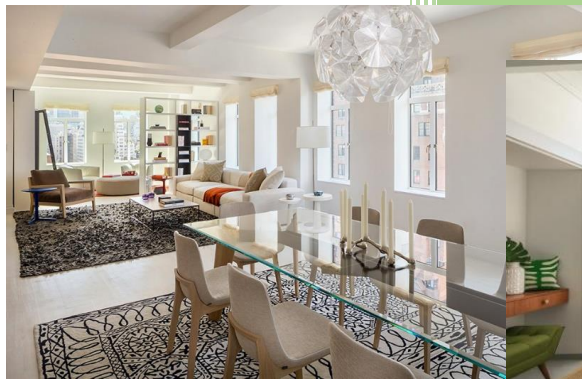




Turning your space into your dream home!

Business Proposal



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Elevator Pitch

Pitch 1

Imagine buying a new home or moving into a new apartment and wanting to decorate or remodel the interior to give it a vibrant touch and make it as comely, comfortable and as homely as possible. You don't know where to start from and can't afford to hire an interior décor specialist to help design your space. You like furniture from different stores and spend several exhausting hours searching for the right furniture online and talking to friends, but end going to the nearest showroom to see the furniture for yourself before making a purchase. You finally end up with a design far from what you had envisaged. What if there was a platform to make all that process much less time consuming, easier, stress free, and as effective as possible? At DecorRight we help our customers transform their living space into their dreams homes by allowing them to upload a 360 view of their personal space and providing them with instantly generated and interactive interior design recommendations based on their taste and preferences, with active links to buy recommended products. We also facilitate shopping experience by showcasing millions of products from thousands of stores and allowing users to purchase all their furniture in one place. We help our customers assemble their furniture upon delivery and we also provide a platform for furniture companies to provide better customer satisfaction by helping them understand consumers psychographics and shopping trends.

Pitch 2

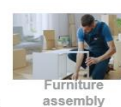
Most homeowners and renters want to have a nicely designed living space, but often cannot afford the cost of hiring an interior décor professional. Customers spend long hours surfing the internet to find the perfect furniture that will render the most aesthetic look for their living space, but they often end up with clumsy home design/decorations, far from what they preconceived it to look like. On the other hand, most furniture companies and retail stores rely on their showrooms to help guide the buyer visualize how a piece of furniture may look in their own space, thus making it difficult for them to expand their customer base to a larger pool of potential buyers who wouldn't come to showrooms. DecorRight uses AR technology to provide an affordable and stress-free alternative to help users turn their space into their dream home by automatically generating interior design recommendations based on user uploaded personal space and let them visualize how a furniture will fit into their space before making a purchase. DecorRight also lets users purchase all their furniture in on place.

Brief Overview

DecorRight is an online platform for interior décor/design recommendations using Augmented Reality (AR) and machine learning technologies. It is an affordable alternative to interior décor specialists and a much faster alternative to showrooms. DecorRight's interactive AR technology enables users to upload a 360 view of their personal space to visualize how a piece of furniture will fit into their space before committing to making any purchase. DecorRight is available as a cross-platform application (iOS and Android), and as a web application. The interactive nature of the platform lets the user change the color, remove, or substitute pieces of furniture for a more personalized design. We provide our users a unique experience using our technology. Design recommendations are informed by user's taste, space, and other preferences. Multiple design recommendations are generated instantly, and users can visualize/save/interact with the designs in real-time. Inventories for each design are automatically generated and active links are provided to purchase selected products. Premium Users can directly purchase all their furniture in-app in one click after adding all items of interest to the cart.

DecorRight is also an independent platform for unbiased furniture review and recommendations. Our users can share their experience with friends, write product review, browse current trends, explore other design suggestions, save multiple designs for later considerations, search for specific products or products from specific stores, connect with other users, etc.

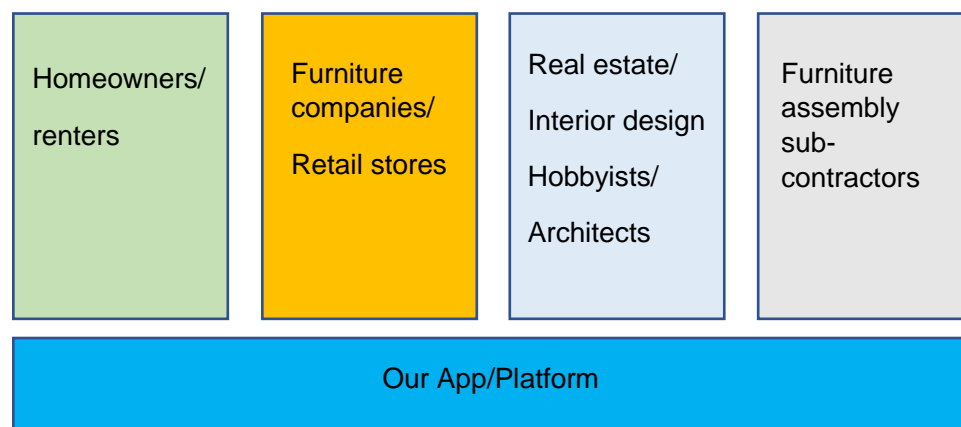
Our platform connects furniture companies/retail stores to a larger pool of potential buyers, thereby expanding their customer base and increasing sales. Similarly, we bring products from thousands of retail stores partners under one large online marketplace so that our users can shop millions of products in one place and make smart purchases with much less efforts. We also connect our customers with sub-contractors to help them assemble their furniture in their homes upon delivery. We additionally handle quick delivery services for our premium users.



Furthermore, our platform provides business opportunities for real estate companies to find potential home buyers or renters through paid advertising. Similarly, the augmented reality technology which is at the core of our system modeling, represents a handy tool for architects and interior design hobbyists to explore thousands of design samples which are useful for their design and remodeling businesses or contracts.

Target Persona

DecorRight's business model targets four strategic market groups/customers with specific needs that our product help address. Our target persona is as illustrated below:



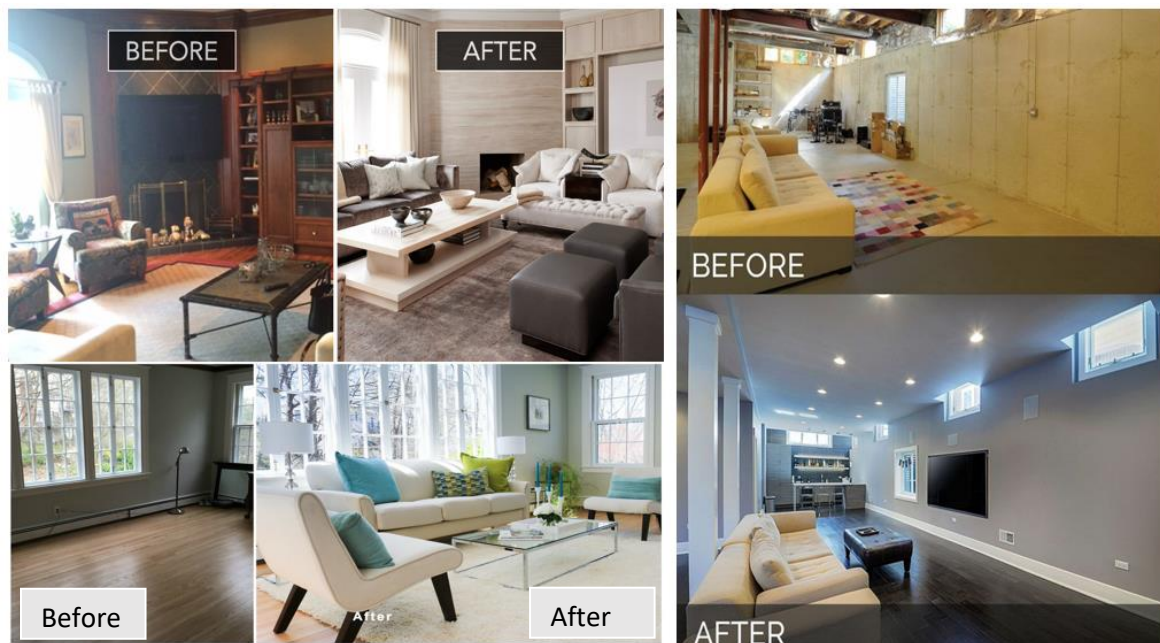
The homeowners/renters are mostly adults aged between 18 and 60. These are the furniture buyers. They are the people who just moved into a new place and are looking for the right furniture to equip or decently decorate their space to make it as homely and as comely as possible. This also include people who are trying to redecorate or remodel their living spaces. This market segment targets people who want an easier way to shop for all their furniture online in one place, or people who are looking for cheaper alternative to interior design professionals to help design their space in the most expressive way possible.

