

# Realstate and constructions

**Venture Viability Analysis**

Reva university, banglore

# Realstate and constructions

Great follow-up! A special solution means a tailored, focused approach designed specifically

**Reva university, banglore**





**KL**  
**CONSTRUCTIONS**



**Name:** AVINASH TEJA  
Major: NOTHING



**Name:** ANUROOP REDDY  
Major: NOTHING



**Name:** HARISH  
Major: NOTHING

## Context

Urban Housing Deficit:  
India's urban housing  
shortage has increased by  
54% since 2012, with  
millions



# CONSTRUCTIONS

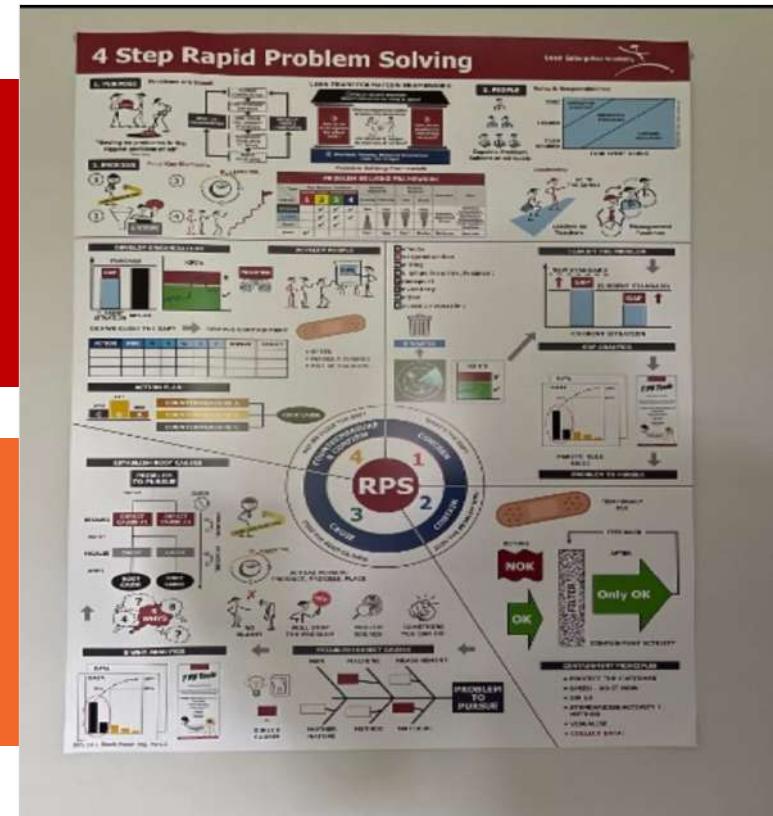
# Problem Statement

## Problem

Certainly! Here's a clear restatement of the problems your team aims to solve, grouped into core areas, based on the earlier discussion:

# Impact

housing. Middle- and lower-income families are pushed further from city centers, increasing commute times and lowering quality of life.



# Problem Statement/Industry

## Problem Being Solved

A construction and real estate startup can solve a wide range of problems across housing, infrastructure, and property management. Here are the key problems such a startup can tackle, along with the types of solutions it might offer

## Supporting Data

Urban Housing Deficit: India's urban housing shortage has increased by 54% since 2012, with millions

**Source:** Covers housing demand, affordable housing trends, and urban expansion.  Construction Industry Overview



**Area**  
Business Services



**Industry**  
Professional &  
Business Services



**Domain**  
Marketing and  
Advertising

# Problem Analysis



## Affected Stakeholders

problems in the construction and real estate sectors affect a wide range of stakeholders—individuals, businesses, and even governments. Here's a breakdown of who is affected and how:

- 1. Homebuyers and Renters  
How They're Affected:  
High prices and low supply of affordable housing. Poor construction quality and delays in delivery.



## Impact on Stakeholders

Great question. Let's break down how different types of organizations are affected by the problems in the construction and real estate sectors:

- 1. Real Estate Developers & Builders Impact: Delayed projects due to regulatory red tape, land acquisition issues, and labor shortages. Cash flow problems from unsold inventory or delayed payments



## Root Causes

The problems in the construction and real estate sectors exist due to a combination of structural, regulatory, economic, and technological factors. Here's a breakdown of why these problems persist:

- 1. Structural & Systemic Issues X
- 2. Fragmented Industry
- 3. Many small, unorganized players dominate construction. Lack of standardization in materials



