MASKANI: YOUR GUIDE THROUGH THE REAL ESTATE JUNGLE

Team Maskani

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01

The problem

Problem Breakdown

Time wastage

House hunters spend a lot of time going to multiple houses with agents

High Costs

A lot of money is spent on transport and viewing fees of all the houses

Problem statement

Maskani aims to streamline the house hunting process for the residents of Rwanda by providing augmented reality virtual tours to potential house owners reducing the time spent and cost incurred by 40%.

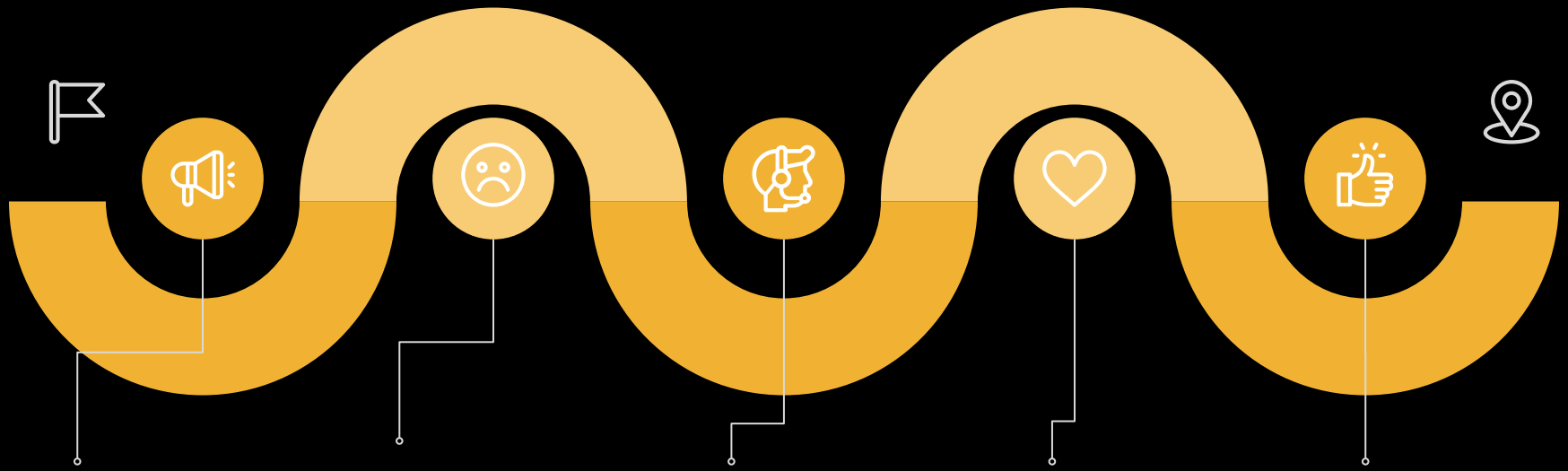
02

Our solution

Solution Description

A platform that replaces the hustle and bustle of multiple house tours at different locations with virtual house tour experiences all at one place!

House Hunter Journey while using Maskani



"I am excited to moving into a new neighbourhood"

"I will need to spare aside a lot of time and money to look for a house"

"I am glad I had a conversation with an agent connected me with a Maskani Company for a virtual house tour."

"I am so grateful for Maskani for coming up with the idea of AR virtual tours. This experience made my house hunting session very smooth."

"I would highly recommend visiting Maskani Company for virtual house tour and experience the change."