The furniture companies and retail stores are mostly small to medium size furniture business ventures who are looking for better alternative to showcase their product to a large pool of potential buyers. These businesses mostly rely on their showrooms to help customers visualize their products but are eager to expand their customer base. They want to understand users trends and psychographics to help them achieve a higher customer satisfaction rate.

The real estate/interior design hobbyist and architects group is constituted of individuals or estate businesses who are looking for a way to connect with potential home buyers or renters. They want a platform to be able to run targeted apps for people who are trying to buy a new home or trying to move into a new place.





The sub-contractors group encompasses individuals or certified small or medium businesses who are looking to connect with those furniture buyers willing to pay for furniture assembly services in their homes.

DecorRight's mission is to transform living spaces into dream homes and to bring showrooms to customers' fingertips.



Market research & Problem identification

In order to better serve our customers by designing a product that specifically addresses challenges they currently face, and tackle problems that they care about; a market research was conducted to help identify key issues that are of interest for each of the target persona. This market research also helped us understand current market shares, the competition, and the entry barriers which are discussed in further details in the sections on investment thesis and marketing strategy. Because our business model targets four different groups of users, the following market research strategy was adopted:

|  HOME OWNERS/ RENTERS |  FURNITURE COMPANIES /RETAILER'S SHOPS |  ARCHITECTS/ INTERIOR DESIGN HOBBYIST/REAL ESTATE |  FURNITURE ASSEMBLY AND INSTALLATION CONTRACTORS |
|--|---|---|---|
| <ul style="list-style-type: none"> ✓ Conducted user survey ✓ 2 min online questionnaire | <ul style="list-style-type: none"> ✓ Phone calls ✓ Emails ✓ In-person interviews | <ul style="list-style-type: none"> ✓ Phone calls ✓ Emails | <ul style="list-style-type: none"> ✓ Phone calls ✓ Emails |

We conducted a user survey on more than 120 people in the age bracket of 18 to 60 years; and we interviewed about 15 furniture retail stores. The following summarizes problems identified thorough our market research.

- ✓ Most people get decoration ideas through online search engines and friends but end up making a trip furniture stores/showrooms despite spend several unfruitful hours online searching for the right decoration ideas and the right furniture.

- ✓ 90% of users think home decoration/design is a good way of expressing themselves. The nicer looking the living space is, the more comfortable and happier they are living in it.
- ✓ 81% of home renters think most homes could use some modern design touch.
- ✓ 80% of people think finding the right design/decoration for their space is very time consuming.
- ✓ Almost all users attest that they find it difficult to visualize how furniture might fit into their space. They would love to be able to visualize how a piece of furniture from any store might fit into their personal space.
- ✓ 76% of users surveyed are likely to relocate within the next 2 years and are likely to purchase new furniture.
- ✓ 86% of users think it will be very helpful if they could purchase all their furniture in one place.
- ✓ 97% of users think it'll be very useful to have an independent platform that provides unbiased furniture recommendations based on personal taste.
- ✓ 70% of users are willing to pay/hire a contractor to help them assemble their furniture in their home upon delivery.
- ✓ Most people think going to showrooms is time consuming and prevents them from shopping products at their favorite stores.
- ✓ Most users think hiring an interior décor specialist is very expensive and not the most affordable, so they prefer to design their home themselves, but often don't end up with what they had envisioned their space to be.
- ✓ Most furniture retail stores find it difficult to reach out to new customers.
- ✓ Most furniture stores attest that their showrooms are the best way for them to showcase their furniture to customers. Customers are more likely to make a purchase after visiting their showrooms.
- ✓ Furniture companies do not have other sophisticated way to help their customers visualize how a furniture will look like in their personal space.

Value Propositions

The findings from the foregoing market research helped us derive the following value propositions for each target persona.



HOMEOWNERS/ RENTERS

- ✓ We help our customers turn their house/apartment into their dream home with ease and elegance by providing automatically and instantly generated interior design recommendations based on their personal space, while eliminating the expense of hiring interior décor professionals.
- ✓ We bring showrooms to our customers fingertips by using Augmented Reality (AR) to help them visualize how furniture will fit into your personal space before they commit to making any purchase, thereby saving millions of dollars on undesirable or unsatisfying purchases.
- ✓ We help make furniture shopping less stressful for our users by providing them access to millions of furniture from thousands of stores, with unbiased recommendations based on specific user taste and preferences; and we enable our users to purchase all their furniture in one place, thereby significantly reducing online shopping time while improving shopping experience.



FURNITURE COMPANIES
/RETAILER'S SHOPS

- ✓ We provide a platform to help our partners expand their customer base by advertising their products to millions of potential buyers including those outside current market segment; and we also use our AR technology to provide our partners with a more efficient alternative to showrooms by helping their customers visualize how furniture will fit into their personal space without having to go to showrooms.
- ✓ We help our partners increase their customer satisfaction by providing them understanding of current consumer trends, and users psychographics.



REAL ESTATE
/ARCHITECTS/ INTERIOR
DESIGN HOBBYIST

- ✓ Our interactive interior design platform helps increase productivity by automating interior designs based on set preferences and allowing editing.
- ✓ We help real estate firms expand their user base by targeted advertising on a platform with millions of potential home buyers or renters



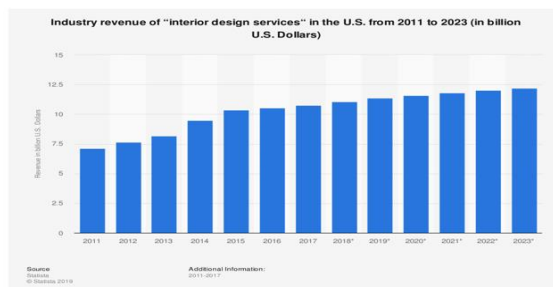
FURNITURE ASSEMBLY
AND INSTALLATION
CONTRACTORS

- ✓ We help expand your network and recommend your services to millions of customers based on their recent purchases.
- ✓ We provide you user data and market studies to help you reach out to more specific target groups.

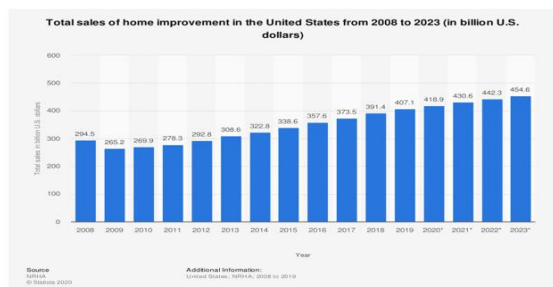
Investment Thesis

Target Market

The market that our company is targeting is the U.S furniture retail market. The market had a revenue totaling \$114 billion in the U.S in 2018. Within this market, e-retail revenue represents over \$44.48 billion of revenue. There is an increasing trend and shift towards purchasing furniture and home furnishings online and the e-commerce revenue for this market is projected to reach \$56.8 billion by 2024. As a result, more and more furniture companies are trying to increase their online presence in anticipation of this shift. With the shift to buying online, there is an increasing need for customers to be able to see and buy furniture products in their own homes. Our company wants to tap in this market by providing a tool for customers to visualize their furniture and receive design recommendations. We want to transform the user buying habits of the industry, which is still dominated by the brick and mortar businesses. Our goal is to become an online marketplace for furniture and home furnishings where users can visualize, receive recommendations and shop for furniture products all in one place.

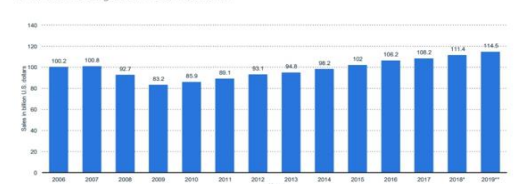


U.S. Interior Design revenue >\$11 billion /year since 2015

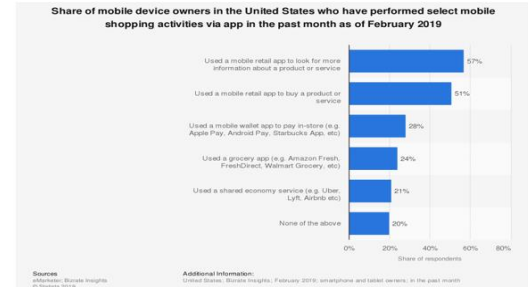


U.S. Home Improvement >\$350 billion /year since 2015

Furniture and bedding sales in the United States from 2006 to 2019 (in billion U.S. dollars)
Furniture and bedding sales in the U.S. 2005-2019



U.S. furniture and bedding sales >\$100 Billion/year 2015



3.5 Billion people own smart phones. 50%(1.75Billion) use apps for purchases

Confidential

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Business Model

To an ordinary user who is looking to furnish their homes, our application uses AR technology to help them visualize furniture pieces in their own rooms. We also provide interior design recommendations based on the photos and 360° videos of their rooms. Our recommendations feature products of multiple furniture companies, allowing the user to have access to a wide range of products to choose from. Users can click on recommended products to access the buying links of furniture companies or buy directly on our platform. Our application also connects users to subcontractors who will help to assemble the furniture. We provide a platform where users have access to, and can buy products from various furniture companies in the convenience of their own homes. Our application is free to all users, with a premium subscription that allows premium users to receive unlimited recommendations and free shipping of products.

