its commitment to building smarter, greener, and more sustainable communities in Kosovo and beyond.



Open House Week Showcased the PopUp Living Experience

Innovation is best understood when it can be experienced firsthand. With this vision in mind, InstaBuilt successfully hosted its Open House Week at the InstaBuilt Demo Park, welcoming visitors, families, investors, entrepreneurs, and future homeowners to discover a new generation of sustainable, factory-built homes.



Throughout the week-long event, guests had the opportunity to step inside InstaBuilt's PopUp Solution, exploring three fully furnished demonstration homes that showcased the company's approach to modern, industrialized construction: PopUp 28, PopUp 52, and PopUp 104. Designed to meet diverse residential and investment needs, each model demonstrated how innovative design, manufacturing precision, and sustainability can come together to deliver high-quality living spaces in significantly shorter construction timelines.

More than a traditional exhibition, the Open House Week offered visitors an immersive experience. Participants explored the quality of construction materials, advanced insulation systems, and energy-efficient technologies while gaining a deeper understanding of the industrialized manufacturing process that enables homes to be produced in a controlled factory environment and installed rapidly on-site.

The event also highlighted the flexibility of the PopUp concept as both a residential and investment solution. Visitors learned about transparent pricing, available financing options, and the growing potential of PopUp homes for hospitality and short-term rental markets, including Airbnb investment opportunities. InstaBuilt's team provided personalized consultations and tailored proposals, helping each visitor evaluate solutions that best matched their individual residential or business objectives.



The strong interest throughout the week reflected a growing demand for smarter, faster, and more sustainable housing solutions. As market expectations continue to evolve, factory-built homes are increasingly recognized not only for their speed of delivery but also for their quality, energy performance, and long-term value.



The Open House Week demonstrated that the future of housing extends beyond constructing buildings. It is about creating accessible, efficient, and sustainable living solutions that respond to the changing needs of modern society. Through the PopUp Solution, InstaBuilt continues to redefine how people build, live, and invest, offering a practical example of how industrialized construction can transform the future of residential development.



The First PopUp Comes to Life Within Our Borders

A landmark moment in InstaBuilt's journey has been achieved with the successful delivery and installation of the first PopUp within our borders. More than the completion of a project, this milestone introduces a new generation of factory-built, sustainable, and intelligent spaces designed for modern living.

Manufactured in a controlled factory environment and assembled on-site with speed and precision, the PopUp demonstrates how industrialized construction can deliver superior quality, shorter delivery times, and significantly reduced environmental impact. Built with certified materials imported from Germany, Austria, and Switzerland, it offers outstanding energy efficiency, long-term durability, and a healthier living environment.

Designed with flexibility in mind, the PopUp adapts to different lifestyles and purposes, serving as a home, workspace, holiday retreat, or commercial unit. Engineered for high fire resistance, earthquake resilience, and zero-waste assembly, it fully aligns with modern ESG principles and sustainable construction standards. The arrival of the first PopUp marks the beginning of a new chapter in the way spaces are built. It demonstrates that speed, quality, sustainability, and smart design can coexist within a single solution, offering individuals, businesses, and communities a faster and more efficient way to create space.

As demand grows for innovative and environmentally responsible housing, InstaBuilt continues to prove that the future of construction is not something to anticipate. It is something that is already taking shape, one PopUp at a time.

Building the Future of Living: Pllana's Vision for the Next Generation of Communities

"The future is not something we wait for. It is something we build."

This powerful message set the tone for the keynote address delivered by Mentor Pllana, Founder and CEO of InstaBuilt, at the Balkan Blockchain Summit (BBS), where global innovators, entrepreneurs, investors, and technology leaders gathered to discuss the forces shaping tomorrow's economy.



Rather than focusing solely on technological innovation, Pllana challenged the audience to rethink one of humanity's most fundamental questions: How will future generations live?

For decades, the construction industry has measured success by the number of buildings completed. Yet, in an era defined by rapid urbanization, climate change, housing affordability, and digital transformation, Pllana argued that the industry's purpose must evolve.

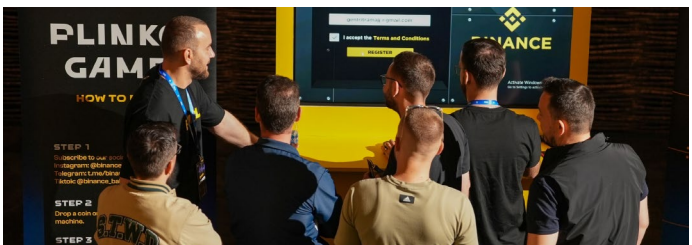


"The question is no longer, 'How do we build more buildings?' The real question is, 'How do we create sustainable, affordable, accessible, and scalable communities for humanity?'"

At the heart of his keynote was the vision that the future of living will be shaped by the convergence of artificial intelligence, blockchain, renewable energy, industrialized construction, and advanced manufacturing. Together, these transformative technologies are redefining how communities are designed, financed, built, managed, and experienced.

