

# It's a brand new house.

Luxurious design catalogues, those perfect Pinterest boards, hundreds of saved Instagram posts and innumerable design blogs citing the latest trends, are now a confused jumble of maybes and what if's.

Blue or Orange?

Open Kitchen or closed?

Dip ceiling or panel lights?

L shaped sofa or eclectic pieces?

Elegant Colonial or Breezy Mediterranean?



“

**First we shape our buildings,  
thereafter they shape us.**

# Good design is hard...

**No feedback**

It is impossible to judge a design through imagination. 2D drawings don't give a clear idea of the simplest of designs. Picking materials & finishes based on 2"x2" swatches invariably leads to bad aesthetic choices. **Design choices have to be made blind, in total darkness.**

**Expensive**

The average time taken to flesh out a single design, even for a profession interior designer is **1 week**. A typical new home owner is forced to finalise designs in 2-3 weeks. Aesthetic choices also need emotional acceptance which takes time. **The cost of exploring multiple designs is too high both in terms of time & money.**

**High complexity**

Interior design is a creative process and like all creative endeavours, it is chaotic and complex. It takes a lot of thought, effort & love to find the right balance between aesthetics, ease of use, utility & cost. **Every choice multiplies the possibilities.**

**Feasibility**

Constraints in production, unavailability of materials, logistic problems, lack of aggregated market catalogues, complexity in planning & errors in construction are some of the practical challenges in getting a good design executed.

