

Bata

FOR NEW TIMES



BAŤA FOR TODAY AND THE FUTURE



- If we are passive, the world will come to us and bring us what we do not want. However, if we want the best and what is good for us, we have to go for it.
- Bata used the skills and intelligence of the local Wallachian and Slovak ethnic groups, and with his penetration into the whole world, he showed how "local" can contribute to the development of the contemporary world.
- Bata always clearly knew and defined the conditions and environment in which he did his business.



V

volatility



U

uncertainty



C

complexity



A

ambiguity



U

understanding



V

vision



S

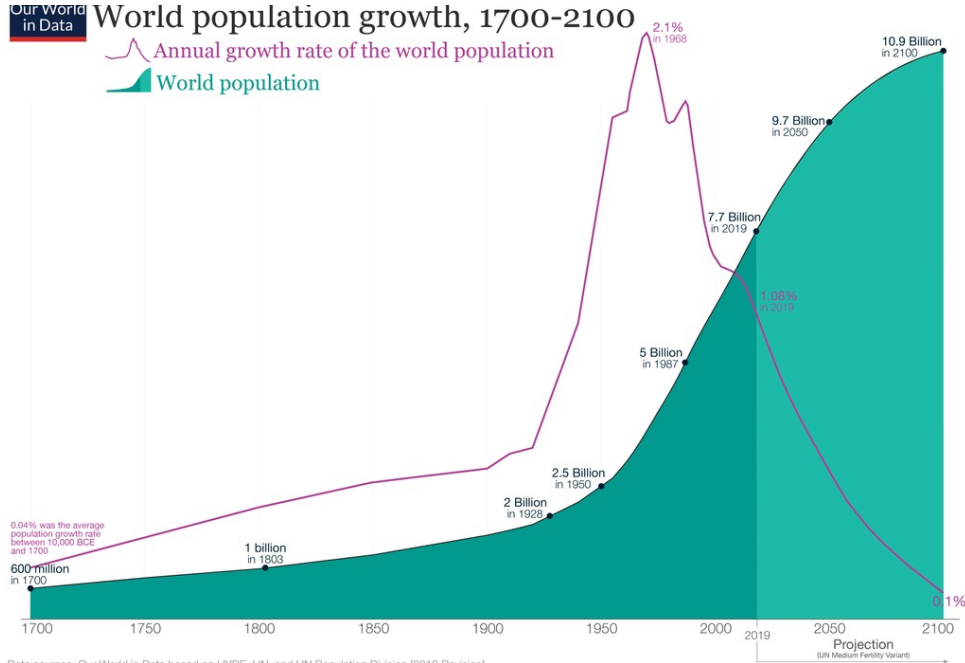
simplify



A

agility

DANGEROUS EXPONENTIALS



Data sources: Our World in Data based on HYDE, UN, and UN Population Division [2019 Revision]
This is a visualization from [OurWorldinData.org](https://ourworldindata.org), where you find data and research on how the world is changing.

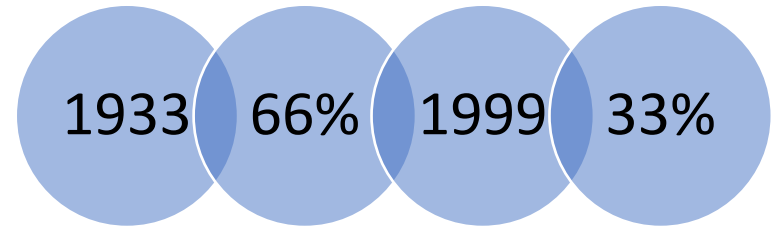
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- Population on the planet
- Complexity of decision making/number of subjects
- Maximum longevity
- Quantity of goods, products
- Spread of viruses, pandemic /covid/
- The increase in the amount of data, digitization
- number of cyber attacks

THERE ARE FEWER AND FEWER OF THE RIGHT THINGS

- There is less nature....
- There is less feeling....
- There is less understanding.....
- There is less movement...
- There is less listening....
- There are less active people...
- There is less effort to change the world...
- There is less responsibility...
- There is less respect....
- There is less trust....