Pllana emphasized that technology is not the ultimate destination. Its true purpose is to improve people's lives. Future communities must be human centered, resilient, intelligent, and sustainable. They should provide not only homes, but complete ecosystems where people can live, work, invest, and thrive.

This philosophy lies at the core of InstaBuilt's 5P Business Strategy, which integrates People, Process, Product, Project, and Profit into a unified framework for transforming construction from a fragmented, project-based sector into a highly efficient manufacturing industry. By combining industrialized construction with digital technologies, sustainability principles, and innovative business models, InstaBuilt is helping redefine the future of the built environment.



Pllana concluded his keynote by reminding the audience that the future is not a distant concept waiting to unfold. It is created through vision, innovation, collaboration, and decisive action. Building the next generation of communities requires leaders who are willing to rethink traditional industries and embrace solutions that create lasting value for society.

As the world moves toward smarter and more sustainable ways of living, Mentor Pllana's keynote delivered a clear message. The future belongs to those who go beyond constructing buildings and instead create sustainable communities where technology, innovation, and humanity come together to generate both financial and social impact. This is the future that InstaBuilt is committed to building.

Presenting Our Vision for Sustainable Housing at Kosovo Business Day 2026 in the Netherlands

Innovation is not only about developing new technologies; it is about sharing ideas that inspire new ways of solving global challenges. This was the message InstaBuilt brought to Kosovo Business Day 2026 in The Hague, where our Chief Commercial Officer, Diedon Kica, presented the company's integrated ecosystem and its vision for the future of sustainable construction.

Hosted as a platform for strengthening economic cooperation between Kosovo and the Netherlands, the event gathered business leaders, investors, institutions, and entrepreneurs committed to creating new opportunities for collaboration. For InstaBuilt, it was an opportunity to demonstrate how innovation emerging from Kosovo can contribute to addressing challenges far beyond national borders.



One of the key topics discussed was the growing housing shortage in the Netherlands, where more than 400,000 homes are currently needed. At the same time, the country's Nitrogen Crisis has made traditional on-site construction increasingly difficult, highlighting the need for more sustainable and efficient alternatives.

InstaBuilt presented its philosophy that nature should be viewed as a partner in innovation rather than an obstacle. By combining renewable materials, industrialized off-site construction, and integrated technologies, it is possible to reduce environmental impact while delivering faster, higher-quality, and more efficient housing solutions. This approach is reflected in the vision behind Cherry Communities, where sustainability, technology, and community development come together within a single ecosystem.

The presentation also highlighted Kosovo's growing potential as a hub where real estate, construction, innovation, and technology intersect. Through the collaboration of Pllana Capital and Insta Innovation Center, the company continues to promote platforms that connect investors, partners, suppliers, and innovators, fostering knowledge exchange and creating opportunities for future international cooperation.



InstaBuilt extends its sincere appreciation to His Excellency Dren Doli, Ambassador of the Republic of Kosovo to the Netherlands, for his continued support in strengthening bilateral economic relations. We also thank Artan Djemajli and the Business Match Kosovo team for organizing an event that encourages meaningful dialogue and collaboration between businesses from both countries.



Participation in Kosovo Business Day 2026 reaffirmed that solving global challenges requires more than innovative products. It requires sharing ideas, building partnerships, and creating ecosystems capable of transforming local expertise into international opportunities. Through dialogue, collaboration, and a shared commitment to sustainability, the foundations for future cooperation between Kosovo and the Netherlands continue to grow stronger.

Cherry of Dinkelsbühl: A Milestone in Building Sustainable Communities in Germany

The official launch of Cherry of Dinkelsbühl marked a significant milestone in the international growth of the Cherry Communities ecosystem and reaffirmed a shared vision for the future of sustainable, affordable housing. Bringing together local authorities, strategic partners, investors, and members of the growing Cherry ecosystem, the event celebrated far more than the beginning of a new development. It represented the start of a long-term commitment to creating communities where innovation, sustainability, and quality of life come together.



The presence of the Mayor of Dinkelsbühl, together with project partners and stakeholders, highlighted the strength of collaboration in delivering solutions that respond to today's housing challenges. Their shared commitment reflects a common belief that the future of residential development lies in building smarter, faster, and more responsibly.

Powered by InstaBuilt's industrialized construction technologies, Cherry of Dinkelsbühl demonstrates a new approach to community development. By combining advanced manufacturing, sustainable building practices, and efficient project delivery, the development aims to provide high-quality homes that are both environmentally responsible and economically accessible. It is a model that balances innovation with practicality while addressing the growing demand for modern housing across Europe.

Beyond the ceremonial launch, the event symbolized the growing momentum behind the Cherry Communities vision. Every partnership established, every stakeholder engaged, and every project delivered strengthens an ecosystem dedicated to redefining how communities are planned, developed, and experienced. The photographs captured during the event reflected not only a memorable occasion but also the trust, collaboration, and shared ambition that underpin the project's success.

The launch of Cherry of Dinkelsbühl also reinforces the international expansion strategy of Pillana Capital, demonstrating how sustainable investment, industrialized construction, and community-centered development can create long-term value for both residents and investors. It illustrates that affordable housing and high-quality living are no longer competing objectives, but complementary outcomes of intelligent planning and innovative execution.



