

Building a Carbon-Focused Tech Startup With CoveTool Co-Founder Patrick Chopson

Speaker 1 ([00:01](#)):

Welcome to Green Building Matters, the original and most popular podcast focused on the green building movement. Your host is Charlie Cichetti, one of the most credentialed experts in the green building industry and one of the few to be honored as a lead fellow. Each week Charlie welcomes a green building professional from around the globe to share their war stories, career advice, and unique insight into how sustainability is shaping the built environment. So settle in, grab a fresh cup of coffee and get ready to find out why green building matters.

Charlie ([00:33](#)):

Hey everybody, welcome to the next episode of the Green Building Matters podcast. I have a lot of fun. Once a week I get an interview, a green building professional somewhere in the world. Sometimes I run across an entrepreneur that's also in this green building movement and sometimes I run across someone that's in Atlanta where I'm based. And that's what we have today. I've got Patrick Chopson, he's the co-founder and chief product officer for Cove Tools and I can't wait to unpack his story. So Patrick, welcome to the

Patrick ([01:01](#)):

It's certainly a pleasure to be here and really nice to get to talk to another fellow entrepreneur as well.

Charlie ([01:08](#)):

We've known each other for a while here and you're always so encouraging to those in this green building movement and architects outta Georgia Tech or Southern Poly or other tech startups. A lot of people probably know that there's a lot of film in Georgia, but there's a lot of tech startups, successful tech startups. I know we're gonna talk about that today. But for our podcast listeners, I'd love to get them that origin story. Patrick, where'd you grow up and go to school?

Patrick ([01:35](#)):

I'm actually from Indiana originally, so I guess you could say I'm a Hoosier. I moved to Georgia in 2007, kind of as part of the recession kind of came early to Indiana before it got to Georgia. So the 2008 crisis shaped a little bit of how I got here. But while I was here I was going to school, becoming a mechanical engineer and just kind of a little bored with that. I was going to Purdue and then when I came down here to Atlanta, I actually went to Southern Polytechnic. I worked at quite a few firms around Atlanta as well. So he became a licensed architect and then went on to Georgia Tech and got a high performance buildings masters, which is basically like simulation expert.

Charlie ([02:19](#)):

Well that's a bold move to go from engineering, mechanical engineering to architecture there as you continue your study. So was it just, hey, no more of that kind of math for me or you started to get more on the creative side, like what was going through your head at the time?

Patrick ([02:32](#)):

I've always been interested in buildings and really I've always been interested in being able to measure what it is that I'm doing. My background, I come from a very working class family. I didn't have a lot of architects that I knew. So from my perspective, reading stuff in books. This is like 2004, so Google isn't super helpful at that time, but you're actually reading things and so the library says, in Indiana at least you could become a designer of buildings as a mechanical engineer or as an architect at the time up to a certain size. So I was like, well, I like engineering and I like architecture, so I'm gonna do both things. That was my plan. And you know, of course, like if I had talked to an architect for real at the time, they might have told me something different.

Patrick ([03:15](#)):

But as a 19 year old kid, that was my plan. So that's how I got into engineering originally. But also when I was at Purdue working on

mechanical engineering, one of the things that was difficult for me is I'm always a geometric person as well and just kind of like thinking about the consequence of like, engineering isn't systems, it's also thinking about how the comprehensive picture comes together. And so I was always a little bit like, I feel like we're a little too focused on the details. I'm still doing differential equations, but I'd like to know how these two still wanna work on buildings? I think as I gained a little bit more knowledge over time I realized that architecture was the way I was gonna be able to kind of initially get into affecting building design as well.

Charlie ([03:58](#)):

Oh man. Love that. So you got your undergrad there in architecture at a really good school here in Georgia, Southern Polytechnic. And then it looks like you rolled right into Georgia Tech for the masters. What was happening at that time?