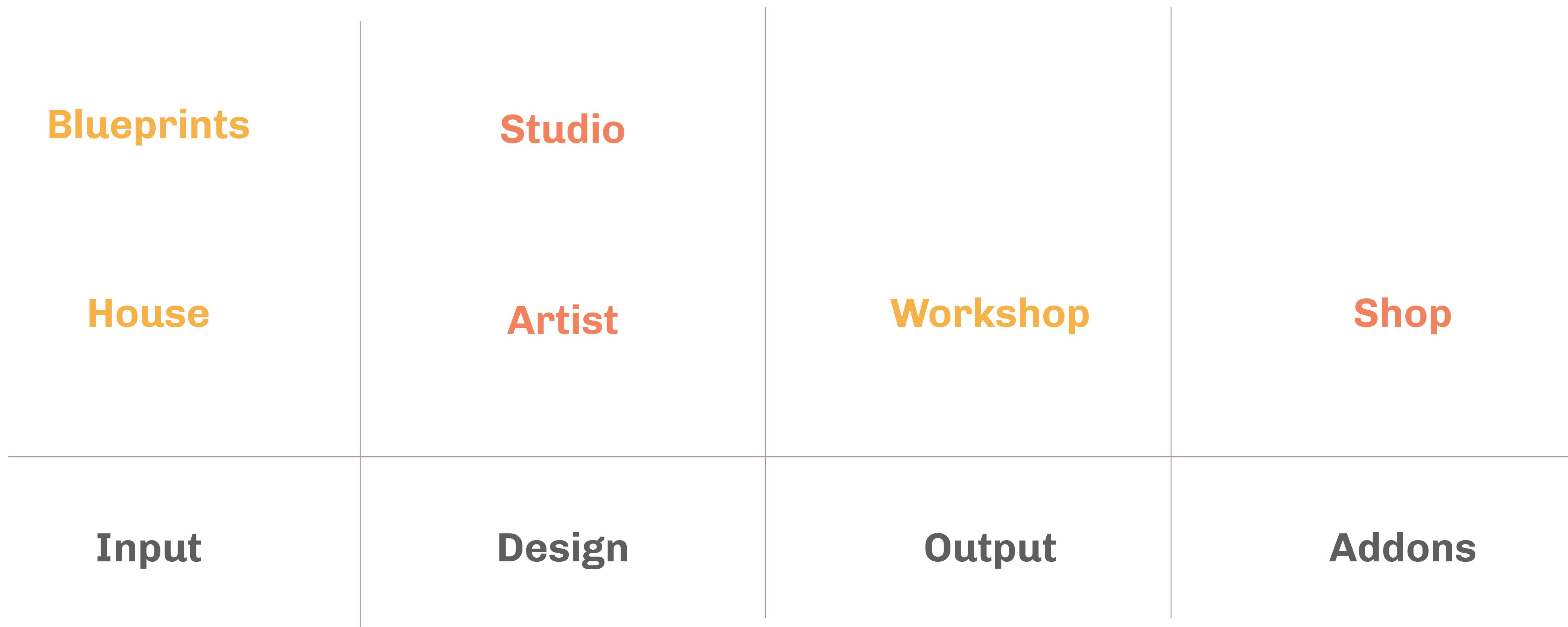


# EmptyCup

The interior design platform

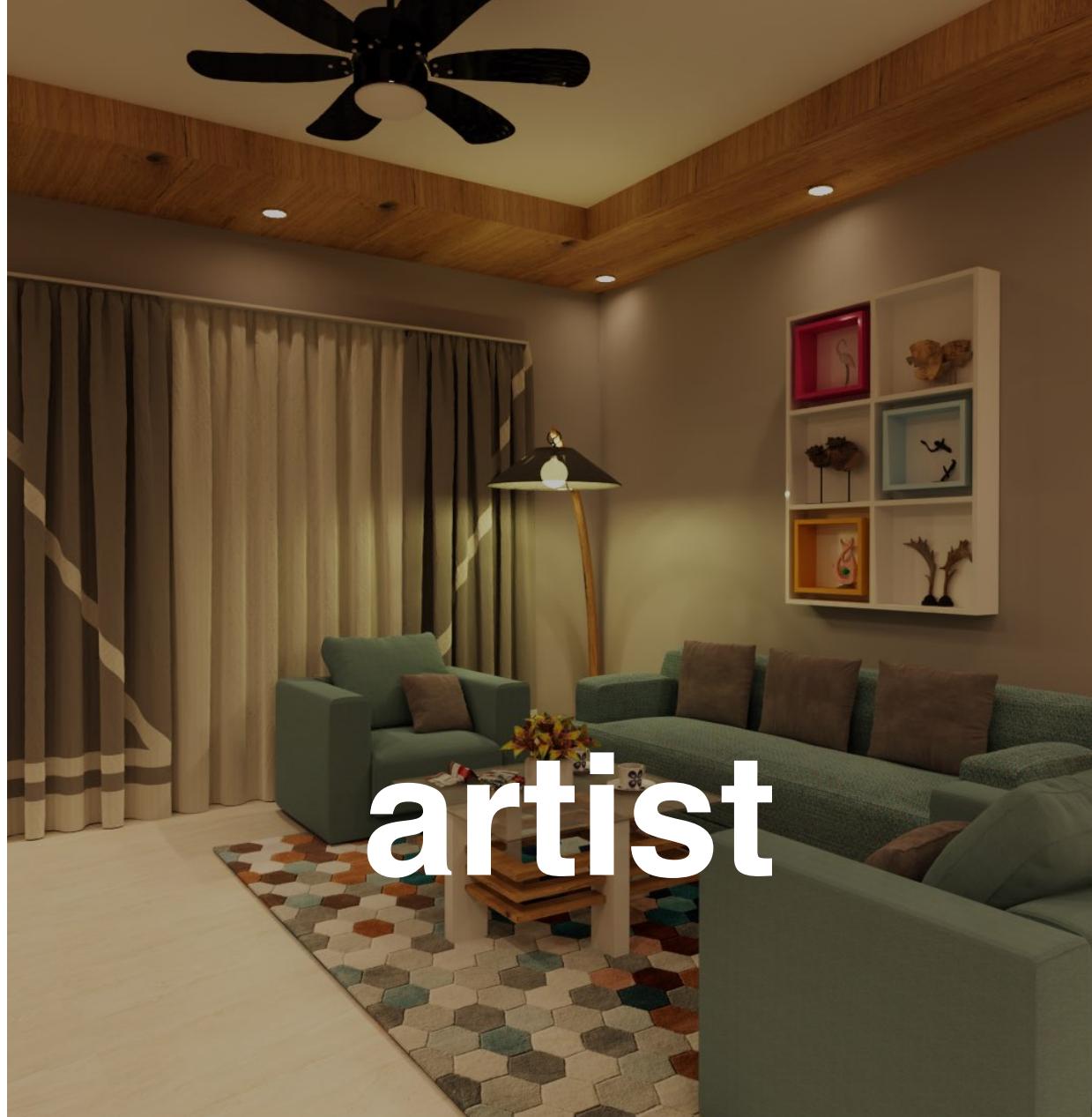


# Making good design accessible





# house



# artist



# workshop



# shop

## Builder

- House Customization
- VR & 3D tour with embedded designs
- Hi-tech Visual Aid for Sales Conversion
- Commissions (initially)