To furniture companies, we provide sales channels and help them increase customer outreach for their products. These products are integrated into our recommendations so users can see how the furniture products look in their own rooms without having to visit the showrooms. We will receive commission from these companies when users purchase their products through our platform. Our company also establishes partnerships with furniture companies and receive commission through click-based advertising.

To subcontractors, we provide them with more customers for their services and receive a commission on the order size.

The user data that we collect will be used to improve our recommendation system and generate user trend reports for third parties.

These are our anticipated revenue streams:

- *Annual premium subscription at \$39.99/user*
- *Click-based advertising with furniture partners*
- *In-app purchases commission*
- *Referrals to subcontractors commission*
- *User data monetization*



Our Business Model

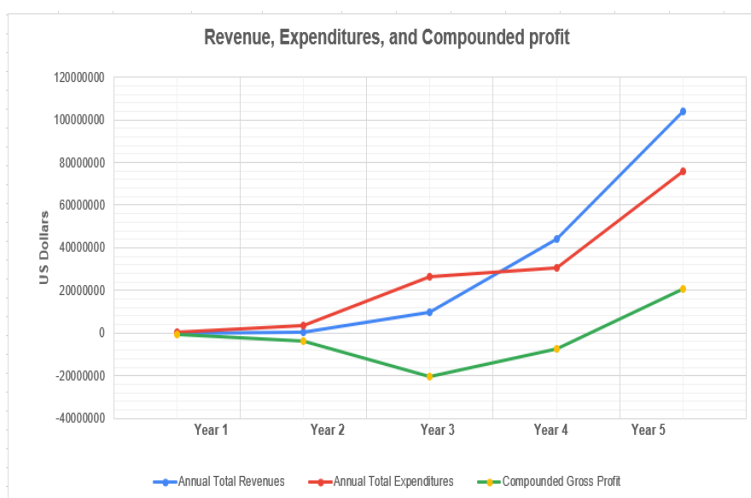
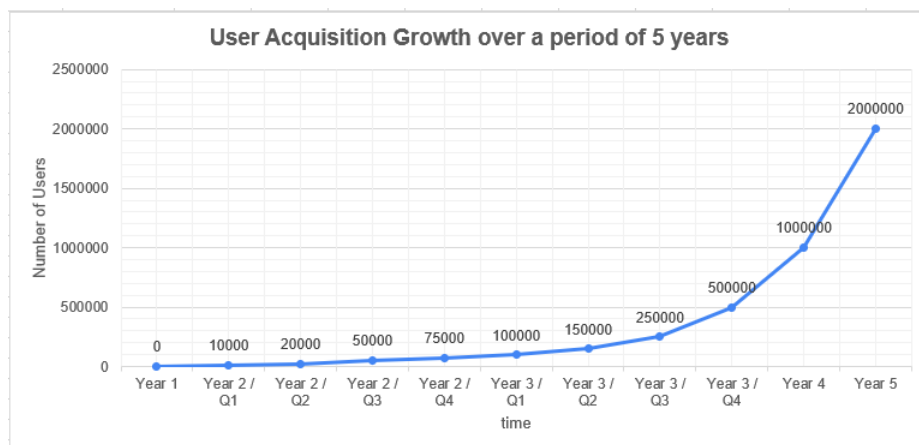
Competitive Strategy

The biggest competitor for us will be the brick-and-mortar furniture stores that still dominate the market. Most consumers still prefer to shop in-store to experience the products and it will be a challenge to change this behavior entirely. We aim to change this by using AR technology to recreate this experience for the users in the convenience of their homes. We also provide affordable, independent and unbiased interior design recommendations of products from a variety of furniture companies. Unlike other existing applications, our platform has the unique combination of both AR technology and a streamlined shopping experience. For the users, we create a convenient shopping experience by helping them choose and visualize furniture, make purchases and find subcontractors for assembly. Our platform differentiates itself by recreating the shopping experience the users would have in the store but without the hassle of having to visit multiple stores.

Why Invest Now?

Our company is tapping into a huge market and has the potential to revolutionize the entire industry by changing the way consumers shop for furniture products. There is currently a lot of growth within the e-commerce market for furniture and home furnishing products. We see huge potential for growth in this market since the current e-commerce revenue only make up of less than 50% of the current total furniture sales revenue. We believe that our platform can capitalize on this shift in consumer behaviors because of our AR technology that will allow users to visualize products and decorate their homes. What differentiates us from our competitors is our platform's combination of AR technology for visualization, personalized interior design recommendation and convenient shopping experience. We make the experience of designing and decorating a house much more affordable and convenient for the consumers. Given the current growth in the e-commerce market for furniture, we believe that this is the perfect time to build our application that can potentially become the Amazon for furniture products.

We expect the number of our users to grow slowly in the first 3 years, but we will begin to see exponential growth by the 4th year as shown in the following plot.

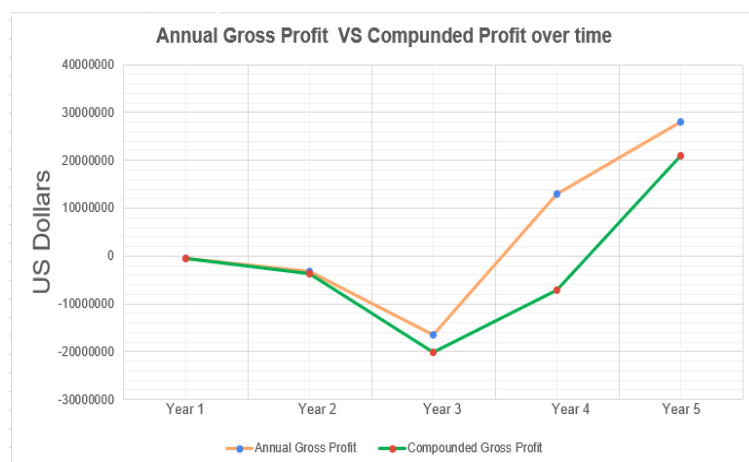


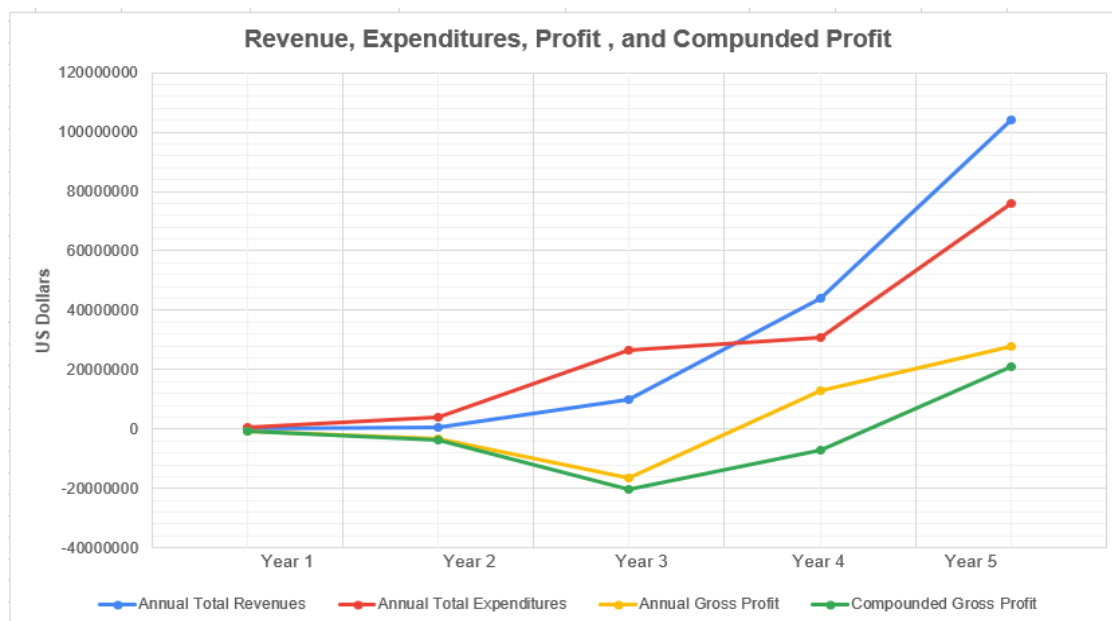
In the first 3 years of operation, we expect our expenditures to supersede the combined revenues from all streams. By the end of the 4th year, we project that our annual revenue will begin to be much higher than the annual expenditure and will continue to grow faster.