Patrick ([04:12](#)):

I was working at this really nice high design firm called Lexus. I knew I wanted to get into building simulation because the final project for my architecture degree was a colony on Mars. So I really liked this idea of using technology and the human experience and putting that together on Mars. I wanted to get into green building, I want to figure out how to stop climate change, but I'm not sure I really understand how to do that. When you're in architecture school, at least in 2013, there weren't a lot of resources around that. I studied under Godfried Abro at Georgia Tech and he actually helped get me into the program. Actually, I applied late and he was like, oh, come on. So thank goodness because while I was there I met Sandeep Ahuja and we acted, he was my co-founder for COVe tool. She and I went to school together there and that's how we met, became partners in crime, both in life and also in terms of running the business and doing stuff like that.

Charlie ([05:11](#)):

That's fantastic. It was meant to be there, Georgia Tech and then the high performance firm and then you went to work at a large architecture firm. Tell us about the rest of that architecture journey.

Patrick ([05:24](#)):

While I was there I was fortunate enough to meet a John Haymaker who is no longer with us ,rest in peace. But he was the research director for Perkin and Will. So Perkins and Will, one of the largest architecture firms in the world, does a lot of really cool stuff. For example, they design massive airports and hospitals and all kinds of things. When I was thinking about where I wanted to go after college, I knew I wanted to work somewhere for one leader who understood the value of data-driven design. So that's John Haymakers Mo. And so I got on at Perkins and Will in Atlanta, which is also where Cindy and I got on there at the same time and I was working on John Haymakers team with her. So we kinda took all the group projects we were working on at school and then we were working on group projects at Perkins and Will and Perkins and Will was like a great experience because they had 26 offices around the world. So I got to travel to a lot of different cities, meet a lot of different teams, and meet a lot of really interesting people. And that started to shape my understanding of this problem isn't just like we need one or two people that know simulation. We need to change how everyone designs. How everyone thinks about the problem. Realizing that it was gonna take more data analytics and probably software to be able to pull that off

Charlie ([06:34](#)):

That was meant to be too. And I know that's getting you to where you are today. So before we get to the present day though, let's look back, were there any other mentors along the way? You've given a couple shout outs, but anyone that you either looked up to from afar or maybe someone that did open a door for you?

Patrick ([06:51](#)):

Yeah, so being as it was someone who came from, like I said, a kind of a working class background, didn't know a lot of people in the industry, there was definitely every single point in time there's been people who have guided me on the path to architecture and engineering and green building. You could say, I guess I got my start right off high school was a guy named

Jeff Marshall, in Columbus, Indiana. Columbus, Indiana, it's kinda like the mecca for famous architects. They designed stuff there. So it's like a tourist spot for architects, you could say. But he kinda gave me my chance to get started into the industry of the draftsman. I had another, a really great architect who mentored me before I went to school. I was actually a draftsman, so another architect named Louis Joyner taught me kinda like the value of professionalism and how to carry yourself, things like that.

Patrick ([07:36](#)):

But it really came down to, I would say like kind of Godfrey. Basically was like the person who really changed my, my perception about things in terms of simulation and having the methodology and a reason why you do things. And then when I was at architecture school, I had this guy named Manila Neu, he's like a architecture professor that kind of, he helped me kind of think about why is it that you do things? Don't just follow convention, maybe try to understand the reasons behind what you do and why you do it. And then that kind of really helped set me up on the pathway to success.

Charlie ([08:12](#)):

Those are some great mentors, man. That's fantastic. This is the Green Building Matters podcast. When did green building start showing up for you in your journey?

Patrick ([08:21](#)):

I remember I was initially a climate skeptic, so in early 2000 you had people like South Park who made fun of people who were all about green stuff. Cultural perceptions I think at the time didn't understand how much of an emergency it was. Sustainability was like for nut jobs like Al Gore, it was kinda like how I was told. And I came from a background that was very conservative too. So we were like, "Oh, the climate is controlled by God and humans don't have that much of an effect." I've heard all those things and actually believe those things. But also I'm a person of science. I like to read things and I also like to talk to people and learn from folks.

