

DREAM HOME



The PROBLEM

Dream Home's online platform is addressing the need for a convenient and efficient way for homeowners and renters to find and connect with the right professionals and resources to help them create their dream home. The home design and decorating industry can be overwhelming and confusing for many people, with a wide range of multiple websites





IDEA



Dream Home is an online platform that connects homeowners and renters with top-rated architecture and interior design professionals. The platform allows users to browse profiles, view portfolios, and compare prices, so they can find the right professionals to help them create their dream home. In addition, Dream House offers a virtual reality (VR) service that allows users to visualize and experience their dream home before it is built or renovated. The platform also provides a E-commerce platform where customer can purchase home decorating item and other decor realted item at best price , and inspiration galleries. Dream Home's platform is designed to be comprehensive and user-friendly, covering the full range of home design and decorating needs, from architecture and interior design to decorative items and accessorie



SERVICE



Dream Home not dealing with Construction part, it's dealing with only architecture and interior design part, it provides an online platform designed to help homeowners and renters create their dream home. With the help of top-rated architecture and interior design professionals, users can turn their vision into reality. The platform offers a range of features and benefits to make the process of finding and working with professionals as easy and seamless as possible:

- **1. Professional Connections:** Dream Home connects users with top-rated architecture and interior design professionals, making it easy to find the right person for their project.
- **2. Virtual Reality (VR) Service:** Dream Home offers a VR service that allows users to visualize and experience their dream home before it is built or renovated.
- **3. Home Decor E-Commerce:** Shop for home decor items and accessories at reasonable prices on our e-commerce platform.



SERVICE



. 4. **Comprehensive Home Design and Decorating Solution:** Dream Home covers the full range of home design and decorating needs, from architecture and interior design to decorative items and accessories.

By providing a comprehensive and user-friendly platform, Dream Home helps homeowners and renters turn their dream home into a reality. With a focus on connecting users with top-rated professionals and providing the tools and resources they need to succeed, Dream House is the perfect solution for anyone looking to create their dream home.



CUSTOMER

The customers for Dream House's online platform and VR service in India are likely to be homeowners, renters, and professionals in the home design and decorating industry, such as architects and interior designers.

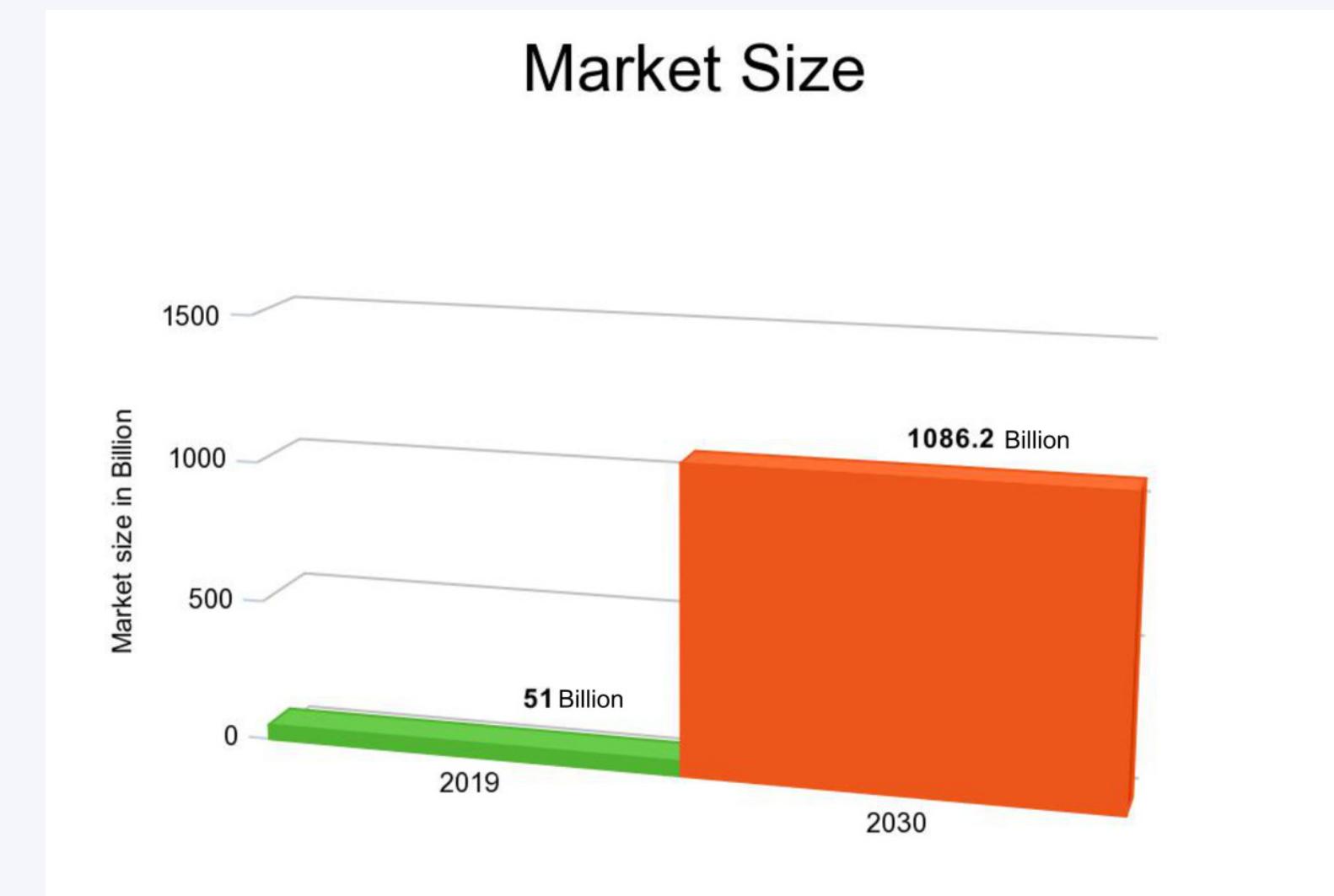
The market for home design and decorating services in India is likely to be significant, as many people in India are interested in improving or updating their homes, and are willing to invest in professional services to help them do so.