Meanwhile, the compounded profit remains in the negative until the end of the 4th year after which the profit margin grows exponentially.

Annual profit (Annual Revenue – Annual Expenditures) remains negative until the end of the 3rd year, after which we see exponential growth.

The compounded Gross Profit remains in the negative till year 4. But by year 5 we break even and accrue a compounded profit of up to \$20 million.





We are able to hit an annual revenue of up to \$100 Million/year from year 5, with a growth rate of up to 200% per year. Although we do not break financially even until end of the 4th year, our profit margin grows exponentially from \$-2million in year 3, to \$13 million in year 4, and \$28million the following year, with a growth rate of 220% per year. Please refer to the next section for more details on our financial assumptions and how we arrived at these numbers and plots.

What do we want? What's in it for our investors?

We are currently seeking a seed of **\$600,000** for **20%** stakes in our company at **\$3 million valuation**.

We project that we will be able have a net profit of **\$20 million** by the end of the 5th year, which means your **\$600,000** investment now will return you **\$4 million** in 5 years. That's **\$3.4 million** profit over 5 years for a **567% return on investment**, that is approximately **113%** profit margin per year.

Financial Projections

Key Assumptions

- Year 1 will be dedicated to designing the application and setting up the company's operations. There will be no revenue, with expenditures on equipment, office space and salaries for 5 employees (4 engineers and 1 general manager).
- Year 2 will be the first year the product is on market. We aim to reach 10,000 users in Q1, 20,000 users in Q2, 50,000 users in Q3 and 75,000 users in Q4.
- Year 3: We aim to reach 100,000 users in Q1, 150,000 users in Q2, 250,000 users in Q3 and 500,000 users in Q4.
- Year 4: We aim to reach 1 million users at the end of this year. Our reasoning is based on the progress of similar applications of competitors.
- Year 5: We aim to reach 2 million users at the end of this year with a 100% growth rate from year 4.
- The number of premium users will grow from 5% of total users to 40% of total users by the end of year 5.
- Cost of user acquisition: **\$50/user** for a user to purchase on the application and an extra **\$40/user** for every user to subscribe.
- Partner furniture companies will grow from 5 to 30 by the end of year 5. Number of sellers on our platform will grow from 5 to 2560 companies by the end of year 5.
- Cost of partner acquisition: **\$100/ partner**.
- Each user will visit an average of 10 times per year.
- The number of employees will stay under 10 for the first 3 years and increase to 20 by the end of year 5 as a result of user growth.

The following table details the breakdowns of our financial assumptions.