Patrick ([09:04](#)):

So over time my perception of like, hey, this is actually a really big deal, this is a problem. Actually, I think the first person that really introduced me to the fact that buildings have an impact was Ed Akins. He used to be the dean of architecture at KSU or Spsu and now he works on our team here at Cove tool, which is kind of cool. He got me interested in that and then once I started to read and read more about it. I realized that holy heck, this is a problem. Like if we don't solve this whole carbon emissions situation before 2050, we're gonna be in a Mad Mac scenario. And I think that kind of transition from I don't think climate change is real to like, it kind of occurred around like probably around 2013 as I started to read more articles and kind of get myself educated as a person. I think that's it's really important to be flexible in one's beliefs and make sure that the things that you understand are true, are actually true.

Charlie ([10:03](#)):

Thank you for sharing that. I appreciate you showing, you can have values and faith and values and science and then you take that data in and then you can make some adjustments if you choose. That's amazing. Let's talk about how you got into software and bring us up to kinda present day with.

Patrick ([10:24](#)):

I've always been interested in coding and in terms of just like everyone I think grew up in an eighties baby I guess. When I was in the early nineties, I was doing basic stuff with the basics and making the game where you throw the bananas and at the different monkeys on the top of the ruse, those kind of fun coding challenges that kids used to do. But I didn't really have much of a use for programming until I was late in my architecture program and also at Georgia Tech where I started to learn Python, things like that. I'm not like a software engineer myself. So it's really come down to partnering with Daniel Chops and who's my brother and he's our CTO. So as you mentioned in the beginning of the podcast Atlanta is a center for technology.

Patrick ([11:08](#)):

And Daniel, he was in FinTech, so worked at Sage and so I was telling him there's this really great idea around optimization for buildings and we can make it like a software. And he was like, I don't know about that. But you know, generally in life, Daniel and I, even as kids, we used to do little businesses together. So he was like, well maybe Patrick's is onto something because I never let him wrong before. Actually decided to quit his high paying job at Sage Software, which makes financial accounting software and then come over to great Cove tools. Sandy, Daniel and myself, we all were the co-founders for Cove tool, which to date has raised 36 and a half million in venture funding. Robert Down, Jr is one of our investors as well. So that's been quite the journey. Even like this last weekend we had the whole s v bank labs and all our money was in S vb. So thank god for the F B I C, the saving everyone.

Charlie ([12:00](#)):

It's a tech startup, you already have hard work in front of you and things like that that you never thought would happen. I follow you on LinkedIn, we're connected and I'd encourage others too because you not only speak your mind but you're posting regularly. Even when that recent event happened you've even said some comments there and I appreciate that. Those that don't know, tell us kinda where you're at with the team and what are some of your main offerings?

Patrick ([12:34](#)):

Yeah, currently we're a team of 70 people, so that's not huge in terms of business. Still still a small business but that's bigger than just a few people in a room. We basically have like four different pieces of software. We have a drawing tool for being able to create reduced order or kind of like models for energy models and things like that. So we can translate geometry from a 3D source, like a Revit or Rhino or sketch up and make an analysis model that gives us our analysis tool. So that's our second piece of software that does like daylight simulations, energyBlair embodied carbon, things like that. And then that allows us to go the next step after that, which is we're our load modeling tool, which is for HVAC mechanical engineers who'd

signed the systems, create the loads, make a compliance model for energy, which then leads us to our, our last piece of software, which is RevGen. So RevGen basically allows us to take all those simulations that we spent years building and we're able to instead simplify that and embed that simulation in our manufacturer's website so that they can sell based on performance rather than on, hey I have a good product. Architects are like, how good is it? And they're like, look at a pdf. Now they can actually have them test it on their project using a real simulation that everyone trusts, which is pretty cool

Charlie ([13:47](#)):

I love how you've connected that. I know some of our LEED consulting team loves even the daylight, the early energy modeling and then something you and I both are also passionate about is embodied carbon. You've really got several layers to optimization. We've got this transition from operating carbon to also embodied carbon. How'd you come up with all that? Is that part of your role there as the chief product Officer?

