DESIGN ALGORITHM ACADEMY

PRACTICAL GUIDE
ENGLISH EDITION
2026

04

REAL ESTATE INVESTORS

A PRACTICAL GUIDE TO THE METHOD

04 — Real estate investors · Training path

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INTRODUCTION

A first approach to the Design Algorithm Academy method

This guide offers a first introduction to the **04 — Real estate investors** path of the Design Algorithm Academy and to the methodological principles it is built on.

The document does not replace the full training programme, but it makes its structure and main subjects clear: design, the business of design, contracts, construction, budget, quality, communication and professional identity.

The 04 — Real estate investors path consists of 4 modules and 18 lessons. The course map and the content of every lesson follow.

The five categories

The Academy's courses and online consultations are divided into five categories, each with its own objectives and audience.

01	Students
02	Professionals
03	For everyone
04	**Real estate investors** THIS PATH
05	Real estate agents

STRUCTURE

Course map

4 modules, 18 lessons: from communication between the parties involved to the tools of the method and professional identity.

0 Introduction and communication

2 lessons · 0.1 · 0.2

1 The design algorithm and design as a business

5 lessons · 1.1 · 1.2 · 1.3 · 1.4 · 1.5

2 Contracts, construction and control

5 lessons · 2.1 · 2.2 · 2.3 · 2.4 · 2.5

3 Tools of the DAA method and investment analysis

6 lessons · 3.1 · 3.2 · 3.3 · 3.4 · 3.5 · 3.6

MODULE

00

Introduction and communication

2 LESSONS

0.1 INTRODUCTION TO ALL THE COURSES

In this first video of module no. 0 we introduce the Design Algorithm Academy, setting out the purpose and the structure of the courses and online consultations, divided into five categories: 1) students; 2) professionals; 3) for everyone; 4) real estate investors and 5) real estate agents.

0.2 THE COMMUNICATION PROCESS

In this second video of module no. 0 we introduce the communication process between the main parties in the business process, which starts with the concept stage and ends with full delivery on a turnkey basis. Communication is one of the decisive factors in the correct running of any process and therefore demands the closest attention.

MODULE

01

The design algorithm and design as a business

5 LESSONS

1.1 THE DESIGN ALGORITHM

In this first lesson of module no. 1 we define our design algorithm, recalling its Italian origins (1994) and the reason it came about (law 109/94). We compare the logic of buying a car with the illogicality of delivering a design project, identifying the single point from which every problem arises.

1.2 DESIGN AS A BUSINESS

In this second lesson of module no. 1 we introduce the importance of the brand as the reference point of an identity that defines both the cost of the product and the value we attach to (or perceive in) a given brand. Some prices are given for turnkey projects and for design work in the Russian Federation, in Moscow in particular.

1.3 FROM CONCEPT TO TURNKEY DELIVERY

In this third lesson of module no. 1 we go through, in broad terms, the path to be followed from the moment a property is identified for refurbishment and the steps that follow, from the concept through to completing the whole process on a turnkey basis, without forgetting, for instance, the importance of properly scheduled site cleaning.

1.4 GENERAL GUIDELINES

In this fourth lesson of module no. 1 we highlight the importance of the commercial proposal made by the interior designer or architect as a specific guide for the prospective client or property investor, who needs a clear view both of every step to be taken and of every estimated cost, none excluded, in order to grasp the overall timescale and the investment required.

1.5 LEGAL ASPECTS AND RULES

In this fifth lesson of module no. 1 we highlight the importance of contractual documentation, written messages and the related deeds that must be signed, keeping the originals in a safe place. The number of contracts entered into between the concept stage and turnkey completion is considerable.

MODULE

02

Contracts, construction and control

5 LESSONS

2.1 THE DESIGN CONTRACT

In this first lesson of module no. 2 we show that the proposed design algorithm requires design contracts to be split into three parts: the concept stage, the budget definition stage and the stage of preparing the technical drawings and working documentation, with a short explanation of what each design contract produces.

2.2 THE INSTRUCTION MANUAL FOR CONSTRUCTION

In this second lesson of module no. 2 we show how the project is the essential instruction manual for every construction stage, and what that project must contain in order to fulfil its function, bearing in mind that the project is also a communication tool and must have a precise graphic and technical language that leaves no room for interpretation.

2.3 THE CONSTRUCTION MANAGEMENT CONTRACT

In this third lesson of module no. 2 we set out the essential documentation the designer should receive before even signing the construction management contract. The lesson specifies the key points both of the contract and of the documentation to be received from the construction company before work starts on site.

2.4 THE COMPLETION MANAGEMENT CONTRACT

In this fourth lesson of module no. 2 we set out the essential documentation the designer should receive before even signing the completion management contract. The lesson specifies the key points of the contract, the details that must not be overlooked and the clarifications to be requested from each of the supplying firms involved throughout the works, which are many.

2.5 CONTROL OF QUALITY, BUDGET AND TIME

In this fifth lesson of module no. 2 we show how the definition of quality begins with a process capable of securing a given result through a sequence of delivery stages and specific standards. Thanks to the process it follows, our algorithm makes it possible to secure the agreed quality, budget and timescale.

MODULE

03

Tools of the DAA method and investment analysis

6 LESSONS

3.1 THE BRIEFING, THE BASIS OF THE PROJECT

In this first lesson of module no. 3 we highlight the importance of the briefing, or technical task, that underpins any design work.

Given its technical and legal importance, it is essential that the briefing be a visual manual allowing the client to answer simply and intuitively.

This is where the proper dialogue between designer and client begins.

3.2 PROPERTY MARKET ANALYSIS

In this second lesson of module no. 3 we highlight the importance of knowing the parameters of the city in which a property is to be purchased. Whether it is a new build or a refurbishment, market trends must be considered, analysing first of all the position of the property developers. This brief analysis has been carried out for the cities of Moscow and Saint Petersburg.

3.3 PROPERTY CLASSIFICATION

In this third lesson of module no. 3 we highlight the importance of knowing the parameters of property classification and the differences — not only in price per square metre — between the comfort classification and, for example, the premium classification. It is important to remember that some parameters do not carry the same weight from city to city, which is why expertise in the sector is required and a professional should always be consulted.

3.4 RETURN ON INVESTMENT — ROI

In this fourth lesson of module no. 3 we highlight the importance of knowing the ROI formula — Return of Investment — in order to make a preliminary assessment before undertaking the investment itself. During the lesson, four different ROI calculations for new builds and one for a refurbishment in Moscow are presented.

3.5 THE PROFESSIONAL TEAM

In this fifth lesson of module no. 3 we highlight the importance of forming the professional team even before making the property investment, examining the professionals to be identified across four distinct stages. The first concerns due diligence, the second the design stage, the third the execution stage and the fourth the use of the property. The key figures at the outset are the real estate agent, the lawyer and the designer.

3.6 CONCLUSIONS OF THE COURSE

In this sixth and final lesson of module no. 3 we look back over the whole training path from the very first lesson and at the concepts and fundamentals we have learnt in our capacity as real estate investor, on a path that begins with due diligence and ends with the use of the property.

The aim of the course is not to replace one or all of the professionals, but to provide the technical, legal and financial knowledge that allows you to keep every process under control, bearing in mind that the process is one of the factors that secures quality.

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The full programme, the other categories and the online consultations are presented on the Academy's website.