| User base Assumptions | Year 1 | Year 2 / Q1 | Year 2 / Q2 | Year 2 / Q3 | Year 2 / Q4 | Year 3 / Q1 | Year 3 / Q2 | Year 3 / Q3 | Year 3 / Q4 | Year 4 | Year 5 |
|--|---------------|--------------|--------------|--------------|-----------------|--------------|----------------|----------------|-----------------|-----------------|------------------|
| Number of users | 10,000 | 20,000 | 50,000 | 75,000 | 100,000 | 150,000 | 250,000 | 500,000 | 1,000,000 | 2,000,000 | |
| % growth in users | | 100.00% | 150.00% | 50.00% | 33.33% | 50.00% | 66.67% | 100.00% | 100.00% | 100.00% | |
| Number of visit / user/ quarter | 2.5 | 2.5 | 2.5 | 2.5 | 2.5 | 2.5 | 2.5 | 2.5 | 10 | 10 | |
| | | | | | | | | | | | |
| Click-based Advertising Assumptions | | | | | | | | | | | |
| Average number of links suggested to each user / visit | 50 | 50 | 50 | 50 | 75 | 75 | 75 | 75 | 100 | 100 | |
| Click-through Rate (CTR) | 2.44% | 2.44% | 2.44% | 2.44% | 2.44% | 2.44% | 2.44% | 2.44% | 2.44% | 2.44% | |
| Average cost per click | \$0.20 | \$0.20 | \$0.20 | \$0.20 | \$0.50 | \$0.50 | \$0.50 | \$0.50 | \$0.80 | \$0.80 | |
| Number of furniture partners | 5 | 5 | 5 | 5 | 10 | 10 | 15 | 20 | 30 | 30 | |
| % growth furniture partners | | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 400% | 400% | |
| Number of links/partner | 250,000 | 500,000 | 1,250,000 | 1,875,000 | 1,875,000 | 2,812,500 | 3,125,000 | 4,687,500 | 33,333,333 | 66,666,667 | |
| Number of clicks/ partner | 6,100 | 12,200 | 30,500 | 45,750 | 45,750 | 68,625 | 76,250 | 114,375 | 813,333 | 1,626,667 | |
| Revenue/ partner | \$1,220.00 | \$2,440.00 | \$6,100.00 | \$9,150.00 | \$22,875.00 | \$34,312.50 | \$38,125.00 | \$57,187.50 | \$650,666.67 | \$1,301,333.33 | |
| Revenue from click-based advertising | \$6,100.00 | \$12,200.00 | \$30,500.00 | \$45,750.00 | \$228,750.00 | \$343,125.00 | \$571,875.00 | \$1,143,750.00 | \$19,520,000.00 | \$39,040,000.00 | |
| | | | | | | | | | | | |
| Premium Subscription Assumptions | | | | | | | | | | | |
| % of Premium users | 5% | 5% | 5% | 5% | 15% | 15% | 15% | 15% | 20% | 20% | 40% |
| Number of premium subscribers | 500 | 1,000 | 2,500 | 3,750 | 15,000 | 22,500 | 37,500 | 100,000 | 200,000 | 800,000 | |
| Cost of premium subscription/ year | \$39.99 | \$39.99 | \$39.99 | \$39.99 | \$39.99 | \$39.99 | \$39.99 | \$39.99 | \$39.99 | \$39.99 | |
| Revenue from premium subscription | \$19,995.00 | \$19,995.00 | \$99,975.00 | \$149,962.50 | \$599,887.50 | \$899,812.50 | \$1,499,625.00 | \$3,999,375.00 | \$7,998,750.00 | \$31,992,000.00 | |
| | | | | | | | | | | | |
| Data Monetization Assumptions | | | | | | | | | | | |
| Revenue / user data | \$0.00 | \$0.00 | \$0.00 | \$0.00 | \$0.00 | \$0.00 | \$0.20 | \$0.20 | \$0.20 | \$0.20 | |
| Revenue from data monetization | \$0.00 | \$0.00 | \$0.00 | \$0.00 | \$0.00 | \$0.00 | \$50,000.00 | \$100,000.00 | \$200,000.00 | \$400,000.00 | |
| | | | | | | | | | | | |
| In-app Purchase Assumptions | | | | | | | | | | | |
| Number of active sellers | 5 | 10 | 20 | 40 | 80 | 160 | 320 | 640 | 1,280 | 2,560 | |
| % Growth of active sellers | | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | |
| % commission per purchase | 6% | 6% | 6% | 6% | 7% | 7% | 7% | 7% | 8% | 8% | |
| Average spent in in-app purchase / user/ quarter | \$30 | \$30 | \$35 | \$35 | \$40 | \$40 | \$45 | \$45 | \$200 | \$200 | |
| Total In-app Sales | \$300,000 | \$600,000 | \$1,750,000 | \$2,625,000 | \$4,000,000 | \$6,000,000 | \$11,250,000 | \$22,500,000 | \$200,000,000 | \$400,000,000 | |
| Revenue from In-app Purchase | \$18,000 | \$36,000 | \$105,000 | \$157,500 | \$280,000 | \$420,000 | \$787,500 | \$1,575,000 | \$16,000,000 | \$32,000,000 | |
| | | | | | | | | | | | |
| Subcontractor Referrals Revenue Assumptions | | | | | | | | | | | |
| % users using subcontractors | 5% | 5% | 5% | 5% | 5% | 5% | 5% | 5% | 5% | 5% | |
| Number of users using subcontractors | 500 | 1,000 | 2,500 | 3,750 | 5,000 | 7,500 | 12,500 | 25,000 | 50,000 | 100,000 | |
| % commission per order | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | |
| Average order size | \$50 | \$50 | \$50 | \$50 | \$50 | \$50 | \$50 | \$50 | \$50 | \$50 | |
| Revenue from Subcontractor | \$2,500 | \$4,999 | \$12,499 | \$18,749 | \$24,995 | \$37,493 | \$62,498 | \$124,975 | \$249,950 | \$499,900 | |
| Total Revenue | 0 | \$46,695 | \$73,194 | \$207,983 | \$271,984 | \$1,003,628 | \$1,140,533 | \$2,171,688 | \$5,583,063 | \$43,867,950.00 | \$103,931,900.00 |
| | | | | | | | | | | | |
| Expenditures Assumptions | | | | | | | | | | | |
| G&A | | | | | | | | | | | |
| Office space | \$12,000.00 | \$10,500.00 | \$10,500.00 | \$10,500.00 | \$10,500.00 | \$10,500.00 | \$10,500.00 | \$10,500.00 | \$10,500.00 | \$60,000.00 | \$60,000.00 |
| Office equipment (7 computers, AR tools, printers, copiers, testing equipment) | \$30,000.00 | \$0.00 | \$0.00 | \$0.00 | \$0.00 | \$20,000.00 | \$0.00 | \$0.00 | \$0.00 | \$20,000.00 | \$20,000.00 |
| Operational cost/utilities, office supplies, cleaning etc. /month | \$3,000.00 | \$1,000.00 | \$1,000.00 | \$1,000.00 | \$1,000.00 | \$1,000.00 | \$1,000.00 | \$1,000.00 | \$1,000.00 | \$2,000.00 | \$2,000.00 |
| Software licenses (microsoft, oracle, AR, cloud services etc.) | \$2,000.00 | \$2,000.00 | \$2,000.00 | \$2,000.00 | \$2,000.00 | \$2,000.00 | \$2,000.00 | \$2,000.00 | \$2,000.00 | \$10,000.00 | \$10,000.00 |
| Total G&A | \$47,000.00 | \$13,500.00 | \$13,500.00 | \$13,500.00 | \$13,500.00 | \$33,500.00 | \$13,500.00 | \$13,500.00 | \$13,500.00 | \$92,000.00 | \$92,000.00 |
| | | | | | | | | | | | |
| MANAGEMENT AND STAFF SALARIES | | | | | | | | | | | |
| nbr management staff | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 2 | 2 |
| Salary management staff | \$80,000.00 | \$37,500.00 | \$37,500.00 | \$37,500.00 | \$37,500.00 | \$37,500.00 | \$37,500.00 | \$37,500.00 | \$37,500.00 | \$150,000.00 | \$150,000.00 |
| nbr HR staff | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 1 | 1 | 1 |
| salary nbr HR staff/year | \$60,000.00 | \$15,000.00 | \$15,000.00 | \$15,000.00 | \$15,000.00 | \$15,000.00 | \$15,000.00 | \$15,000.00 | \$15,000.00 | \$60,000.00 | \$60,000.00 |
| Essential travels | \$5,000.00 | \$5,000.00 | \$5,000.00 | \$5,000.00 | \$5,000.00 | \$5,000.00 | \$5,000.00 | \$5,000.00 | \$5,000.00 | \$5,000.00 | \$5,000.00 |
| nbr customer care | 0 | 1 | 1 | 1 | 1 | 2 | 2 | 4 | 5 | 5 | 5 |
| salary customer care/person/year | \$10,000.00 | \$10,000.00 | \$10,000.00 | \$10,000.00 | \$10,000.00 | \$10,000.00 | \$10,000.00 | \$10,000.00 | \$10,000.00 | \$10,000.00 | \$10,000.00 |
| legal services (lawyer retainer fees) | \$2,500.00 | \$2,500.00 | \$2,500.00 | \$2,500.00 | \$2,500.00 | \$2,500.00 | \$2,500.00 | \$2,500.00 | \$2,500.00 | \$2,500.00 | \$2,500.00 |
| nbr front end engineers | 1 | 2 | 2 | 2 | 2 | 2 | 2 | 3 | 3 | 4 | 4 |
| salary front end engineers/year | \$65,000.00 | \$16,250.00 | \$16,250.00 | \$16,250.00 | \$16,250.00 | \$16,250.00 | \$16,250.00 | \$16,250.00 | \$16,250.00 | \$65,000.00 | \$65,000.00 |
| nbr Back end engineers | 1 | 2 | 2 | 2 | 2 | 2 | 2 | 3 | 3 | 4 | 4 |
| salary back end engineers/year | \$100,000.00 | \$25,000.00 | \$25,000.00 | \$25,000.00 | \$25,000.00 | \$25,000.00 | \$25,000.00 | \$25,000.00 | \$25,000.00 | \$100,000.00 | \$100,000.00 |
| nbr AR/ AI engineers | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 3 | 3 | 4 | 4 |
| salary AR/ AI engineers | \$150,000.00 | \$37,500.00 | \$37,500.00 | \$37,500.00 | \$37,500.00 | \$37,500.00 | \$37,500.00 | \$37,500.00 | \$37,500.00 | \$150,000.00 | \$150,000.00 |
| Total Salaries | \$552,500.00 | \$212,500.00 | \$212,500.00 | \$212,500.00 | \$212,500.00 | \$222,500.00 | \$222,500.00 | \$336,250.00 | \$346,250.00 | \$1,677,500.00 | \$1,677,500.00 |
| | | | | | | | | | | | |
| Cost of Customer Acquisition and Retention(Sales, Advertising, Marketing) | | | | | | | | | | | |
| Cost of customer acquisition/ customer to purchase | \$50.00 | \$50.00 | \$50.00 | \$50.00 | \$50.00 | \$50.00 | \$50.00 | \$50.00 | \$50.00 | \$50.00 | \$50.00 |
| Cost of customer subscription | \$40.00 | \$40.00 | \$40.00 | \$40.00 | \$40.00 | \$40.00 | \$40.00 | \$40.00 | \$40.00 | \$40.00 | \$40.00 |
| Cost of partner acquisition | \$100.00 | \$100.00 | \$100.00 | \$100.00 | \$100.00 | \$100.00 | \$100.00 | \$100.00 | \$100.00 | \$100.00 | \$100.00 |
| Total Cost of Customer Acquisition and Retention | \$200,000.00 | \$200,000.00 | \$200,000.00 | \$200,000.00 | \$200,000.00 | \$200,000.00 | \$200,000.00 | \$200,000.00 | \$200,000.00 | \$200,000.00 | \$200,000.00 |
| Total Expenditures | \$552,500.00 | \$446,500.00 | \$446,500.00 | \$446,500.00 | \$446,500.00 | \$446,500.00 | \$446,500.00 | \$536,250.00 | \$546,250.00 | \$1,877,500.00 | \$1,877,500.00 |
| Annual Total Revenues | 0 | | | | \$599,755 | | | | \$9,908,910 | \$43,867,950.00 | \$103,931,900.00 |
| Annual Total Expenditures | \$552,500.00 | | | | \$3,767,500.00 | | | | \$26,361,500.00 | \$30,833,500.00 | \$75,897,500.00 |
| Annual Gross Profit | -\$552,500.00 | | | | \$-3,167,745 | | | | \$-16,452,590 | \$13,034,450.00 | \$28,034,400.00 |
| Compounded Gross Profit | -\$552,500.00 | | | | \$-3,170,245 | | | | \$-20,172,835 | \$-7,138,385.25 | \$20,896,014.75 |
| Compounded profit over time 5 years | | | | | \$20,896,014.75 | | | | | | |

We project to achieve a compounded Gross Profit of **\$20million** by year 5, Q4.