## Personal/Team Connect

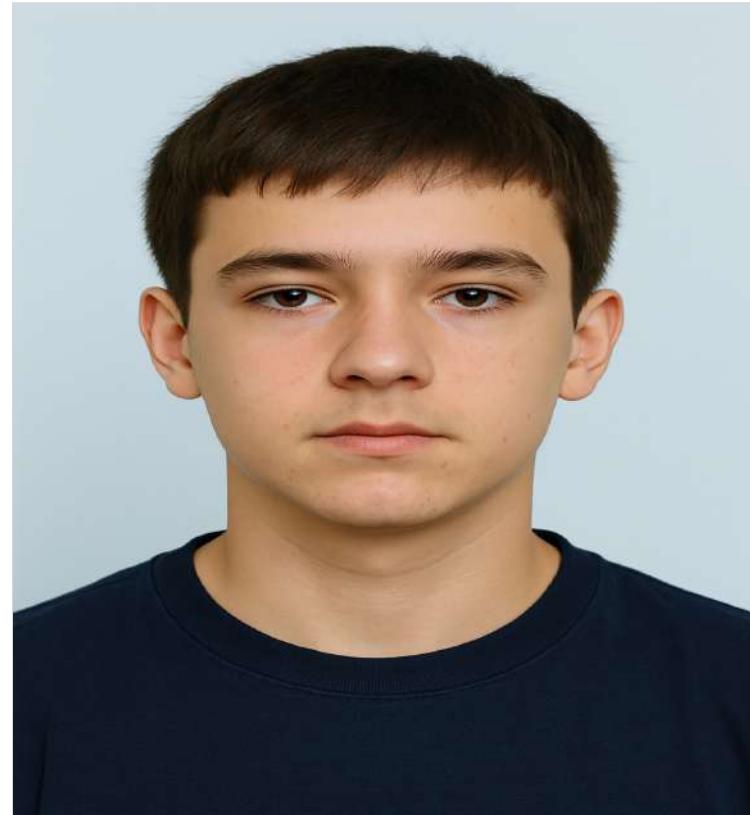
Great — thinking like a team tackling real problems is exactly how startups are born. Here's a structured answer to "As a team, what do we want to work on?" in the context of the construction and real estate sector problems:

- ✓ Mission Statement (Team Vision) "We aim to simplify and modernize housing and construction by using technology"

# Target Customer Segments

## Primary

Urban Middle & Lower-Middle Income Homebuyers This group represents millions of aspiring homeowners



## Secondary

Residential constructions.,commer construction,industrial constructions

# Customer Segment & Persona

## Primary Segment

Urban Middle & Lower-Middle Income Homebuyers This group represents millions of aspiring homeowners

Persona



## Secondary Segment

Residential constructions.,commercial construction,industrial constructions

**Avinash teja velchuri**  
**Age in years: 19**  
**Location: Metropolitan**  
**Organizational Role:**  
**{Persona's primary role}**  
(if applicable)

# Jobs-to-be-Done

## Functional JTBD



Find affordable, quality housing options that fit my budget and preferences. (Search/filter listings based on price, location, amenities, verified status) Verify the authenticity and legal status of properties before making a purchase or signing a lease. (Access clear land/title records and verified listings) Simplify the home buying or renting

## Emotional JTBD



For Urban Middle & Lower-Middle Income Homebuyers / Renters Feel confident and secure that the property is legitimate and worth the investment. (Reduce anxiety about fraud, hidden costs, or legal issues) Feel empowered and in control during a typically complex and stressful buying or renting process. (Clear, transparent info and simple digital too)

## Social JTBD



Be seen as responsible and financially savvy by family and peers. (Buying or renting a good home demonstrates stability and sound decision-making) Gain respect and admiration from friends, family, and community by owning a quality, verified property. (Owning a home is often a key social milestone and status symbol) Be perceived as modern and tech

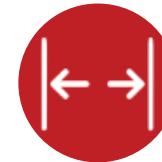
# Current Alternatives

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## Current Alternatives

ChatGPT Log in You said: Which problems will solve by constructions and real state start up ChatGPT said: A construction and real estate startup can solve a wide range of problems across housing, infrastructure, and property management. Here are the key problems such a startup can tackle, along with the types of solutions it might offer:



## Gaps in Current Alternatives

Rely on Brokers and Agents People often depend on real estate agents to find properties. Problem: This can be expensive, opaque, and risky due to lack of transparency. Use Multiple Websites and Word of Mouth Scour various property portals and ask friends or community for recommendations. Problem: Listings are often outdated, incomplete