03

Customer journeys

Solution Breakdown

Web Application

This allows the user to access different properties posted by agents

Marking preferred houses

The client adds all the houses they wish to tour to a “cart”

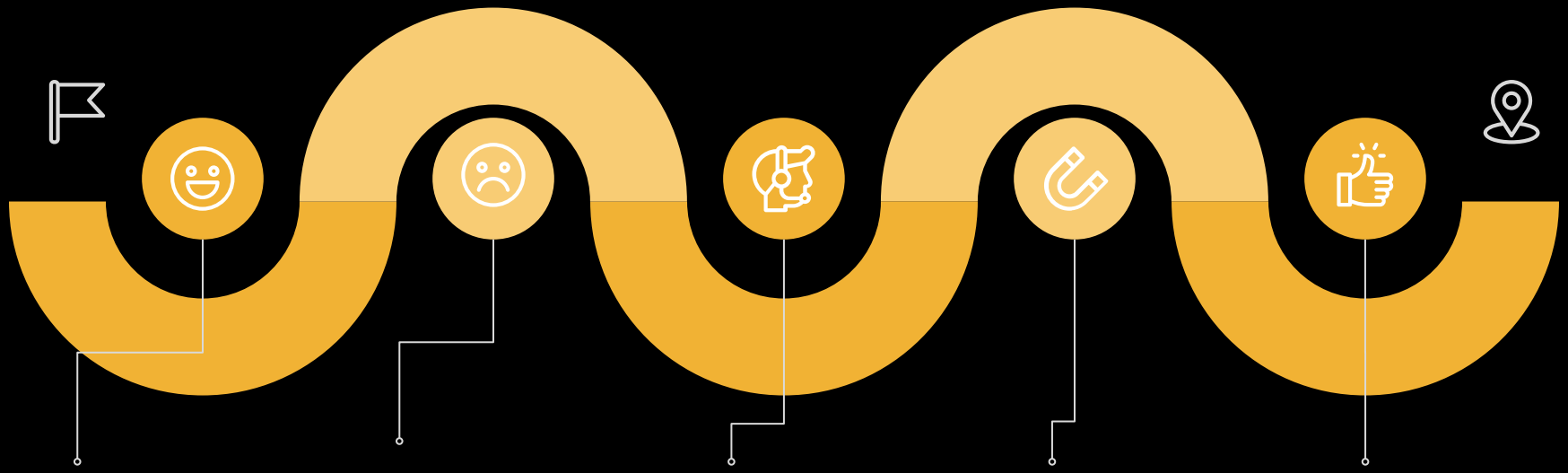
Book a viewing date

The client books a date to view all their preferred houses

Show up

The clients shows up, meets all the agents and views all the houses all in one setting!

House Hunter Journey Before using Maskani



"I am excited to moving into a new neighbourhood"

" I will need to spare aside a lot of time and money to look for a house"

"I hope the property agents will be ready to assist me in finding my ideal house"

"After calls with several agents today I am disappointed in the house photos shared with me by the agents."

"I am afraid I might not move out. I do not think the agents understand I want."

04

SWOT Analysis

SWOT Analysis Infographics

S

Strengths

Reduces Cost and time for the customer
Increases sales and quickens deals for the agents

W

Weaknesses

Inadequate finances to purchase and maintain equipment

O

Opportunities

Untapped XR Industry
Rapid tech adoption

T

Threats

Agents reluctance to adopt the new tech

05

Risk Analysis

Risk analysis

Risk	Mitigation
Too expensive for the agents	Offer free trials and discount
Lack of knowledge of the tech	Learning how to navigate the tech is easy so there will be training

06

Revenue Generation

Revenue Generation

Client Payment

Client pays the company for the viewing

Website Ads

Advertisements and promos on our website

Agent Payment

Agent pays for VR Tour creation and listing

07

The Website Demo

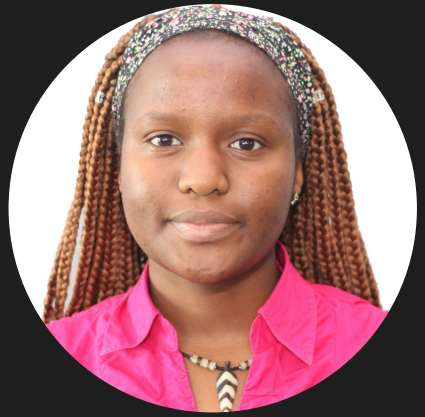
Scan QR or visit https://maskani-app.vercel.app

08

The AR Experience Demo

Scan QR or visit
https://bit.ly/maskani-virtual-demo

The Team



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Thank you!