



Pitch Deck
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Project: Furniro
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01 | EXECUTIVE SUMMARY

Overview

Furniro is a cutting-edge e-commerce marketplace that simplifies the process of discovering and purchasing premium furniture. Our platform connects buyers with top-tier furniture manufacturers and sellers, ensuring a seamless and efficient shopping experience.

Key Features & Capabilities

- A user-friendly platform with an intuitive shopping experience.
- A curated selection of high-quality furniture from trusted brands.
- Secure transactions and multiple payment options.

- Fast and reliable delivery services.

Benefits

- Solves the hassle of finding quality furniture online.
 - Offers a diverse catalog catering to various styles and budgets.
 - Enhances the shopping experience with AI-driven recommendations (future feature).
 - Provides a scalable business model with strong growth potential.
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02 | PROBLEM & SOLUTION

Problem

- Customers struggle to find high-quality and affordable furniture online.
- Lack of trust in online purchases due to unreliable sellers.
- Lengthy delivery times and poor customer service.

Solution

- Furniro ensures a seamless furniture shopping experience with vetted sellers and verified products.
 - Our platform builds customer trust through transparent seller ratings and detailed product reviews.
 - We offer quick, reliable delivery and top-notch customer support.
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03 | MARKET OPPORTUNITY

- **Total Addressable Market (TAM):** \$500B+ Global Furniture Market
 - **Target Audience:** Homeowners, interior designers, businesses, and online shoppers.
 - **Market Growth:** Increasing online shopping trends, post-pandemic demand for home improvement products.
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04 | COMPETITIVE LANDSCAPE

Competitors

- Major Players: Wayfair, IKEA, Amazon Furniture

- Indirect Competitors: Local furniture retailers, second-hand marketplaces

Competitive Advantage

- **Curated Selection:** Only high-quality, verified products.
 - **Seamless User Experience:** AI-driven personalization (future feature).
 - **Trust & Reliability:** Secure transactions and vetted sellers.
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05 | BUSINESS MODEL

Revenue Streams & Pricing Strategy

- **Commission-based model:** Earns a percentage on every transaction.
- **Premium seller subscriptions:** Paid plans for vendors to boost visibility.
- **Advertising revenue:** Paid promotions for featured products.

Growth & Projections

- **Year 1:** Targeting \$3.6M in revenue.
 - **Year 3:** Expected to scale beyond \$10M with expansion.
 - **Long-Term Vision:** Global expansion and integration of AI-based shopping tools.
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06 | TEAM

Leadership

Anisa Ismail - CEO

- Founder & visionary behind Furniro.
 - Extensive experience in e-commerce and business strategy.
 - Passionate about revolutionizing the online furniture industry.
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07 | THE ASK

Funding Request & Utilization

We are seeking **\$X million** in funding to accelerate our growth and expand our operations. The investment will be allocated as follows:

- **\$1.3M** - Research & development: Platform enhancements, AI implementation.
- **\$6M** - Marketing & customer acquisition: Brand building, paid campaigns.
- **\$510K** - Operations: Infrastructure, staffing, and logistics.

Projected Milestones

- Product launch within **X months**, targeting an initial user base of **X customers**.
- Expected revenue of **\$X million** within the first year.
- Break-even projected within **X months** post-launch.
- Potential for **X% annual growth** with further market expansion.

Call to Action

We welcome the opportunity to discuss this investment further and explore potential collaboration. Let's shape the future of online furniture shopping together!

Furniro | Elevating Your Furniture Shopping Experience

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