Patrick ([14:11](#)):

I guess my role at Coach Jules to be the mad scientist that comes up with crazy ideas. Daniel tells me if we can build it and then Sandeep tells me if we can pay for it. I'm always following though, like the carbon problem is a data problem. It's like how are we going to remove data losses between different people, different processes. If you're an architect and you send your model to mechanical engineer, typically before Cove tool, that mechanical engineer would need to re 3D model or redraw the entire thing to fit the software that they were putting into it. What we're trying to do is basically consolidate all those different problems of data translation losses and make it so that there's a continuous experience so that you're not losing that information and you're able to actually move the decision making forward without any issues.

Charlie ([15:04](#)):

You've been really open with different users AP because you have all this data, you have this platform. You want other people to plug in. What's your vision there Patrick?

Patrick ([15:15](#)):

My idea is that we need to all work together so one software company isn't gonna dominate everything unless you're like Autodesk, maybe you dominate like some industry. But like for COVE Tool, my vision is that we want to have a real-time understanding of a building. I call that Building Information Network or BIN as opposed to BIM or building information modeling. The idea by BIN is that we wanna link everyone together, everyone have a common understanding of a project and then be able to see when one person makes a decision, that immediately updates using APIs or some type of connection across the internet to make sure that everyone's on the same page. And that's what really makes sustainable green, high performance, low carbon buildings, whatever you wanna call it. And that's what makes them low cost.

Patrick ([16:02](#)):

It's like the cost of doing something different is usually just people are unsure of something. So that uncertainty is what usually drives cost increases. Where in reality most of the time if you wanna do a low carbon building, it's gonna be cheaper than a code minimum building. It's just like you need to have a lot more information to make the better choice because like glass or insulation or HVAC systems, they're all made in different places and that the carbonate takes to make those items is coming from the electrical grid. Some places have hydropower then the embodied carbon would be zero to make that item. Whereas like if they make it in Georgia only 40% of the grid I think is renewable. So it's gonna be a lot of coal emissions so that you could have the same exact product in two different places but they have a different carbon nutrition vaccine you might say.

Charlie ([16:54](#)):

On your staff you have all these researchers, everyone populating the databases because you do work all over. It's fascinating. Wanna do a look

back and then a look ahead. So looking back, what are some of your proudest accomplishments?

Patrick ([17:08](#)):

I think the biggest thing is just growing a team that really cares about each other. I think that was like the thing that I was most concerned about. When we were launching a daylight model we launched on top, we had a lot of collaboration amongst the team to get that done. That was like back in 2019 or just like making that first sale, manufacturer, or an architect or engineer early in the life of the company. Those are just really big moments because pre Covid people wouldn't take meetings unless they were in person. I had to do a lot of flying. I was in another city every day trying to convince people to do stuff and just seeing like all that hard work start to pay off in terms of other people recognizing that and potentially. Also when we got funding those were also good moments as well to say "okay, this is gonna happen. We're gonna be able to make the impact that I was hoping for when I was just a student back in school."

Charlie ([18:04](#)):

Big impact. I've seen a lot of the work you're doing with your team's culture. I've been fortunate to visit your office and I see how everybody works together. He's just an amazing man. You're doing it the right way and making Atlanta tech startups sprout, so I appreciate that. I'd love to ask someone like you who I think is a fan of the future. I know I am too. Hey, what's next? What's coming at us in this green building movement, this design movement?

Patrick ([18:28](#)):

I would say embodied carbon is gonna become the overwhelmingly primary driver of all decision making around buildings. The carbon that we emit now is the one that melting the icebergs and we might have a cleaner grid in the future. Operational carbon is gonna become a less of a concern. Already buildings are also super efficient in many states. The code now for Georgia is pretty much equivalent of a LEED. Operational carbon isn't as much of the concern as embody carbon then I think the impact of AI is gonna

become way more apparent. I don't believe that there's any serious software product that won't have a fully integrated version of like chat G P T or some open AI product by maybe end of 2024. I think that's when you'll see pretty much all software will have that as a part of it. And I think those two things are gonna really transform how architects, engineers, contractors, anybody involved in sustainability is going to have a lot more firepower at their fingertips to actually find the information to make sustainable. I think AI is gonna be the thing that unlocked that for us.

