



Pitch Deck

FurniAura

Redefining Furniture Shopping, One Click at a Time



Problem

Following are some problems, we aim to solve.

Difficulty in Finding the Right Product

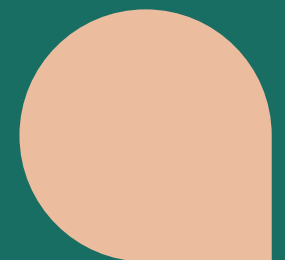
Customers struggle with searching for the right furniture items due to unclear categorization or inefficient search filters.

High Cart Abandonment Rate

Users add items to the cart but fail to complete the purchase due to a lack of incentives

Lack of Personalized Recommendations

Users may not be receiving personalized product suggestions based on their preferences



Difficulty in Finding the Right Product

We offer Enhanced Search Functionality and Dynamic Categorization

Lack of Personalized Recommendations

We offer Wishlist and Favorites and Behavior-Based Pop-Ups

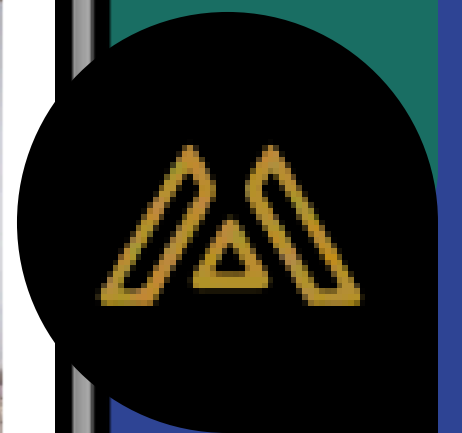
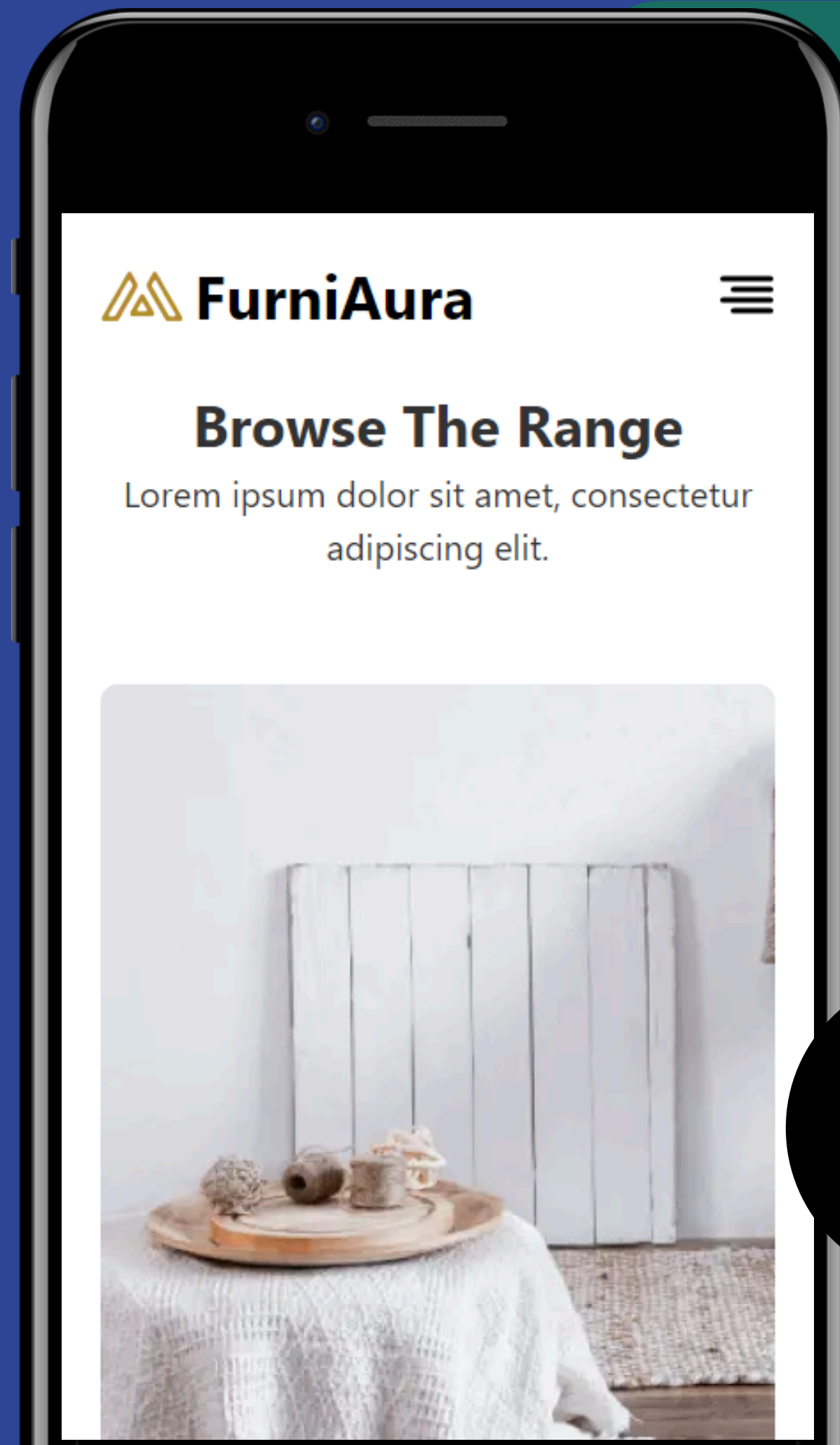
High Cart Abandonment Rate