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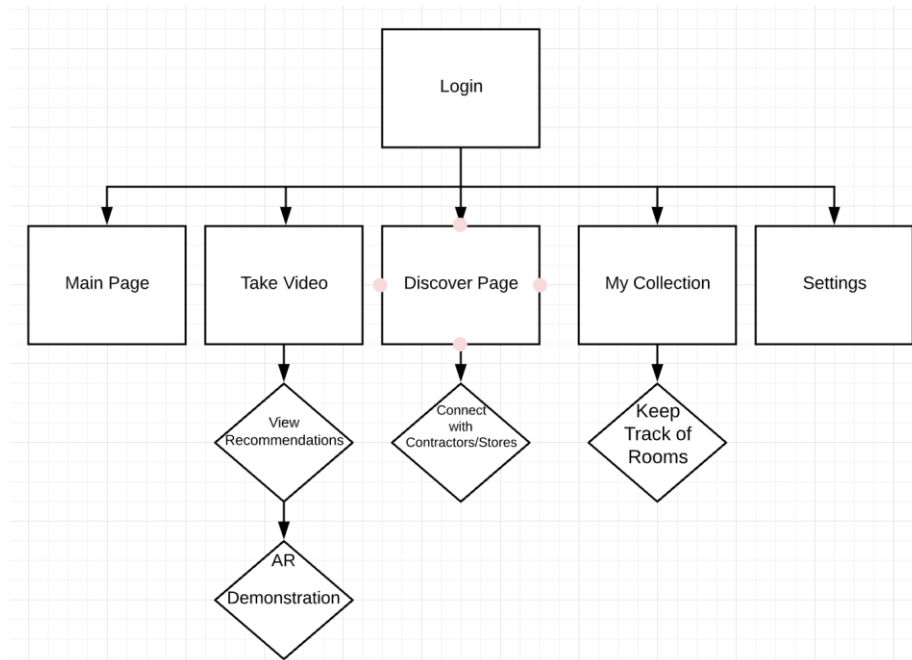
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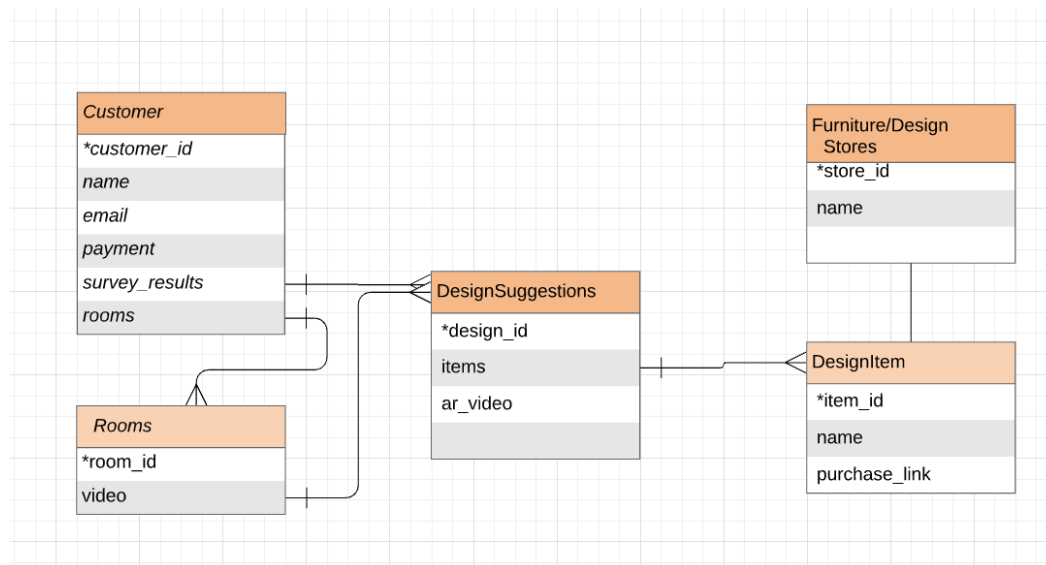
Software Architecture/Design

Diagrams for the front-end and back-end architectures are provided below:

Front-End Architecture

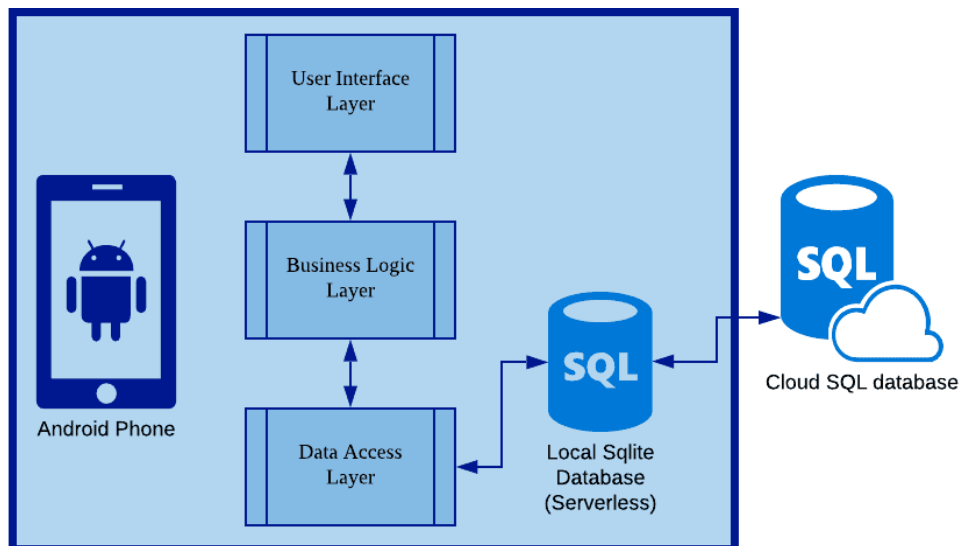


Back-End Architecture



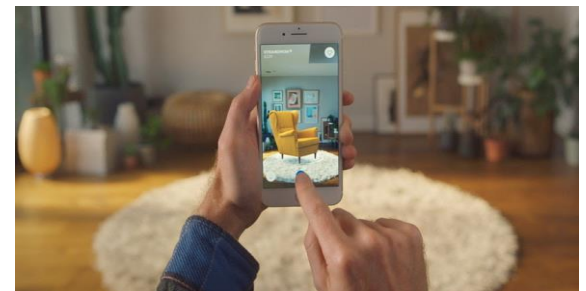
System integration flow and Protocols:

Below we can see a graph that explains the integration flow with an SQL database of DecorRight working in an Android device:



Underlying magic:

The underlying innovation is a real-time recommendation engine that proposes cross-platform furniture choices using augmented reality. In order to develop high-quality AR in the shortest amount of time, ARKit2 will be used for our IOS development and ARCore for Android.



Therefore, the usual difficulties encountered when working with a phone's camera, scanning images and objects in the environment, and placing 3D models in the real world will be greatly reduced.

However, there are still some barriers that will need to be overcome. Mainly, being able to work with the different hardware sensors that smartphones have. Regarding real-time recommendations, we will need to investigate how relevant updated links will be established with the different manufacturers.

Sales Pitch

For 90% of people, home decorating is a way to express themselves as important as their personal appearance, career, friends or family. However, homeowners and renters do not have a fast way to find the products they need to decorate their house and 80% of people believe this task is too time consuming and they are right. If one decides to confront this task alone, rarely the results are satisfying and hardly they contribute to living a more comfortable and happier live. If one decides to ask for help and hires an interior designer, usually one ends up with a house that represents someone else's personality and with a lot less money. DecorRight provides a personalized and fast suggestions to help you with the decoration of your home. Through the use of Machine Learning and AI every part of the cycle of ideation, purchase and installation gets reimaged and optimized so that you can concentrate on your preferences and on adding a twist of creativity to the platform's suggestions to make your space really your own, with your own personal style. All this, while lowering the total cost and avoiding those feared fees.

Our sales pitch revolves around finding solutions to our customer's needs and problems. The problem for homeowners and renters is that they do not have an easy way to find the products that they need to decorate their house. We have found that for 90% of people, home decorating is an important way people find to express themselves along with things like their personal appearance, career, and friends/family. The nicer looking their living space, the more comfortable and happier they are living and sharing their home. Even with this fact, nobody has come up with a business to truly help people accomplish this task unlike other industries. Amateur designers must take roundabout ways to accomplish a task that should not be so difficult, and most people are not even happy with the results. 80% of people believe this task is too time consuming and they are right.

The newest generation of homeowners and renters are tech-savvy young innovators that don't realize that it doesn't have to do extensive google searches,

go through money-hungry furniture companies that want you to buy their products, or pay a large sum of money to pay for an interior designer. 81% of homeowners and renters feel like interior design could use a modern touch, yet there is no solution that has dominated the market yet.

Our solution is a platform that provides a cheap, easy to use app that allows creativity in all the ways that matter to the user, while automating the hard part of interior design. The goal of machine learning is to assist humans to solve their problems and our technology provides personalized suggestions to help decorate their homes. Then our augmented reality technology allows users to add their own creative twists to the suggestions and easily choose a style that works best for them. The appeal of our platform is to create the one-stop place for all your interior design needs and go from ideation to purchase to installation much faster than the alternatives on the market.

Marketing Strategy

Our marketing strategy aims to provide a forward-looking approach with the fundamental goal of achieving a sustainable competitive advantage.

First customers?