MARKET SIZE

According to a report by Statista, the Indian Architecture interior design industry was valued at approximately 51 billion Indian rupees in 2019, and is expected to grow at a compound annual growth rate (CAGR) of 8.7% from 2020 to 2030 and is expected to be valued at 1086.2 billion Indian rupees by 2030.

Given the size and growth rate of the interior design industry in India, there is a significant opportunity for Dream House to capture market share and grow its business. The VR service offered by Dream House is particularly innovative and unique, and could differentiate the platform from competitors in the market.



MARKET OPPORTUNITY



- 1** Dream House's VR service, which allows users to visualize and experience their dream home before it is built or renovated, is a unique and innovative offering that could disrupt the traditional model of hiring individual professionals.
- 2** The platform's comprehensive and user-friendly approach to home design services, including architecture, interior design, e-commerce, and inspiration galleries, could disrupt the traditional model of searching for and hiring individual professionals.
- 3** By offering a one-stop-shop for all home design needs, including an e-commerce platform that provides access to a wide range of home decor items at competitive prices, Dream House could disrupt the traditional brick-and-mortar retail model.
- 4** With the Indian interior design market projected to grow at a CAGR of 8.7% from 2020-2025, Dream House has an opportunity to disrupt the market and establish itself as a leading player with its innovative and comprehensive platform.

MARKETING STRATEGY



- 1. Targeted Online Advertising:** Utilize social media platforms and Google AdWords to reach potential users who are interested in home design and renovation. Utilize demographic and interest-based targeting to reach the right audience.
- 2. Influencer Marketing:** Partner with influencers in the home design and renovation space to promote Dream House to their followers.
- 3. Content Marketing:** Create and distribute high-quality, informative blog posts and videos about home design and renovation. Share the content on social media and through email marketing to attract potential users.
- 4. Virtual Reality Demonstrations:** Offer virtual reality demonstrations of the Dream House platform at home design and renovation trade shows and events.
- 5. User Referral Program:** Encourage current users to refer their friends and family to Dream House by offering incentives such as discounts or exclusive access to features.
- 6. Collaborations with Architects and Interior Designers:** Partner with top-rated architecture and interior design professionals to promote Dream House to their clients.



Competition & USP



COMPETITION

- Dream Home competes with platforms such as Houzz, HomeAdvisor, DesignMine, Sweeten, RoomSketcher, Decorilla, and Decorist. To differentiate itself, Dream House focuses on offering a comprehensive platform covering all home design and decorating needs and providing VR services.