# Problem Validation (GOOTB)

## Partial List of Potential Customers/Users Interviewed

**Name:** Avinash teja

**Occupation:** Business

**Name:** Sohan

**Occupation:** Software

**Name:** Harsha

**Occupation:** Business

## Problem Validation

### Total customers/users interviewed:

- In-person: 15
- Virtually: 19

**Total customers/users for whom this problem is important to solve:** 15

**Total customers/users who are dissatisfied with the current alternatives:** 5

# Our Solution

## Solution

Use modular construction techniques where building components (like walls, floors, and roofs) are prefabricated off-site in a controlled factory environment. These components are then transported

## Core Technologies/ Methodologies

Building Information Modeling (BIM) Digital 3D modeling for planning, designing, and managing building projects.  
Drones For site surveying, inspect

# Solution Design



## Our Solution

Use modular construction techniques where building components (like walls, floors, and roofs) are prefabricated off-site in a controlled factory environment. These components are then transported



## Key Features

Clear Problem Statement  
Precisely describe what the problem is.  
Context/Background Explain the environment or situation where the problem occurs.  
Scope and Impact Define how big the problem



## Uniqueness

ChatGPT Log in You said: What is one solution idea about construction ChatGPT said: Sure! Here's one solution idea about construction: Modular Construction with Prefabricated Components

### Solution Format:

Modular Construction with Prefabricated Components

### Core Technologies/ Methodologies:

Building Information Modeling (BIM) Digital 3D modeling for planning, designing, and managing building projects. Drones For site surveying, inspect

# Solution Benefits



## Functional Benefits

Improved Team Collaboration Better communication among workers Stronger coordination between departments Reduced misunderstandings and rework Cost Reduction Lower labor costs due to efficient tas



## Emotional Benefits

Improved Team Collaboration Better communication among workers Stronger coordination between departments Reduced misunderstandings and rework Cost Reduction Lower labor costs due to efficient tas



## Social Benefits

Improved Team Collaboration Better communication among workers Stronger coordination between departments Reduced misunderstandings and rework Cost Reduction Lower labor costs due to efficient tas



## Macro Benefits

Improved Team Collaboration Better communication among workers Stronger coordination between departments Reduced misunderstandings and rework Cost Reduction Lower labor costs due to efficient tas

# Competitors



## Direct



Builder

Builders and constructions real state

## Indirect



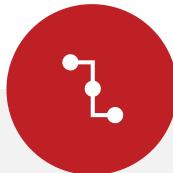
Government

These firms offer process improvement or lean manufacturing consulting that helps teams work better

## Our UVP

Unique Value Proposition (UVP) for Your Real Estate and Construction Venture

# Competitors



## Direct Competitors

Builder



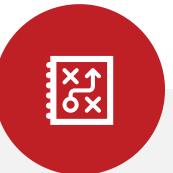
## Indirect Competitors

Government



## Direct Competitors Globally

Builders and constructions real state



## Indirect Competitors Globally

These firms offer process improvement or lean manufacturing consulting that helps teams work better

# Macro Analysis



## Favourable Trends

AREA	DESCRIPTION
Technology	These firms offer process improvement or lean manufacturing consulting that helps teams work better
Economy	These firms offer process improvement or lean manufacturing consulting that helps teams work better

## Unfavourable Trends

AREA	DESCRIPTION
Technology	These firms offer process improvement or lean manufacturing consulting that helps teams work better
Climate/Environment	These firms offer process improvement or lean manufacturing consulting that helps teams work better

### Data Sources:

As an AI developed by OpenAI, I've been trained on a mixture of licensed data, publicly available information, and industry-relevant documents up to June 2024.

# Prototype

## Prototype Format

Format of the Prototype: The prototype will be digital and developed using Figma. It will represent

## Functionality included in the Prototype

Functionality Included in the Prototype: The prototype will demonstrate the core features that represent the main purpose and value of the application.

## Functionality NOT included in the Prototype

Functionality Excluded in the Prototype: The prototype will exclude advanced and non-essential features that are not critical to demonstrating the core concept.



# Prototype Validation



**Number of users engaged with?**

20

**How many people liked or loved the prototype?**

15

**How many people were either neutral or mostly unhappy with the prototype?**

5

## Prototype Feedback

### **What aspects of the prototype did the users LOVE?**

Prototype Feedback: What Aspects Did the Users/Customers Love? Users and customers appreciated several key aspects of the prototype, including: Clean and Intuitive User Interface: The simple, visually appealing design made it easy for users to navigate and understand the app quickly.

