

Hackathon Day 07: Marketplace Hackathon

Business Pitch Deck

1. Introduction

Marketplace Name: Furniro

Tagline: "Crafting Comfort, Redefining Living."

Overview:

Furniro is a cutting-edge e-commerce platform revolutionizing the furniture industry with a focus on premium, customizable sofas. Designed to offer a seamless online shopping experience, Furniro empowers customers to personalize their living spaces with high-quality sofas tailored to their preferences. With a mission to merge aesthetics, comfort, and sustainability, Furniro stands as the ultimate destination for individuals and families looking to elevate their homes with modern furniture solutions. Our vision extends beyond commerce—we aim to redefine how people perceive and purchase furniture online, ensuring comfort meets style at every step.

2. Problem Statement

Identified Problem:

- Traditional furniture shopping is tedious, lacks customization options, and involves lengthy delivery times.
- Existing online marketplaces often fall short in providing tailored furniture solutions that cater to individual needs.
- Customers face uncertainty regarding product quality, dimensions, and materials without physically experiencing the product.

Supporting Data:

- According to industry research, 70% of customers prefer customizable furniture but struggle to find reliable online platforms.
- The global furniture e-commerce market is projected to grow to PKR 140 trillion by 2030, indicating a significant demand for innovative solutions.

3. Solution

Our Solution:

Furniro addresses these challenges by offering:

- An intuitive platform enabling real-time sofa customization, from fabric selection to size adjustments.
- High-quality materials sourced sustainably, ensuring durability and eco-friendliness.
- Transparent pricing, clear product visuals, and efficient delivery services.

Unique Value Proposition:

- Unparalleled customization options with an easy-to-use 3D visualization tool.
- Commitment to sustainable and ethical production practices.
- Exceptional customer support, guiding users through the entire process.

4. Market Opportunity

Target Market:

- urban families, millennials, and professionals seeking stylish yet functional furniture.

- Interior designers and home décor enthusiasts.
- Middle to high-income households prioritizing customization and convenience.

Market Size and Growth:

- Customizable furniture is among the fastest-growing segments, with a CAGR of 7.5%.
- Significant demand in key regions, including Pakistan and other emerging Asian markets.

Key Insights:

- Consumers increasingly prioritize unique and personalized products for their homes.
- Online furniture shopping continues to gain traction due to convenience and advancements in technology.

5. Product

Platform Features:

- Advanced 3D customization tools to visualize sofas in real-time.
- Extensive selection of premium fabrics, colors, and configurations.
- Streamlined checkout process with multiple payment options.
- Integration with Stripe for secure payments (currently under development).
- Admin panel for efficient inventory and order management (under development).

6. Business Model

Revenue Streams:

- Sales of customized sofas through direct purchases.
- Subscription services offering exclusive designs, faster delivery, and special discounts.
- Partnerships with interior designers and affiliates to expand reach.

Value Proposition:

- Premium, customizable furniture at competitive prices.
- Strong focus on customer satisfaction and repeat purchases.

7. Marketing Strategy

Customer Acquisition:

- Engaging social media campaigns showcasing custom designs.
- Collaborations with influencers in home décor and lifestyle niches.
- Content marketing, including blogs and videos on interior design tips.

Customer Retention:

- Personalized recommendations and loyalty rewards.
- Excellent after-sales service and support.

8. Team

Key Members:

- **Kulsoom (Founder):** Visionary entrepreneur with expertise in e-commerce, UI/UX, and customer experience.
- **Ameen Alam (Advisor):** Marketing strategist with a proven track record of scaling startups.
- **Design Lead:** Creative interior designer specializing in modern aesthetics.

- **Tech Lead:** Skilled full-stack developer experienced with Next.js, Sanity, and Tailwind CSS.

9. Financial Projections

Overview:

- **Year 1:** Revenue target of PKR 5.5 million with initial investment of PKR 1.5 million.
- **Year 2:** Achieve 120% growth by expanding product lines and customer base.
- **Year 3:** Generate PKR 30 million in revenue through strategic partnerships and scaling operations.

10. Call to Action

As Furniro embarks on its journey to redefine the furniture e-commerce market, we are actively seeking:

- Strategic partnerships to scale our operations and enhance our offerings.
- Financial investments to expedite the completion of our Stripe integration and admin panel.
- Mentorship and collaboration opportunities to refine our vision and align with market trends.

Together, let's craft a future where furniture shopping is seamless, personalized, and sustainable.

11. Technologies Used

Furniro is built on a robust and modern technology stack to ensure scalability, efficiency, and user-friendliness:

- **Frontend:** Next.js for server-side rendering and seamless navigation.
- **Styling:** Tailwind CSS for responsive and elegant design.
- **Backend:** Sanity CMS for flexible content management and dynamic data handling.
- **Payment Integration:** Stripe (in progress) for secure and efficient payment processing.
- **Database:** Sanity for efficient data storage and management.
- **Other Tools:** ShadCN for UI components and design consistency.

Conclusion

Furniro represents more than just a marketplace; it's a transformative platform aiming to bring personalization, quality, and sustainability into the homes of our customers. While some features, such as the Stripe integration and admin panel, are still under development, we are committed to continuously enhancing our platform to meet user needs. With your support, we aim to revolutionize the furniture shopping experience in Pakistan and beyond, setting a new benchmark for innovation and customer satisfaction. Join us as we craft comfort and redefine living spaces, one sofa at a time.

Prepared by **Kulsoom Adnan**