THERE ARE FEWER AND FEWER OF THE RIGHT THINGS



Bata was always aware...



Principels of

**LOCAL
PRODUCTION**



Principels of

**CIRCULAR
EKONOMY**



Principels of

SUSTAINABILITY

DIGITALIZATION, ROBOTIZATION, ARTIFICIAL INTELLIGENCE

- „Thirty years from now, our descendants will be fascinated by the carelessness with which we disclosed our most personal information to irresponsible global digital companies.“
- The raw material of the age of agriculture was **land**
- The raw material of the industrial age was **materials**
- **Data** is becoming the raw material of the information age

AI...the new big topic...



R.U.R. online

What questions could Bata be asking himself today, if he were alive?

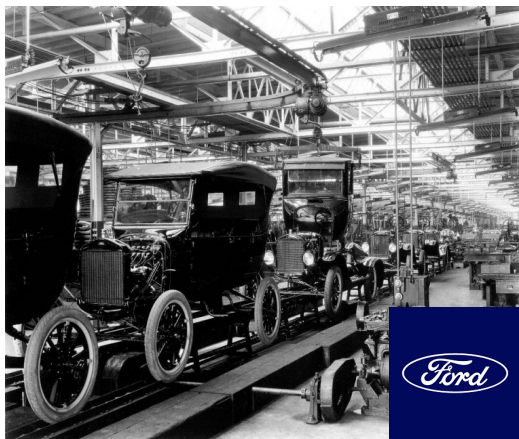
- We need an optimistic map of the future.
- A clear strategy of regulation, responsibility, education.
- In a networked world, we need to define the status and position of a person.
/Technologies upgrade, but we don't/
- To restore a sense of trust in the company, organization, institution.
- To redefine the position of companies in the world and the usefulness of new innovations.
- To find new honest leaders whose responsibility will grow with their scope.
- "Wean" companies off the old procedures and administrations they still use and which no longer apply.

BATA INSPIRATION FOR KOMA



- Modularity /module 6.15 x 6.15/
- Functionalist architecture
- Education / KOMA School /
- To take the best of the world and make it better
- Courage to go out into the world
- Build new cities
- Business as a service, the mission





Ford



Bata




TOYOTA



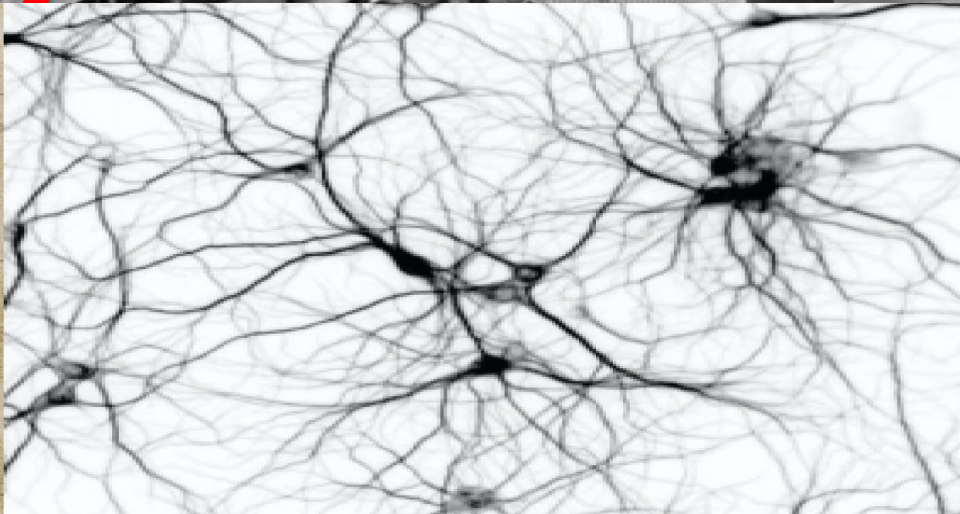
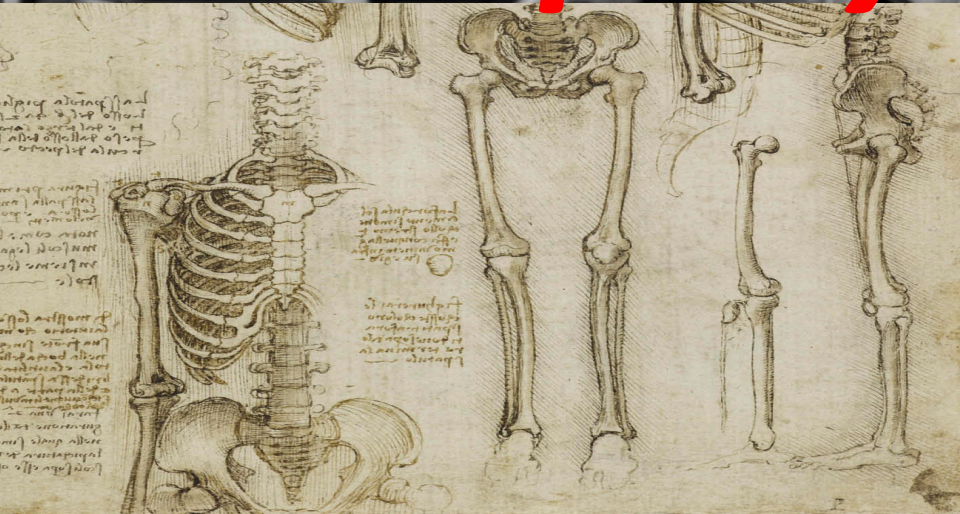
KOMA