### **What aspects of the prototype were DISLIKED by the users?**

Prototype Feedback: What Aspects Were Users/Customers Neutral About or Disliked? While the overall feedback was positive, users and customers pointed out a few areas of concern or gave neutral responses regarding: Lack of Advanced Features: Some users expected functionalities like payment integration

# Competition Analysis

COMPETITOR NAME	TYPE	STRENGTHS	WEAKNESSES
Paytm	Direct	Wide service range ,aggressive mark	Customer support, revenue dependence
Big basket	Indirect	Wide product range,efficient	limited coverage,customers service
Amazon	Indirect	Global brand recognize,	Market saturation
Netflix	Indirect	High quality content,global reach	Competition growth,subscription, price

## Our Product/Service will be better than the competitors' solutions because:

How Our Product/Service Will Be Better Than Competitors: 1. Enhanced User Experience: Our product will offer a simpler, more intuitive interface designed specifically around user feedback, making it

# Market Size & GTM

## GTM Channels

### Digital

1. Website Purpose: Acts as your digital business card. Includes: Project portfolio, client testimonials, services, contact info, blog. Why: Builds trust and improves SEO visibility.

### Physical

Print Ads – Newspapers, magazines, and local real estate journals. Flyers & Brochures – Distributed in residential areas, offices, and trade expos.

### Market Size

**Globally:**  
**20 billion dollars per annually**

**Growth Rate:**  
**India's construction tech growing at 15-20% yearly**

Source: India's construction tech grows 15-20% yearly

# Market Size

## Total Addressable Market (TAM)

20 billion dollars per annually

## Serviceable Available Market (SAM)

10 billion dollars annually

## Serviceable Obtainable Market (SOM)

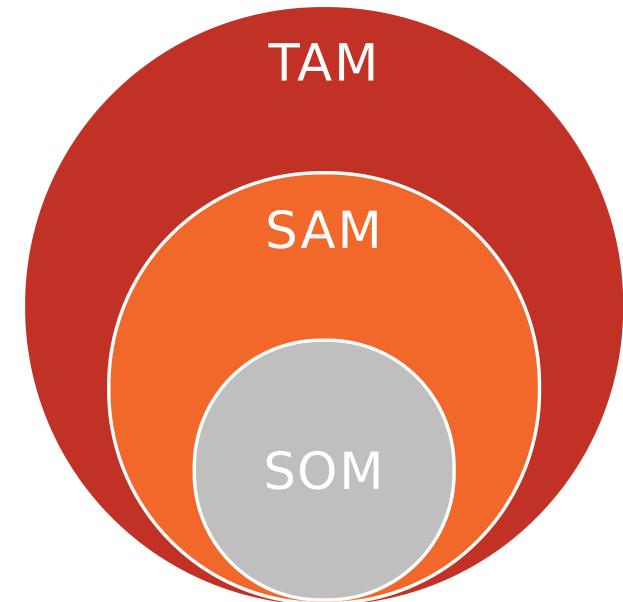
15 cr first 2 years

## Assumptions

Assumptions for Calculating the SAM: Geographic Focus: We are targeting urban and metro areas in India, where internet penetration and digital adoption are highest. Demographic Segment: Our product is 5000, 60000