## Home Owner

- Web based Interactive 3D
- Easy DIY design /
- Home Furnishing Exploration
- Built-in Design Intelligence
- Built in Budget Planning
- On-time Delivery
- Quality Assurance & Warranty

## Interior Contractor

- One click Production Export
- Minimum Wastage Guaranteed
- Automated Coordination / Project management
- Assured Margin

## Home Retail

- Integrated Home products Platform
- Easing the Supply chain Integration
- Consumers visualise products in hyper-real 3D environment



GET THE VISION  
RIGHT

MANAGE TIME AND  
RESOURCES

KNOW COMPARABLES  
AND BUY RIGHT

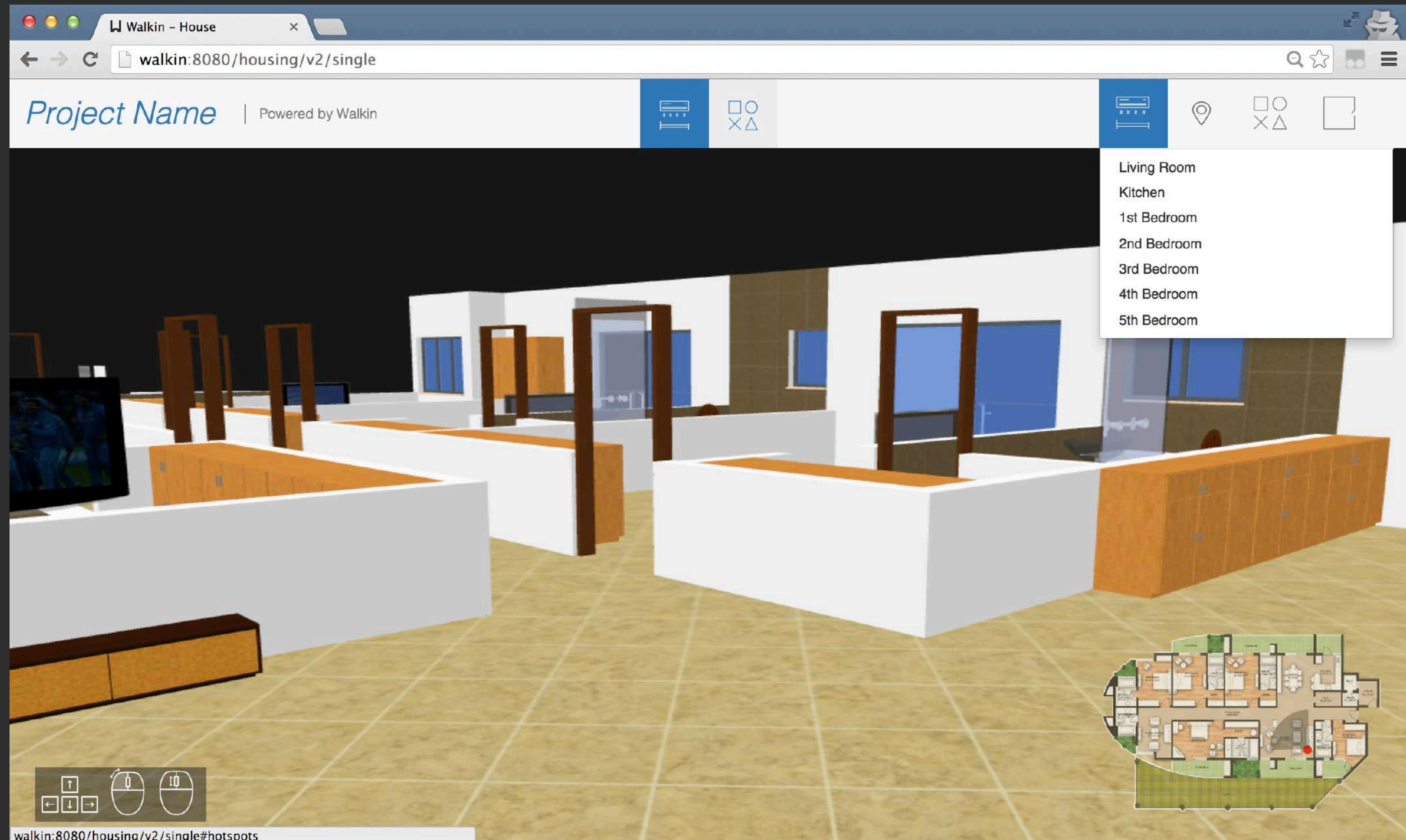
**Some outputs from the platform...**





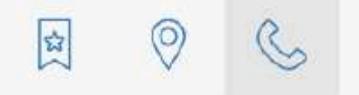


**The journey so far...**



PoC built for [housing.com](http://housing.com)

2014



VSV Builders

+91 9535 60 6666

Interested?