- Tech-savvy young innovators
- New house owners and renters

Customer Acquisition

- Social media where branding and visibility are important
 - Instagram, Pinterest, Facebook
- Buy in from retailers and companies that support our platform

Customer Retention

- Build an online community for customers to exchange ideas
- Provide regular new interior designs recommendations

Partner Acquisition

- Collaborate rather than compete with furniture companies
- Sell as the best way for companies to directly reach their target market

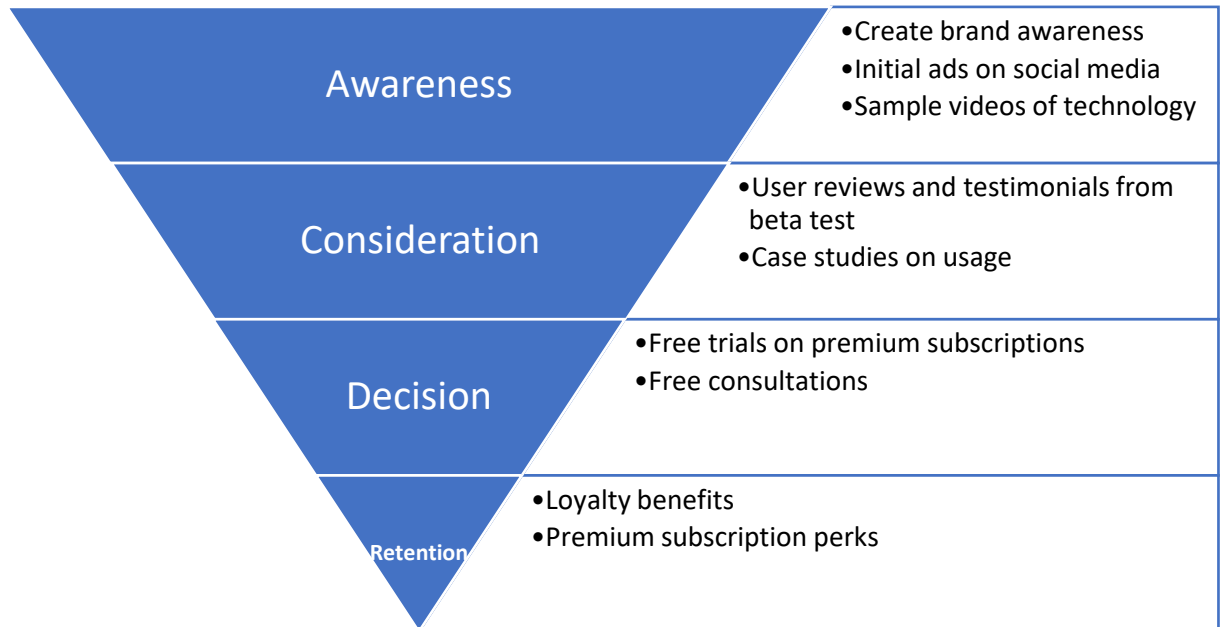
Expansion Strategy

- Viral loops: customers share our platform with others
- Sell products online across multiple platforms

Market Segmentation

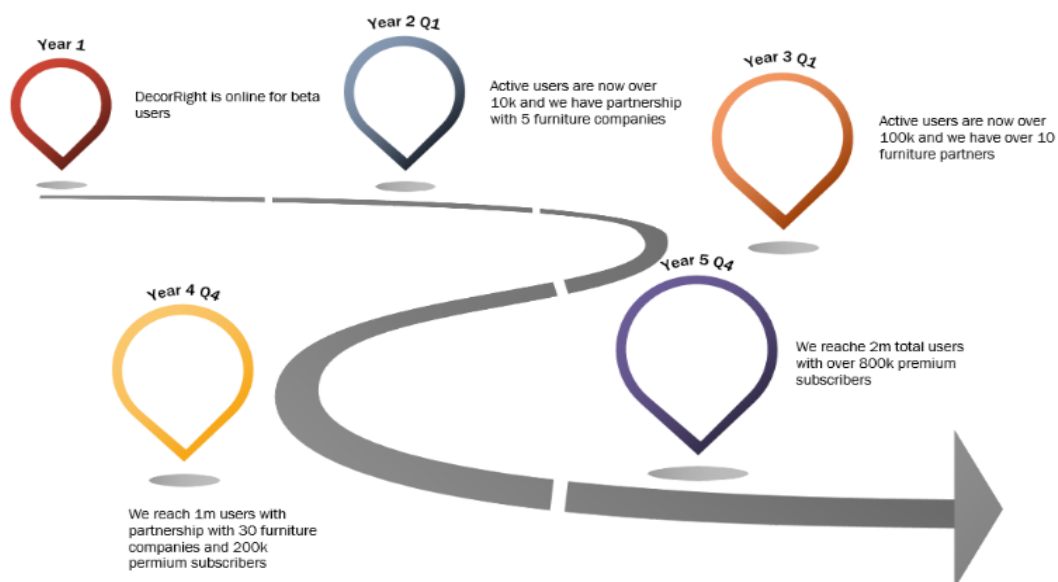
- Start from mid-age, technology friendly individuals located in the U.S
- Gradually move on to young decor enthusiasts across the globe

Our go to market strategy involves handling marketing milestones and dividing our strategy into multiple phases. Creating attention and then drawing in users to get returning customers



Product milestones

In the graph below we see the different predicted milestones of our product:



MVP Prototype

Key Persona

DecorRight provides numerous services for several target markets. Our platform creates opportunities for several other businesses to grow, with the common aim of satisfying the needs of furniture consumers. Our product targets 5 specific persona as detailed below:



HOME OWNERS/
RENTERS



FURNITURE
COMPANIES
/RETAILER'S
SHOPS



ARCHITECTS/
INTERIOR DESIGN
HOBBYIST/REAL
ESTATE



FURNITURE
ASSEMBLY AND
INSTALLATION
CONTRACTORS



DELIVERY
SERVICES

The Homeowners/ renters and the furniture companies/retail stores are the most essential persona for our business model. Without homeowners/renters we will have no traffic on our platform, they are the customers that will actively use our technology to make purchases, and the more such users we acquire the faster our business will grow. Similarly, the furniture companies/retail stores are just as essential. We need furniture companies and retail stores to be willing to partner with us to sell or advertise their products on our platform. In absence of partnership, there will be no products to sell and customer retention will be impossible. Therefore, a Minimum Viable Product will include key features and key functional requirements that address the specific needs of both key persona.

Key Functional requirements

Key functional requirements for the MVP product include the following:

Homeowners/renters

- ✓ ability to create and manage a personal account
- ✓ Ability to upload a video of your space
- ✓ Ability to visualize interior decor recommendations
- ✓ Ability to automatically generate links to purchase desired furniture on respective websites
- ✓ Ability to visualize multiple interior designs
- ✓ Ability to generate personalize design recommendations
- ✓ Ability to add furniture of interest to cart and purchase them in-place
- ✓ Ability to connect with certified furniture assembly crews

Furniture companies/retail stores

- ✓ Ability to advertise products on the platform
- ✓ Ability to expand customer base through our platform
- ✓ Ability to view customers reviews and product ratings
- ✓ Ability to understand current user trends and trendy products
- ✓ Understand Customer Psychographics
- ✓ Adequate product recommendations to users
- ✓ Lower cost of customer acquisition
- ✓ Higher sales and higher customer satisfaction
- ✓ Algorithmic fairness of the recommenders system
- ✓ Easy product integration into the AR visualization software
- ✓ Ability to run paid advertisement on the platform

Key Features

The Minimum Viable Product will incorporate the following features which are deemed essential for the proper functioning of the platform. These also constitute the minimum feature set requirements for the platform to start generating revenues and attracting more users. These include:

- ✓ Use of AR to visualize decor recommendation in your own space (bringing showrooms to your fingertips)
- ✓ Cross platform phone app (Android/iOS)
- ✓ Web based application
- ✓ Personalized user experience (based on taste)
- ✓ Fairness of the recommenders system to generate unbiased furniture recommendations
 - Based off wide-ranging design database, user taste and settings
- ✓ Periodic update based on current trends and newly released products
- ✓ Can work on 3D video or simple 2D pictures
- ✓ Purchase furniture in place (premium users)
- ✓ Share your experience with friends and family
- ✓ Write unbiased reviews/rate products or transactions
- ✓ Create a personal collection/gallery
- ✓ Free user signup
- ✓ Download interior design recommendations (premium users)
- ✓ Furniture companies/retail stores can post/edit new products
- ✓ Generate transaction reports and track sales for retails stores