As Cherry Communities continues to expand across Europe and beyond, the launch in Dinkelsbühl stands as a defining moment in its journey. From strong local partnerships to global ambitions, the project reflects a simple yet powerful belief: the future of living is built through collaboration, innovation, and communities designed to create lasting value for generations to come.

The 5P Framework: A Business Model Gaining Global Academic Recognition

As organizations navigate an increasingly complex world shaped by digital transformation, sustainability, and evolving stakeholder expectations, management frameworks must extend beyond traditional measures of financial success. Today, resilience, innovation, ethical leadership, and long-term value creation have become the defining characteristics of sustainable organizations.

Against this backdrop, the 5P Business Framework is attracting growing international academic recognition as a contemporary model for managing organizations in dynamic and uncertain environments



A central theme of the presentations was the changing definition of organizational success. Profit remains essential, but sustainable growth increasingly depends on integrating Corporate Social Responsibility (CSR), ESG principles, innovation, ethical leadership, and stakeholder value into strategic decision-making. Within this context, the 5P Framework provides organizations with a practical roadmap for achieving both competitive performance and long-term societal impact.



This growing interest was recently demonstrated through presentations delivered by Besart L. Hajrizi, Innovation and Sustainability Associate at the Insta Innovation Center, at the West Pomeranian University of Technology and the University of Graz. Engaging with academics, researchers, and students, Hajrizi presented the conceptual foundations of the framework and its relevance for the future of business management.

The discussions emphasized that the 5P Framework is far more than a strategic model. It is a chronological and interconnected management philosophy in which People, Process, Product, Project, and Profit function as an integrated system, with each pillar deriving its value through its relationship with the others. Rather than treating business functions in isolation, the framework offers a holistic approach to building organizations that are innovative, resilient, and purpose driven.



The strong engagement from leading European academic institutions reflects a broader shift toward management models that combine strategic vision with practical implementation. As the global business landscape continues to evolve, the growing academic recognition of the 5P Framework reinforces its potential to become a forward-looking reference for organizations seeking to lead with innovation, sustainability, and lasting value.



Green as a Business Strategy: How Pllana Capital Is Redefining Sustainable Value Creation

For many years, sustainability was regarded as a corporate responsibility initiative, an important commitment, but one that often remained separate from the core business strategy. Today, that perspective has fundamentally changed. Across global markets, sustainability has become a defining factor of competitiveness, resilience, and long-term financial performance.

At Pllana Capital, this transformation is not viewed as a market trend. It is viewed as a strategic business philosophy.

The company believes that the future will belong to organizations capable of creating economic value and environmental value simultaneously. In this new paradigm, sustainability is no longer an additional objective or a branding exercise. It is a strategic investment that strengthens competitiveness, reduces risk, drives innovation, and creates lasting value for investors, customers, and society.

This philosophy is embedded throughout the Pllana Capital ecosystem. Through InstaBuilt's industrialized construction technologies and the development of Cherry Communities, sustainability is integrated into every stage of value creation. From resource-efficient manufacturing and reduced construction waste to energy-efficient communities and smarter use of capital, environmental performance and financial performance are treated as complementary outcomes rather than competing priorities.

For Pllana Capital, building sustainably also means building intelligently. Industrialized construction enables faster project delivery, greater precision, optimized material utilization, and lower operational costs throughout the entire lifecycle of a development. Circular thinking transforms waste into value, while renewable energy and innovative technologies increase resilience and long-term economic efficiency. Sustainability, therefore, becomes a driver of productivity rather than an operational constraint.

Equally important is the recognition that investment markets have evolved. Today's investors increasingly evaluate organizations not only by their financial returns but also by their ability to manage climate-related risks, governance standards, resource efficiency, and long-term resilience. In this environment, sustainability has become a powerful indicator of business quality and future readiness.

Pllana Capital also recognizes that sustainability and innovation are inseparable. Every challenge related to energy, emissions, materials, or resource efficiency represents an opportunity to develop new technologies, new investment models, and new ways of creating value. This belief continues to shape the company's long-term strategy as it develops ecosystems designed to meet the needs of future generations.

Rather than asking how much can be built, Pllana Capital asks a more important question: How can we build better? Better for investors. Better for communities. Better for the environment. Better for future generations. As the global economy transitions toward more sustainable models of growth, one principle continues to guide the company's vision: organizations that integrate sustainability into their investment decisions, operational models, and innovation strategies will be the ones that lead the next era of economic development.

Pllana Capital also recognizes that sustainability and innovation are inseparable. Every challenge related to energy, emissions, materials, or resource efficiency represents an opportunity to develop new technologies, new investment models, and new ways of creating value. This belief continues to shape the company's long-term strategy as it develops ecosystems designed to meet the needs of future generations.

For Pllana Capital, green is far more than an environmental commitment. It is a business strategy. It is a driver of innovation, operational excellence, resilience, and long-term value creation. Most importantly, it is the foundation upon which the company is building the future.

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