Characteristics of KOMA Culture

- Follows and adopts new trends.
- KOMA constantly innovates management, product, processes and technology.
- Involves the entire company in projects
- KOMA has a clear strategy and goals.
- The entire company is constantly being educated and raising the level of knowledge
- Takes on big challenges
- KOMA is constantly testing new models
- He deals with topics and communicates openly



Company ≠ machine



„Where are we going...“

- We will manufacture and create **luxury modular buildings and spaces**.
- We will **sell and rent** these and move them as needed.
- We will **use modern design and progressive architecture, recyclable and recycled materials**, optimize logistics and production processes.
- We will **use modern digitization technologies** (IOT, VR, KOMAI) in the production, design and realization of buildings.
- Our buildings will be modern **smart building** blocks.
- We will treat **nature as a friend**.
- We will also **use more natural materials** minimize the use of plastics.
- We will enter a new world of sharing with the **new brand** "KOMA SPACE" and "FASHION LINE" with its collections.
- We will be an example of **using the circular economy** in practice.
- We will **change streets, squares and public spaces** according to needs.
- We will **produce** houses, schools, kindergartens, factories, airports **to the whole world**.
- We will dress them up, i.e. use **facade systems**, according to the latest fashion.

KOMA SCHOOL

VKŠ I.

Vision

Proces

Costumer

VKŠ II.

