

1. Cover Slide

Company Name: Furniro

Tagline: Elevate Your Living, Effortlessly.

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2. Problem

The Pain Point

- Consumers struggle to find high-quality, affordable, and stylish furniture online.
- The market is fragmented, with limited options for seamless, customizable furniture shopping.
- Inefficient delivery processes and lack of transparency in furniture sourcing.

3. Solution

How Furniro Addresses These Issues

- **Curated Marketplace:** A one-stop platform offering high-quality furniture from trusted manufacturers.
- **AI-Powered Recommendations:** Personalized shopping experience based on user preferences.
- **Fast & Transparent Delivery:** Real-time shipment tracking and affordable delivery options.
- **Customization Options:** Unique designs tailored to individual needs.

4. Market Opportunity

- **Global Furniture Market Size:** \$650+ Billion by 2028 (CAGR 5%+).
- **Target Audience:** Homeowners, renters, interior designers, and businesses.
- **Growth Potential:** Increasing e-commerce adoption and demand for high-quality furniture online.

5. Product & Service Overview

What We Offer

- **Diverse Furniture Collection:** Sofas, tables, beds, decor, and more.
- **User-Friendly Platform:** Intuitive browsing, filtering, and shopping.

- **Augmented Reality (AR) Previews:** Customers can visualize furniture in their space before purchasing.
- **Seamless Customer Support:** 24/7 assistance and flexible return policies.

6. Business Model

Revenue Streams

- Direct furniture sales with competitive pricing.
- Subscription-based premium membership with exclusive discounts.
- Commission from third-party furniture brands listed on our platform.
- B2B partnerships for bulk and corporate orders.

7. Go-to-Market Strategy

- **Digital Marketing:** Social media campaigns, SEO, and influencer collaborations.
- **Partnerships:** Collaborations with designers, real estate developers, and retailers.
- **Referral & Loyalty Programs:** Incentivizing word-of-mouth marketing.
- **Offline Expansion:** Pop-up stores and showroom collaborations.

8. Competition & Differentiation

Competitors:

- IKEA, Wayfair, and local furniture retailers.

Our Edge:

- AI-powered personalization.
- Faster and more transparent delivery.
- Enhanced customization options.
- Superior customer service.

9. Traction & Milestones

- **MVP Launched:** Initial version of Furniro successfully launched.
- **User Growth:** 10,000+ registered users within the first 6 months.
- **Strategic Partnerships:** Collaborations with top manufacturers.
- **Revenue Generation:** Achieved early sales with strong repeat purchase rate.

10. Financials & Funding Needs

- **Projected Revenue (Year 1):** \$500K+ with 30% month-over-month growth.
- **Break-even Timeline:** Expected within 18-24 months.
- **Funding Required:** Seeking \$1M for platform development, marketing, and expansion.

11. Team

Key Members:

- **Yumna Nasir** – CEO & Founder | Visionary leader with experience in e-commerce and tech.
- [Co-Founder/CTO Name] – Technology expert specializing in AI-driven platforms.
- [Head of Marketing] – Digital marketing strategist with a strong background in branding.
- [Operations Lead] – Logistics and supply chain management expert.

12. Closing & Call to Action

Join Us in Transforming the Future of Online Furniture Shopping!

Investment Opportunity: Partner with us to scale and revolutionize the industry.

Contact Us: yumnanasir799@gmail.com

Thank you!