Charlie ([19:33](#)):

Man, you nailed it. I mean it's it's poked its head up might feel like it's only recent but it's been building for a long time. Gpt is a great example is you have to do it or, or you're not gonna be evolving fast enough when, when others are embedding that you know, I think with design will architects they're not gonna be replaced, right? It's more like maybe 50% of the time they spend on designing that next building maybe could be generative, could be a little, hey, here's how you did the most recent ones. I don't know what you know some worry that their jobs will be replaced, right? But then you think of some of these professional skill sets and not just inexpensive labor. So is it more those that embrace some of this generative work data and AI and augment what they do? Is that who wins?

Patrick ([20:23](#)):

I think how it plays out is how it's been playing out really in every other industry. There's the guy on our team, Ben Ro and one of the things that he and I talk about, he's, this is the third, he's a software engineer, but this is the third industry that's been disrupted by ai. So he is not, he's not nude to it. And one of you see is there's like initially a lot of fear around integrating AI into your workflow. However, people forget that AI is a tool just like anything else. And it can't do all the things that a human can do. It can do, 90% typically is like once it's fully implemented it'll be able to get to that. So what you're focused on I think is from a change management standpoint as a firm or an individual you wanna think about like, how am I going to leverage this new technology to provide a higher level of service?

Patrick ([21:11](#)):

So that's where architects and engineers can really envision a time where they're working 40 hours a week instead of 60, but they're still delivering a building that's twice as high quality in terms of its coordination, in terms of its beauty, in terms of its performance. There's gonna be just so many improvements to the product that we're producing as a profession or as an industry, but we're gonna do it with less work. So it's like you may have a staff of 50 people now in the future you'll still have a staff of 50 people but you'll be able to do twice the same amount of work. So there's always been a shortage of qualified design professionals to provide the services that are required for the world that we live in. So I think AI will just allow us to provide a higher quality for all those projects. If you can imagine like every single building has the same quality of service that maybe is aha. Indeed building had in the past, right? With a really detailed breakdown of the building and the structure coordination, all these components. It takes a lot of time. Now every project will get that same level of care. I think it's actually a better world where everything's better designed that they're thought through things like that.

Charlie ([22:19](#)):

Oh man. Well said. That is exciting. Well you just painted there. That is exciting. Thank you, thank you for that. I'm excited about it. Let's get to know you a little bit more here with some rapid fire questions. What would you say is your specialty or gift?

Patrick ([22:35](#)):

I think my specialty is basically taking information that doesn't appear to be related and putting it together. Daniel always jokes that they're linear thinkers and I think in a cloud so have like, okay, that thing over there and that thing over there are connected, let's put those things together.

Charlie ([22:49](#)):

Yeah. Oh man. Unpack that for us. Do you mind mapping tools? Do you like to sketch it out on a whiteboard? What helps you connect it and then show it to someone

Patrick ([22:59](#)):

I think the most important thing is talking about it with other people who see other aspects of the problem. So when you involve more people in the discussion, you whether that's through books, whether that's through websites, whether that's through actual in-person conversations, knowing the subject matter and understanding like the actual problem and not just defaulting to this is what we've always done or this is what everyone else says is the right thing to do. But really asking why and thinking about could these things actually be related and looking for the connections from a data perspective, like what's the web of data tracking, like the user story of like I do this and then I do that and saying, okay, what's the outputs of one person? Probably the inputs for another person in the process. So being able to connect those pieces, the step and then looking for what is the weakest link.