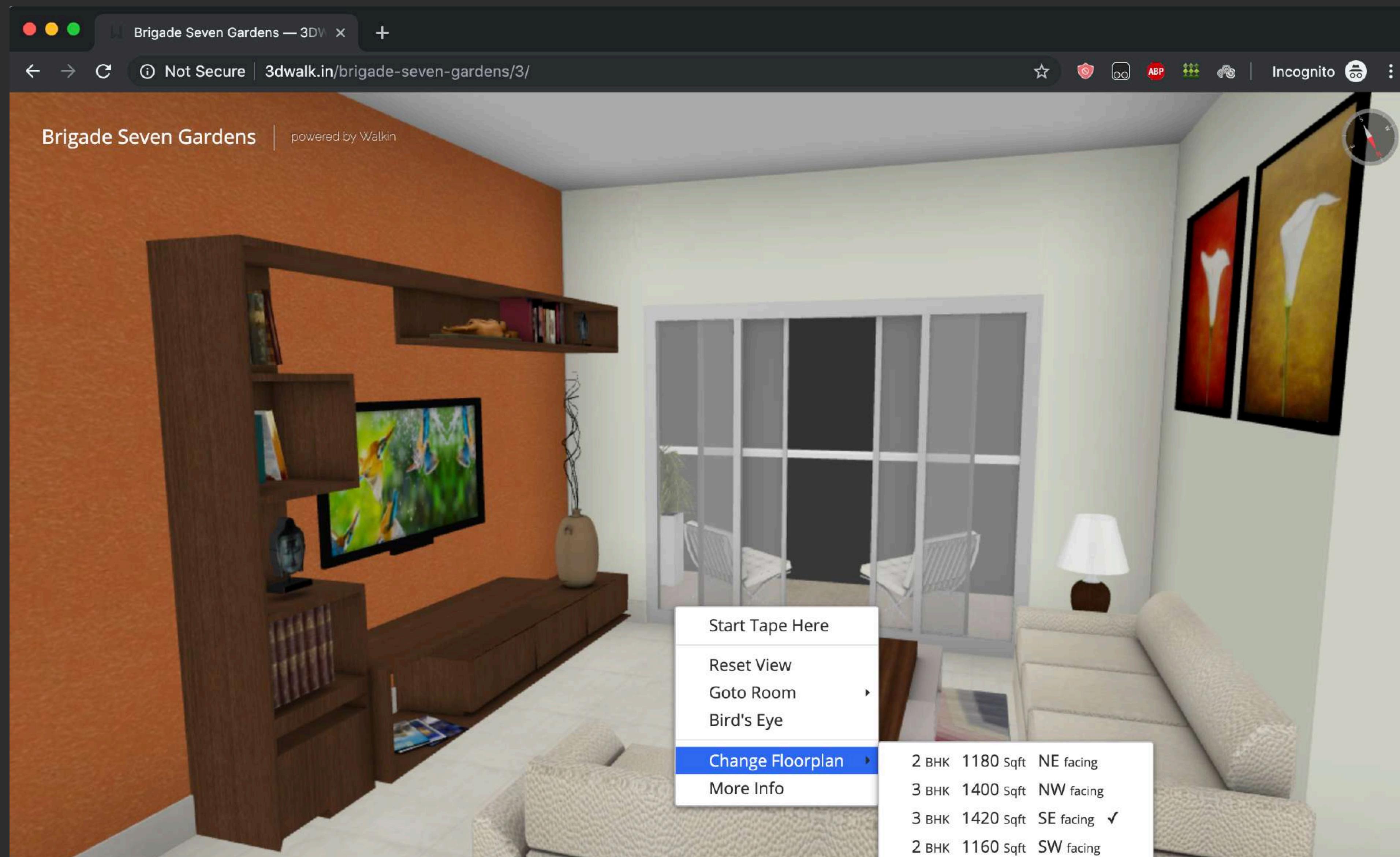
+91 Mobile Number \*

Send



First customer project

2015



3dwalk for builders: Compass, Tape, Furniture

2016



+VR Enabled, +HD materials, +Cloud rendering

2017



Rendered by  
**EmptyCup Artist**

+Realistic day lighting, +Reflections, +Woodwork design      2018



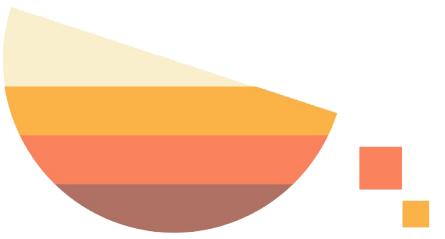
Rendered by  
**EmptyCup Artist**

+Artificial lighting, +Furniture catalogue, +Theme library 2019

**Over 600 projects designed...**

**For Contractors, designers & home owners**

**Projects include hospitals, banks, showrooms, bakeries,  
restaurants, salons.**



## The **EmptyCup** Advantage



**Seamless  
procurement**  