We offer Streamlined Checkout and Payment Flexibility



FurniAura

Introducing our simplest General E-Commerce Site featuring every possible ease with design and comfort



2024

Furniaura Timeline

- Inspiration: Frustrated by the lack of accessible, quality furniture, we envisioned a marketplace combining style, affordability, and sustainability.
- Concept: Researched trends and customer needs to design a user-friendly platform.
- Development: Built with Next.js 15, Sanity, and Tailwind CSS, featuring dynamic pages, cart functionality, and responsiveness.
- Testing: Optimized performance with lazy loading, Lighthouse testing, and image compression.
- Launch: Successfully launched with curated collections and a focus on quality and customer satisfaction.
- Future: Planning to add user authentication, order tracking, and personalized features.

Timing

Now is the perfect time for Furniaura to shine as customers increasingly seek sustainable, affordable, and stylish furniture through seamless online experiences.

Reason 1

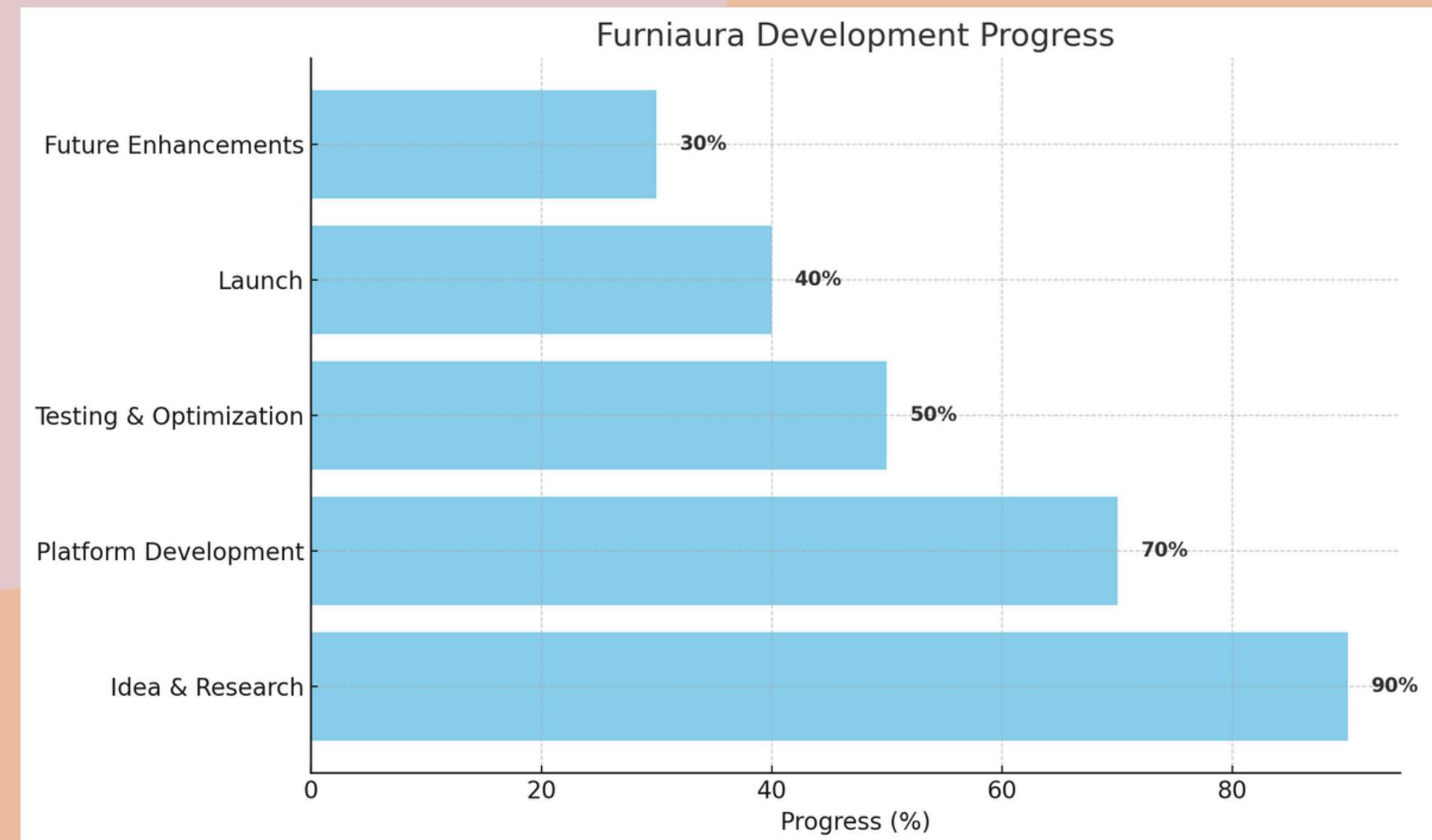
This is the right moment for Furniaura to rise as the demand for eco-friendly, quality furniture and convenient digital shopping is at an all-time high.