Critical thinking, fake news

TQK, Financial literacy

MKŠ

Knowledge sharing

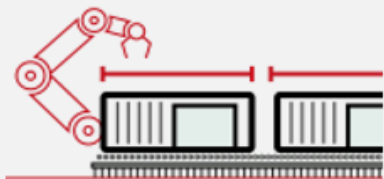
Inspiration

Meetings

COURSES

Education for quality

Technical education



QUALITY

line production



FIXED PRICE

90 % costs
in manufactory



SPEED

compared with
conventional construction



DISASSEMBLABILITY



FLEXIBILITY and MOBILITY



ENVIRONMENTALLY FRIENDLY

MODULARITY AND ENVIRONMENT

o **31 %**

Less emissions CO₂

o **83 %**

Less of waste

o **69 %**

Less ozone

8,2 %

Saving primary
energy

compared to traditional construction



Hospital



Modular airport in Senegal

| **CHALLENGES**



| FASHION LINE



DEVELOPMENT CENTER OF MODULARITY



| **KOMA CITY**

KOMA



KOMA HOUSE

BAŤA FOR NEW LEADRES

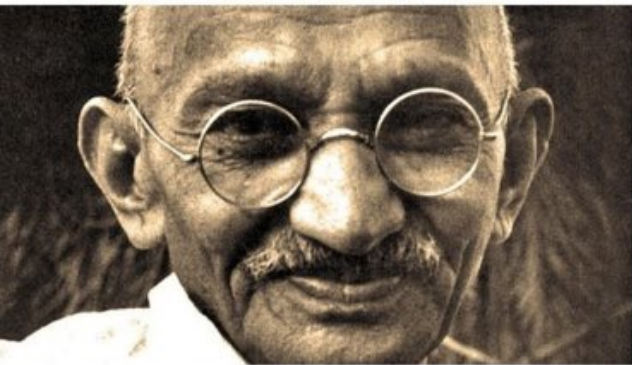


- Don't be afraid to go out into the world / In a strange house you will see in 5 min. more mistakes than in your own house in a whole year/
- People with warped character cannot do straight work
- The entrepreneur and leader must recognize:
 1. The tinsel from the essence
 2. Distaste from originality
 3. Flamboyance from quality
 4. Dishonest person from a friend
 5. Word from action
- Honesty, truth and directness are the basis of real business



PERSONAL RULES

- Learn to control your time.
- Adhere to the set length of meetings and teams.
- Always prepare for everything.
- Clearly formulate your post, question or presentation.
- Focus primarily on managing and improving processes (the development of the company and its future).
- Constantly change the attitude of colleagues to changes.
- Uncompromisingly require everyone to follow the rules.
- Bring fun to all work.
- Reprimand according to the rules of the minute manager.
- Go and check everything in operation.
- Don't make yourself a player when you're a coach.
- Speak less, but clearly and concisely
- You don't say things for others.
- If there is a discussion, let me know and set a time.
- Use questions like: Did you understand? do you understand
- Don't increase the number of people, but replace people.
- Keep educating yourself.
- Try everything, make prototypes.
- Learn to rest.





Mision

Helping people and enriching the world.

Vision

Develop and efficiently produce a smart, simple, high quality KOMA modular kit.

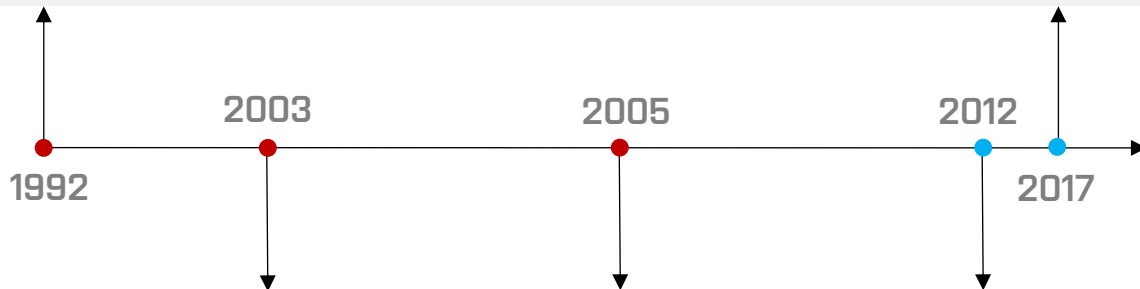
To become a company with educated and satisfied employees.

To be a good company to work with.