through integration  
of real world  
catalogues



**Hassle free  
execution**  
with production  
ready plans



**Unmatched value  
for money** delivered  
thanks to **economies  
of scale**



**Boundless design**  
through a fun,  
**collaborative DIY**  
experience



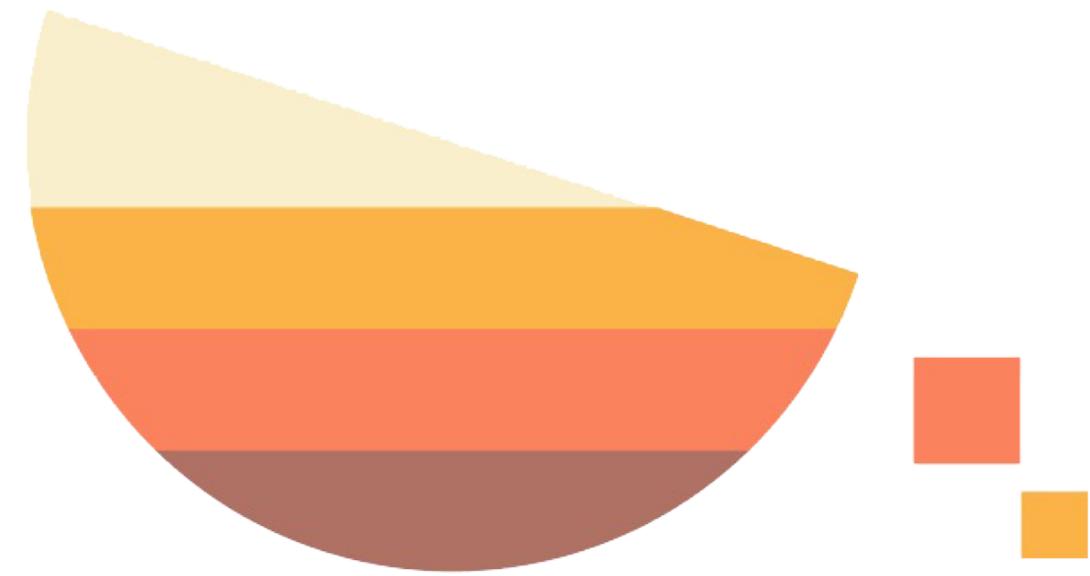
**Instant visual  
feedback** with  
photorealistic  
rendering



**Better buying  
decisions** through  
real-time budget  
estimates



**Informed designs**  
through built in  
**design intelligence**



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# Thank You

Connect with us



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