



ICON
Platform
Capital
Development
Design
Execution



Real assets formed correctly
from day one throughout their entire lifecycle.

Asset Architecture
Continuity. Lifecycle.
Outperformance.

CAD | pre dev | development | Lifecycle



ICON

Platform

Capital

Development

Design

Execution

Clarity before capital. Structure before delivery.

Asset intelligence and structural alpha across:



Capital Markets



Design



Development



Execution

CAD | pre dev

development

lifecycle



Capital that compounds asset value.
From construction to exit.

- ICON
- Platform
- Capital
- Development
- Design
- Execution

A systemized investment model for real assets and portfolios

PERFORMANCE AT SCALE
All Verticals. Every Asset. Any Phase

ASSET TYPE	OUTCOME
Gross Asset Value	+4 - 10%
Net Operating Income	+6 - 15%
DSCR/Risk Delta	+0.35x
Internal Rate of Return	+6 - 13%
Asset Rating	A++



CAD | predev | devlo | ment | In | st | r | u | c | t | i | o | n



Capital identifies opportunity.
Development shapes
performance.

ICON
Platform
Capital
Development
Design
Execution

A superior development product without cost drift or performance loss

CAPITAL EFFICIENCY

Improved financing across
capital events

SOFT & HARD COSTS

Development scope optimized
before control and cost drift

RISK MITIGATION

Stakeholder alignment that
reduces delay, cost, and
execution risk

EXIT VALUATION

Institutional readiness,
operational efficiency,
and certification
strengthen pricing

CAD | Development | Lifecycle



- ICON
- Platform
- Capital
- Development
- Design**
- Execution



IRR alpha



DSCR resilient



EXIT insured

Certified Asset Design™

Pre Dev | Development | Lifecycle



CAD
Certified Asset Design





ICON

Platform

Capital

Development

Design

Execution

Asset Architecture

Project

Platform

Delivery

esg-re.com/icon