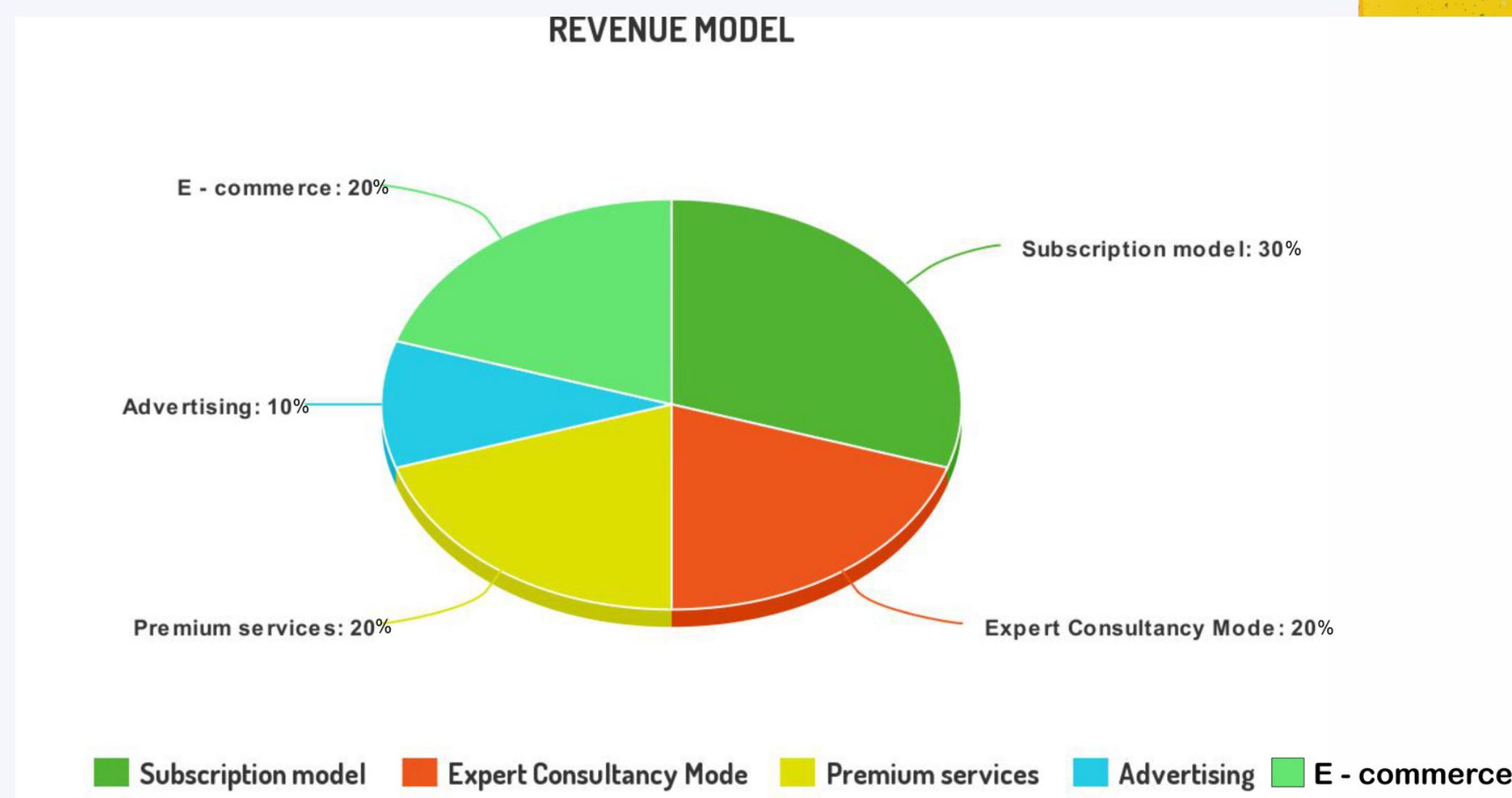
USP

Dream Home is the only online platform that offers a one-stop solution for all your home design needs. With a comprehensive and user-friendly platform, you can browse top-rated architecture and interior design professionals, compare prices, and visualize your dream home through virtual reality before it is built or renovated. Additionally, with the platform's range of tools and resources, you can effectively plan and manage your home design projects with ease.



REVENUE MODEL

- 1. Subscription model:** The platform offer a monthly or annual subscription for providing lead to architecture and interior designer
- 2. Expert Consultancy Model:** Dream Home offers expert consultancy services for homeowners and renters who need help with their home design and decorating needs.
- 3. Premium services:** Dream Home offer premium services such as advanced project management tools, virtual reality experiences, and priority listing to users for an additional fee.
- 4. Advertising:** The platform offer paid advertising options to companies, allowing them to reach a larger audience and promote their services.
- 5. E-commerce:** The platform also offer an e-commerce platform that allows users to purchase design and decorating items directly from the platform, earning a commission on each sale.