Reason 2

The rise of e-commerce, sustainable consumer preferences, and advancements in web technologies like headless CMS and responsive design make Furniaura possible today.

Traction

Currently, our furniture marketplace is live with fully functional product listings, shopping cart, and checkout features. Key developments include API integration for product fetching, dynamic routing for pages, and performance optimization with tools like Lighthouse and TinyImage.



Target Market

Who are the customers you want to cater to?

Target Market 1

Homeowners and renters seeking stylish, affordable, and durable furniture for their living spaces.

Target Market 2

Interior designers and businesses in need of bulk furniture purchases for offices, commercial spaces, or renovations.

Size the market

Top-down: Estimate market size by analyzing the global furniture market and targeting a specific percentage of online shoppers. Bottom-up: Calculate market size by targeting specific segments, such as 10 million online shoppers spending an average of \$500 annually.

\$500 billion

Total Available
Market (TAM)

746 M

Serviceable
Available
Market (SAM)

106 M

Serviceable
Obtainable
Market (SOM)

Direct Competitors



Indirect Competitors



Competitive Advantage

Curated, High-Quality Selections

Offering a carefully chosen range of stylish, durable furniture that appeals to specific customer needs, ensuring a premium shopping experience.

Personalized Shopping Experience

Providing customized recommendations, easy navigation, and seamless integration with design tools to enhance the online shopping journey for customers.



Competitive Advantage

Sustainability Focus

Offering eco-friendly furniture options made from sustainable materials, appealing to environmentally-conscious consumers.

Competitive Pricing and Flexible Delivery

Providing affordable pricing with various delivery options, including free shipping or quick delivery times, making it convenient for customers.

Competitor approach

How will you set your company from the competition?

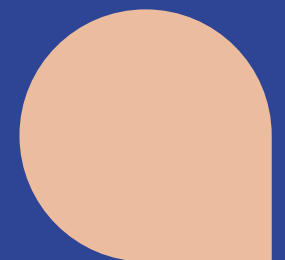
We will differentiate by offering personalized design consultations, high-quality sustainable furniture, and a seamless online shopping experience with flexible delivery options tailored to individual customer needs.

What's your path to reach your customers?

Our path to reaching customers includes targeted digital marketing through social media platforms, influencer partnerships, search engine optimization (SEO), and paid ads. We'll also leverage email marketing, content creation (blogs, design tips), and customer referrals to drive engagement and conversions.

Events, partnerships, ads — list the effective ways to reach them.

- Social Media Campaigns
- Influencer Partnerships
- Google and Facebook Ads
- Pop-Up Events
- Content Marketing
- Email Newsletters



Business Model

Our company will primarily generate revenue through direct furniture sales, with a focus on a transaction-based model. Key metrics such as Lifetime Value (LTV), aiming for \$2,500 per customer, and Customer Acquisition Cost (CAC), targeting \$50 per customer, will guide our growth strategy. We will operate by sourcing high-quality products, maintaining an easy-to-navigate e-commerce platform, and implementing targeted digital marketing campaigns. The goal is to achieve a sustainable 3:1 LTV to CAC ratio, ensuring that for every dollar spent on customer acquisition, we earn three dollars in return, leading to long-term profitability and customer retention.

Future Roadmap

Our next steps include scaling our marketing efforts to drive customer acquisition, expanding our product range with a focus on sustainable furniture, and enhancing the user experience on our e-commerce platform. We aim to improve our logistics and supply chain for quicker deliveries, while also investing in customer service to boost retention. To achieve these goals, we seek investment to cover marketing campaigns, product sourcing, technology improvements, and operations. With investor support, we expect to increase brand awareness, grow our customer base, and refine our business operations to meet the evolving needs of the market.

Step 1

Scale marketing efforts

Step 2

Expand product range

Step 3

Improve user experience

Step 4

Grow customer retention



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