Patrick ([23:48](#)):

Typically when you have a system and you wanna optimize a system, you need to find the thing that's breaking the most and you fix that first and then you look to the next weakest link. You don't keep trying to fix something that's already been done. When people make a point solution for an industry. Like let's say if I had just focused on energy modeling, I can make a really good energy modeling tool, but maybe it doesn't work from a 3D geometry endpoint import standpoint, then I've not really thought through the system problem. That makes sense.

Charlie ([24:17](#)):

It does make sense. You've got a good methodology there, even explaining how you think about things and connecting them. Thank you. That is a gift. Do you have any good habits or routines, rituals?

Patrick ([24:27](#)):

The number one thing I would say is don't overwork. If you can work consistently at the same problem. So I always say that if you're doing some big thing, it's probably a marathon and not a sprint. So I always say don't work 60, 80, a hundred hours, try to keep it culture to 40 cuz you're more

productive anyway as a founder. And certainly for my teams I always enforce a 40 hour work week, which means that they actually get more done because they're more productive when you're not overworked. So I would say like that's like the number one thing for success is just like having a focus on like consistency rather than trying to work too

Charlie ([25:05](#)):

A lens to quality life, which I can tell is a core value of a code tool. I noticed you didn't quite say work-life balance, you just said don't overwork, know your limits, know when you're gonna start not being as productive and let's get self-awareness as we get to know each other even more. I'm a fan of a bucket list brother, one or two things on your bucket list.

Patrick ([25:26](#)):

Oh man, I'd like to see Antarctica. That's like on my bucket list and my super bucket list is I wanna go to space and maybe see Mars someday. That's my ultimate bucket list.

Charlie ([25:40](#)):

Things are speeding up fast and Elon and others are trying to make some of that happen. Thanks for sharing. Is there a book or a podcast or a Ted talk, just a pro tip you'd give to our listeners here? Something you really liked?

Patrick ([25:54](#)):

I really like reading stuff by Randy. He is like a professor of architecture at University of Illinois. Always gotta do that out for him. But he's somebody, I read a lot of his books as he p he really thinks about some of these problems around like super users and like the profession and things like that.

Certainly also too, like I try to listen to my fair share of like I'm not necessarily someone who's always on a podcast listening to it, but like, and you know, certainly your guys' stuff is cool and then just making sure that I'm staying up to today on LinkedIn, the falling hashtags on LinkedIn. So like I see all your posts for instance because I'm following you and your, and the hashtags that you're also putting into your posts. And so that keeps me super informed around what's happening in the industry as a whole. It

is just kind of following some of those hashtags on LinkedIn. That's honestly, honestly maybe my best source of info on what's going on. That's Charlie ([26:46](#)):

A great pro tip because then you're getting it from some trust and sources in LinkedIn that you've already kind of vetted if you wanna believe that or not. So, hey good tip. We'll put a link to some of the architecture books that you mentioned too in the podcast show notes. Just a couple more questions as we start to wind down here or what a fun interview man. If you look back on your career, is there any career advice you wish you'd have known earlier?

Patrick ([27:09](#)):

I wish I would've known how to ask for help with career guidance. I didn't really have a lot of mentors to start off with so I made a lot of guesses as a young person that didn't necessarily match up with reality. I just read something in a book or nowadays you see something on TikTok I guess. I think that was like just being able to find people who can be mentors and ask them questions to help guide you to where you're trying to get to. I wish I would've had more of that starting off, but nowadays I try to make sure that I go in the opposite direction, be as helpful as I can, be as many people as I can be, especially other startup vendors.

Charlie ([27:50](#)): Oh you're very helpful. You've helped me a lot too

Patrick ([27:53](#)): Is Oh, thank you.

Charlie ([27:54](#)):

Let's talk about career paths if you will for a minute. You're an employer. I'm an employer and as I understand you want to give autonomy and flexibility but you wanna make sure you know that there's a clear career path. It might not be just from this point on the chart to this point. Don't let that be a roadblock but just growth. Continual growth. Can you speak to that, maybe give a sneak peak into anything you're doing at Cove Tool, with career pathing?