EXPENSES

1. Website Development

+ App Development = 7 Lac

2. Marketing = 8 Lac

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3. Operations and Maintenance = 33.4 Lac

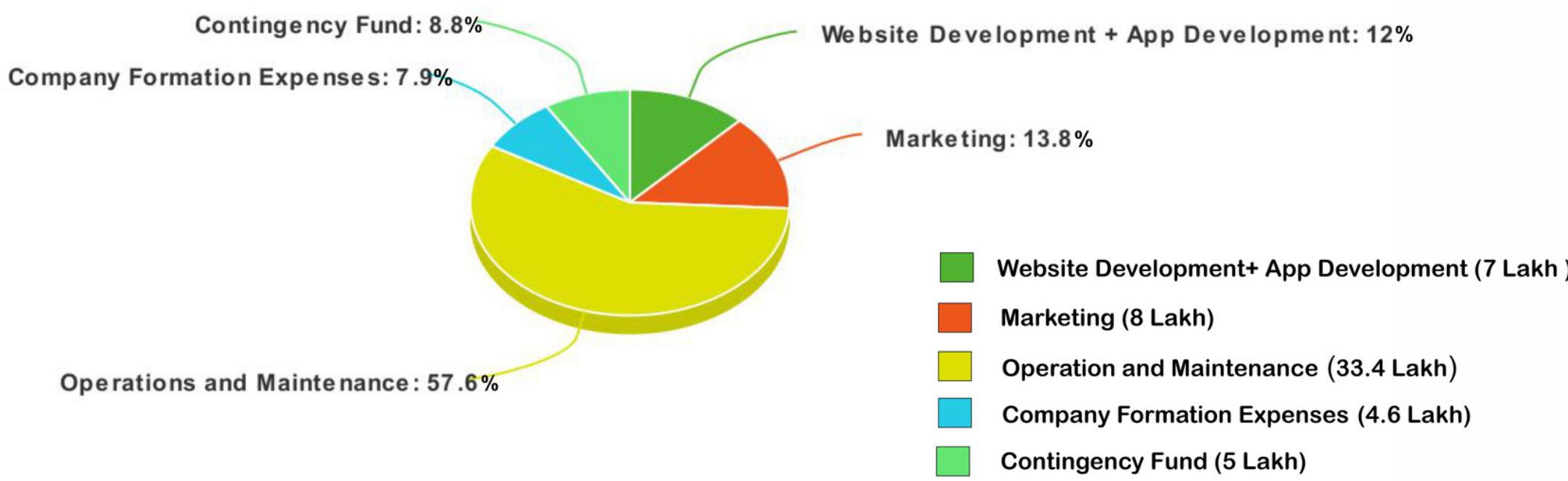
- a. Server Expense: 1 lac (estimate per year)
- b. Office Rent: 3.75 lac (estimate per year)
- C . Utilities: 1 lac (estimate per year)
- D. Electricity Charges: 1 lac (estimate per year)
- E. IT Equipment Expense : 2.65 lac (one-time expense)
- F. Salaries = 20 Lac
- G. ·Miscellaneous Expenses : 4 lac (estimate per year)

4. Company Formation Expenses = 4.6 Lac

5. Contingency Fund: 5 lac

Total Expense = 58 Lac

EXPENSE SHEET



MILESTONE

- Here are some potential milestones that Dream House set in order to measure its progress and success:
- **Launch of the platform:** Successfully launch the platform and make it accessible to homeowners, renters, and design professionals.
- **User Acquisition:** Acquire a certain number of users within the first year of launching the platform, such as 20,000 users.
- **Revenue Generation:** Generate a certain amount of revenue in the first year of operations, such as INR 140,000,000.
- **Gross Margin:** Achieve a targeted gross margin of 90%.
- Positive User Feedback: Gather positive feedback from users about the platform's user-friendliness, design, and features.
- **Expansion into New Markets:** Expand the platform's reach into new markets and geographies.
- Partnership with Key Players: Partner with key players in the architecture and interior design industry to increase the platform's visibility and credibility.
- **Virtual Reality Integration:** Successfully integrate virtual reality technology into the platform to allow users to experience their dream home before it is built.
- **Innovative Features:** Develop and launch innovative features that differentiate Dream House from its competitors.
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SOCIAL IMPACT

Dream House has the potential to bring about several positive social impacts, including:

- Accessibility to quality design services for homeowners and renters, regardless of location or budget.
- Improvement of home living standards through comprehensive design and decorating services.
- Job creation in the architecture and interior design industry.
- Environmental sustainability through virtual reality services reducing physical prototypes and waste.
- Empowerment of women entrepreneurs in the architecture and interior design industry through the platform's services.





TEAM MEMBER 1

Priyankar Ojah



TEAM MEMBER 2

Abhijit Das



TEAM MEMBER 3

Pallab Deka

THE TEAM

FUND RAISING

Dear Investors,

We are seeking funding for our startup, Dream House, an online platform connecting homeowners and renters with top-rated architecture and interior design professionals. Our platform offers a comprehensive solution for home design and decorating, including virtual reality visualization and project management tools.

With the growing trend of online home renovation and design, we see a huge opportunity to revolutionize the industry. We are seeking a funding of 58 Lacs to further develop and scale our platform. This investment will be used to expand our team, improve our technology, and drive marketing efforts.

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