Production

KOMA
Modular

KOMA
Facade /
Provoz Brno



Sales and Rent

KOMA
Rent

KOMA
Slovakia

KOMA
Austria



3 000 pcs
max capacity per year



300
employees



30
Year on the market



80 %
export

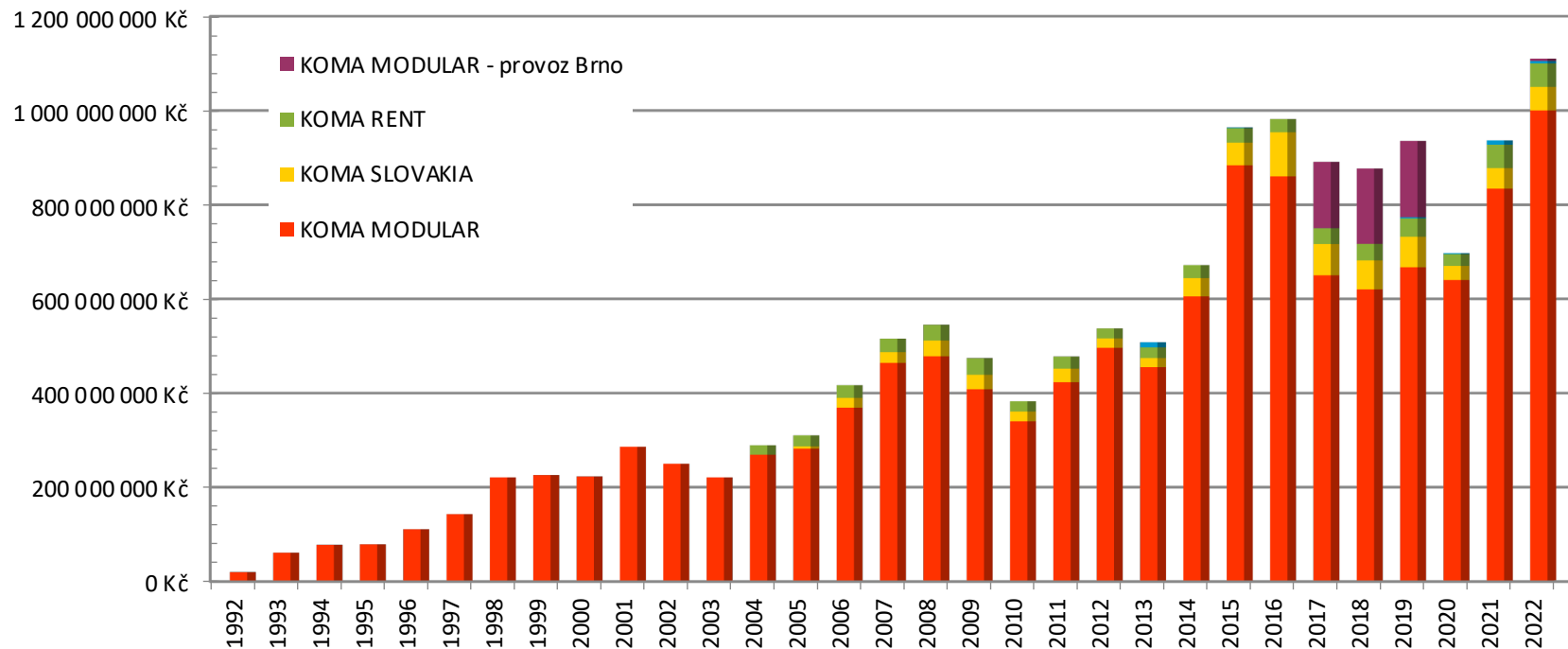


1 700
Rent fleet park



41 000 000 EUR
Annual turnover

KOMA



Turnovers







- 41 kindergartens
 - 45 basic school
 - 5 high schools
 - 2 universities
 - 2 music schools
 - 237 office buildings
 - 18 medical buildings and hospitals
 - 25 social apartments
 - 2 hotels
 - 3 block of flats
 - 31 sport buildings
 - 11 cultural objects
 - 12 cars showrooms
 - 6 petrolstations
 - 10 bakeries
 - 52 shops
 - 37 restaurants
- In total cca 1.000 modular realizations


What can be built modularly?

The future can be repaired
and future leaders can do it...


...and they should be inspired by
Bata

Ing. Stanislav Martinec
CEO



 @koma-modular

 @KOMACZ

 @koma_modular

KOMA MODULAR s.r.o.

Říčanská 1191, 763 12 Vizovice

info@koma-modular.cz

www.koma-modular.cz