Patrick ([28:21](#)):

I think the thing that I didn't realize when I was first starting off as a business owner is really the importance of creating an actual detailed career path. Like there's actually like HR techniques for how you help someone see where they're gonna go. For example, a lot of times I've had maybe great employees who've gone on do other things and course I'm like supporting them, but I think one of the things that I learned early on was that I need to understand where this person wants to go with their thing and actually explicitly say, "Hey, if an opportunity becomes available or this type of role, I'm gonna be considering you. If not, then I'm gonna also support you in developing these skills along the way to be either able to do that here or do that somewhere else."

Patrick ([29:07](#)):

So it's like setting more incremental things that skill sets that you need to work on. Sometimes people will be like, "Well I've worked here a certain amount of time so, I should graduate to the next role." Like this is the high school, you actually have to like the right time, right place, right skill set. So the things that a junior employee can control are like the skillset. Like I need to be a good person first and I need to have the soft skills. I need to be able to talk to folks in a way and collaborate. And then I also need to be able to code or need to know about this kinda simulation tool or this or that. You know, things like that.

Charlie ([29:45](#)):

No, that's good clarity and it reminds the teammate that you're championing them along the way. That's a great man. Alright, last question. Let's say someone's listening to this podcast, they're getting really inspired by hearing your story and they're just now jumping into the green building movement. Any words of encouragement for them?

Patrick ([30:02](#)):

Yeah, I would say just make sure that you get your information from trusted sources and don't get discouraged. That's the number one thing. When you look at the problem of climate change, it's big, it's the whole world. It's a lot of bad things happening. Like people are designed to drill for oil, new oil,

like even today so it doesn't look good and we're trending towards like basically a Mad Mac world if we don't take action. But I think one of the things that I do is I try to compartmentalize down to what is the maximum impact that I could do given what I'm, the area I'm able to influence today. So it's like, let's say I'm a purchasing manager or for a business, maybe I'm not the sustainability guy so to speak, but maybe I can make a choice to lower carbon emissions for the the supply chain part that I'm purchasing for, right?

Patrick ([30:49](#)):

You know, so each incremental action that we take creates a large effect as let's say you're person that just purchases for your company, But if you know 10% of the market start to purchase things based on low carbon, now you have the ability to say to yourself like, okay, if I'm a business and I'm supplying stuff to people, I can see that 10% of people want this thing. Now I'm gonna start offering that as a product or a service or whatnot. So then you start to create change, bring, taking collective action. I think no change is too small, but ask yourself, what can I do with my life, my career, my business that creates a maximum impact given than what I can.

Charlie ([31:30](#)):

Yeah, thank you. You can design that and we're all in this together, man. What inspiration, what wisdom and just I learned a lot about you and feel like I knew you a little bit. So hey everybody, connect with Patrick on LinkedIn, make sure you're tracking the co tool. If you're not using it yet, you gotta get this in your firm and on your next green building project. So Patrick, thanks for spending time with us today. I really appreciate

Patrick ([31:52](#)):

No, this is super cool. It's been an absolute pleasure and can't wait to see what more things you guys do and support pretty much anybody who's listening to this in the future, I'm always here for the support.

Speaker 4 ([32:03](#)):

I just wanna say thank you to our loyal listeners. We actually are celebrating over one year here on the Green Building Matters podcast. Me

and the entire team were stoked and just so glad you continue to listen every Wednesday morning to a new interview with a green building professional here in this industry. We're just some pro tips that we wanna make sure that you are getting straight from us, straight to you.

Charlie([32:29](#)):

Thank you for listening to this episode of the Green Building Matters podcasts@gbes.com. Our mission is to advance the green building movement through best in class education and encouragement. Remember, you can go to gbes.com/podcast for any notes and links that we mentioned in today's episode, and you can actually see the other episodes that have already been recorded with our amazing guests. Please tell your friends about this podcast, tell your colleagues, and if you really enjoyed it, leave a positive review on iTunes. Thank you so much and we'll see you on next week's episode.