Mockups prototype screens

Login screen



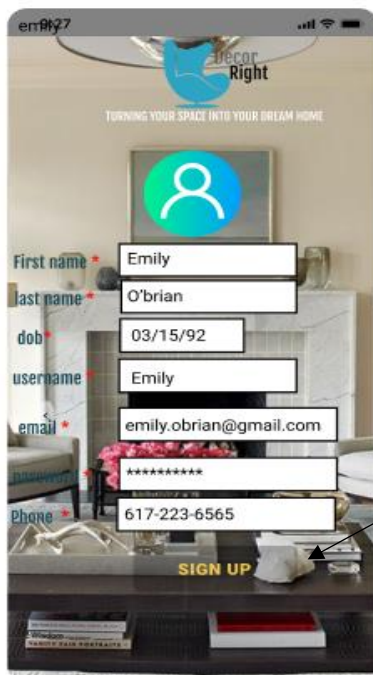
Icon/logo for launching the app



Login with username and

Click here to retrieve username or password

Sign Up Screen

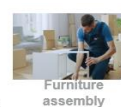


For First time users, Fill out all required fields

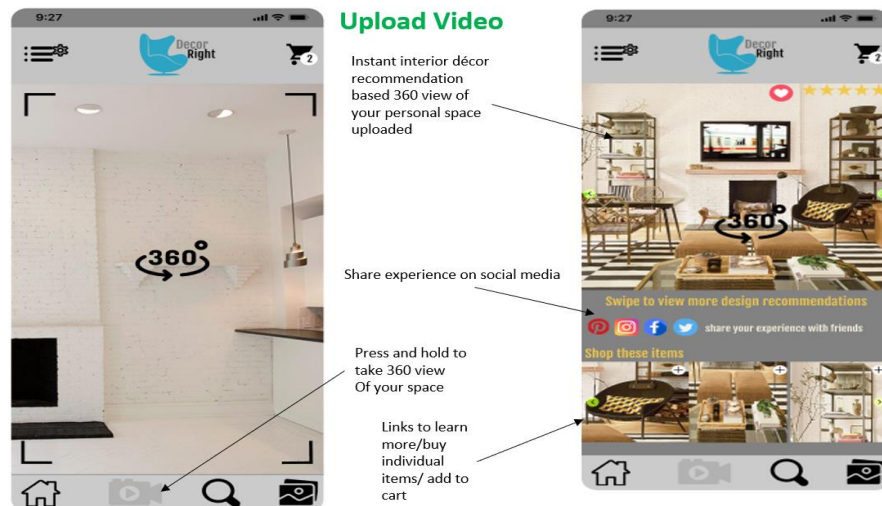
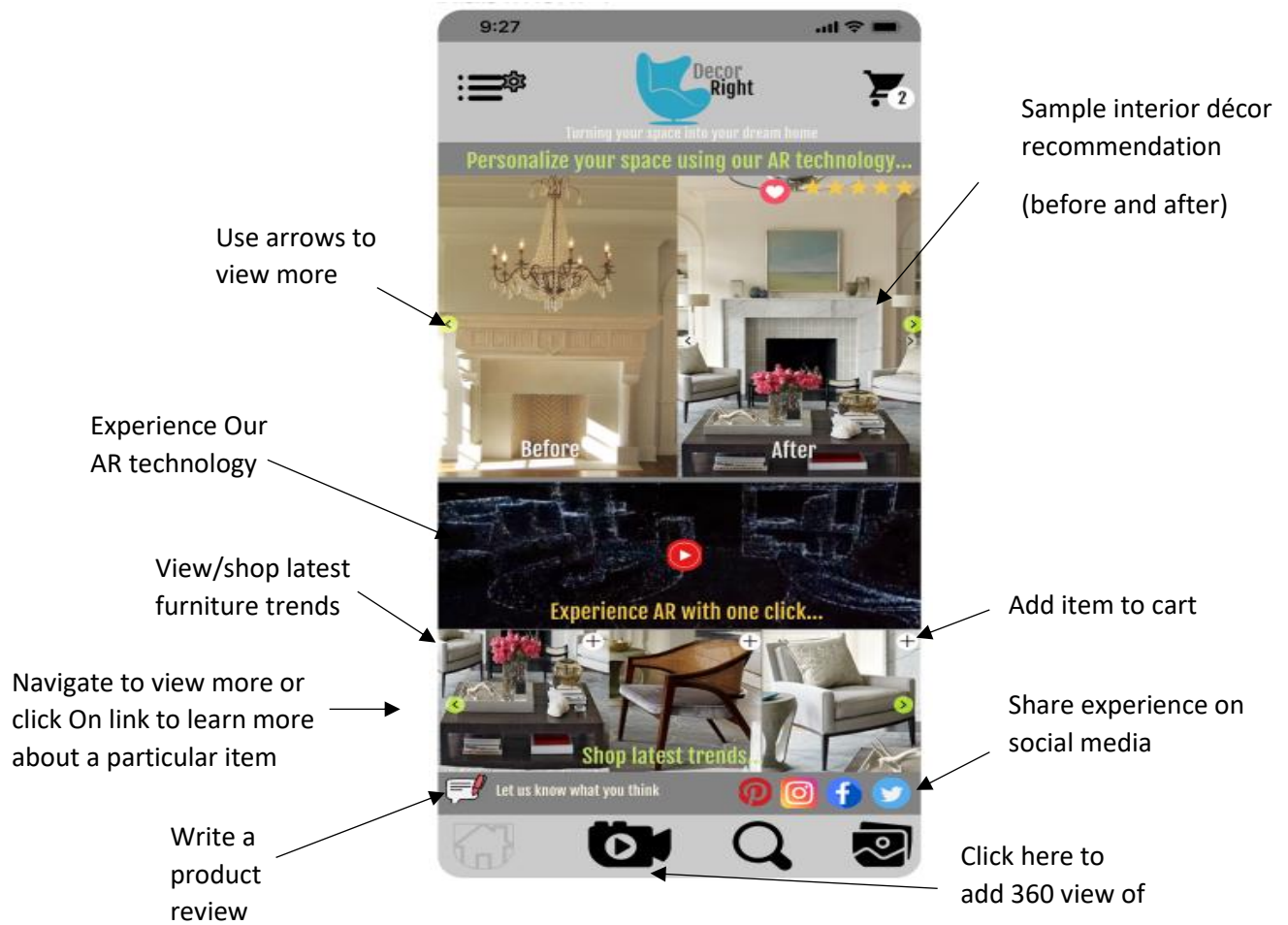
In the sign-up form and click here to register.

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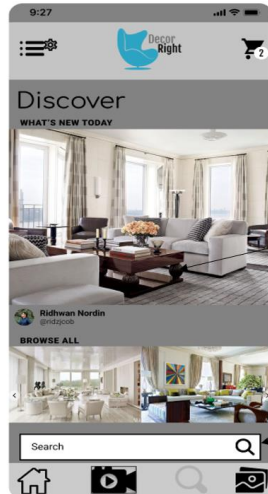


Home Screen



Discover page

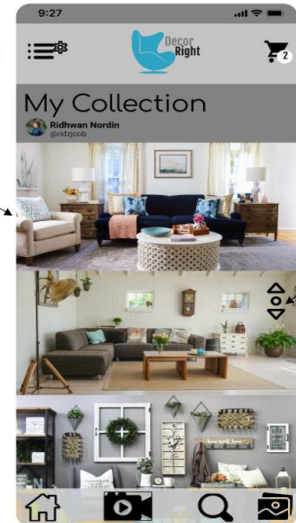
Discover Trendy designs to see what people like and what people are buying



Learn more about specific products

My Collection page

View a collection of your Design recommendations



Scroll to see more

Settings Page

Personalize your account using Account settings

Control your notification settings . Get updates about availability/price of products in your shopping cart.

How can we help you? Get in touch with us 24/7



Keep your data secure. Add more privacy to your profile

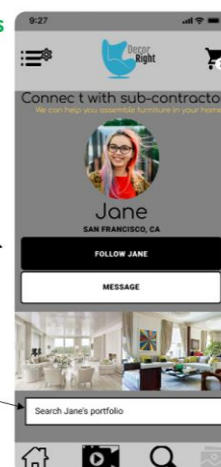
Help us personalize you experience. Tell us what type of furniture you like.

Connect social media accounts/ connect with others

Connect with sub-contractors

Follow /connect with other users or sub-contractors

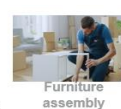
View their portfolio



Reach out to a sub-contractor to help you assemble your furniture

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Management Team

DecorRight has a diverse team of experts across multiple disciplines with broad range of interest.

Landry Kezebou Is currently a PhD candidate in the department of Electrical and Computer Engineering. His interest includes: image processing, computer vision, machine learning, deep learning, Augmented Reality, management.

Khanh Nguyen Is currently a senior at Tufts University, double majoring in Computer Science and Economics. Her interest include, software development, front end development, and management.

Yu-fang Juan is currently pursuing her Masters in computer science. Her interest include cybersecurity, and machine learning. She has years of experience in Software Engineering.

Jonathan Chan is currently a senior at Tufts University, majoring in Computer Science. His interest include Software development, back end development, machine learning, and Augmented reality.

PedroRodriguez Pongas is a senior at Tufts currently double majoring in Computer Science and Maths. His expertise include mobile app development.

Jiawei Wang is currently pursuing his masters in Data Science at Tufts. His expertise include, Big data, Cloud Computing, mobile app development, Augmented reality.