## Sources of Research

India's construction tech grows 15-20% yearly



# Revenue Models / Pricing

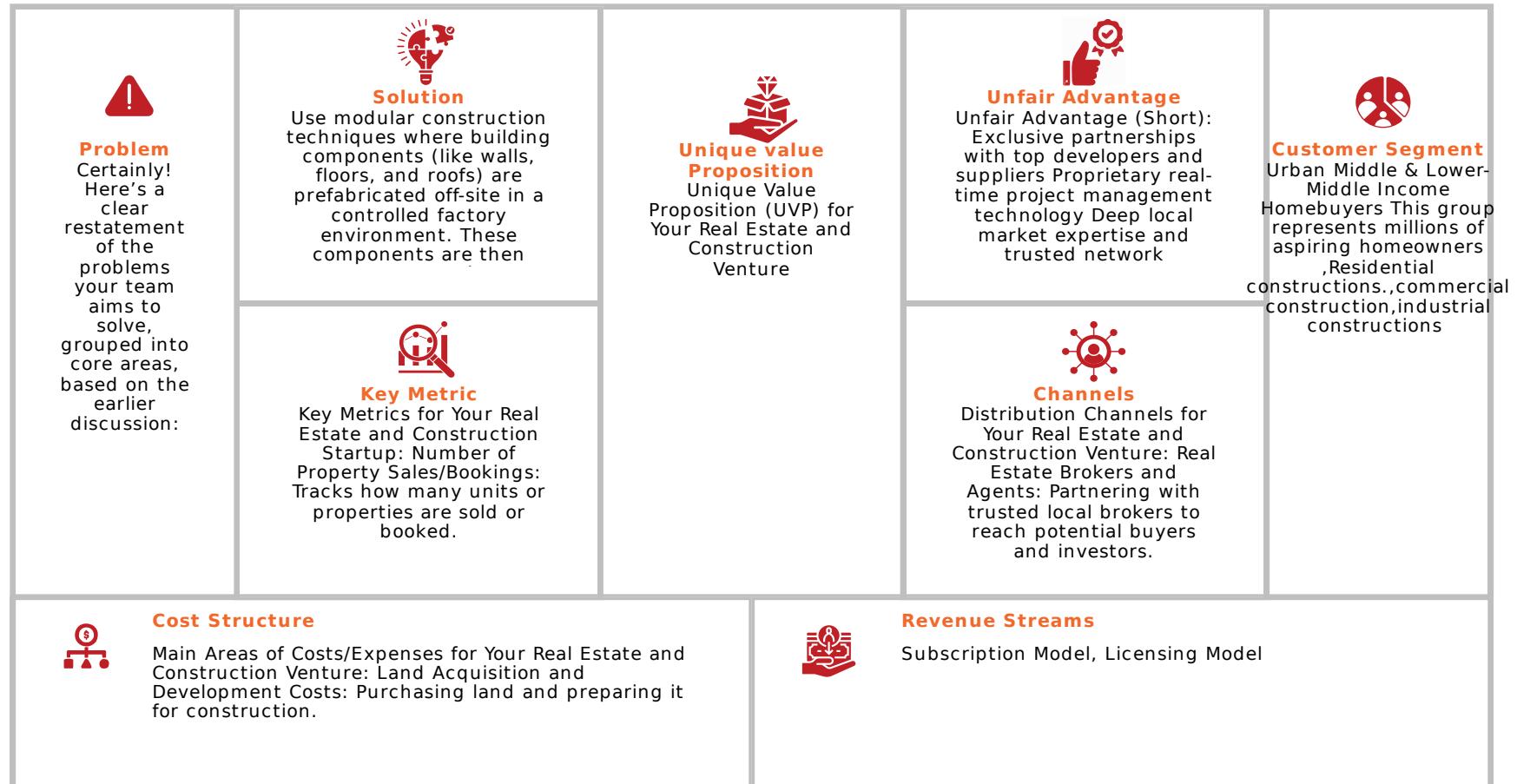
## Revenue Model (Primary)

Subscription Model

## Revenue Model (Secondary)

Licensing Model

# Lean Canvas



# Go-to-Market Approach

## Geographic Focus

In the first year of GTM efforts, we will focus on: Tier 1 Cities: Hyderabad, Bengaluru – for high-value residential and commercial projects Tier 2 Cities: Vijayawada, Visakhapatnam – for growing rea

## Digital Marketing Channels

1. Website Purpose: Acts as your digital business card. Includes: Project portfolio, client testimonials, services, contact info, blog. Why: Builds trust and improves SEO visibility.

## Physical Marketing Channels

- Print Ads - Newspapers, magazines, and local real estate journals. Flyers & Brochures - Distributed in residential areas, offices, and trade expos.



## Marketing KPIs

- CAC - Customer Acquisition Cost CLV - Customer Lifetime Value Conversion Rate - % of leads turning into customers Lead-to-Customer Ratio - Quality of lead generation Churn Rate - % of customers I

## Competitors' GTM

Competitor 1 is strong on Instagram and YouTube, but weak in print ads and offline marketing. Competitor 2 runs active radio ads and billboards, but has poor social media presence.

## GTM Partners

Real Estate Agents & Brokers - for lead generation Architects & Interior Designers - for referrals and joint projects Local Influencers- to spread awareness via social media

# Sales & Customer Service

## Customer Service

WhatsApp Business - For quick replies, project details, and updates  
Dedicated Phone Support - Helpline for real-time assistance Email Support - For detailed queries, documentation, and follow-ups

## Distribution Channels

Distribution Channels for Your Real Estate and Construction Venture: Real Estate Brokers and Agents: Partnering with trusted local brokers to reach potential buyers and investors.

## Digital Sales Channels

Company Website - Showcases projects, collects inquiries, and enables bookings. Real Estate Portals - MagicBricks, 99acres, Housing.com for direct property listings.

## PRIMARY CUSTOMER SEGMENT

Urban Middle & Lower-Middle Income Homebuyers This group represents millions of aspiring homeowners

## UVP:

Unique Value Proposition (UVP) for Your Real Estate and Construction Venture

## Physical Sales Channels

Site Offices & Project Locations - Walk-in inquiries and on-site bookings Real Estate Agents & Brokers - Direct local lead generation and sales support Property Expos & Trade Fairs - Showcase offer

## Sales KPIs

Number of Site Visits Scheduled - Indicates lead interest level Leads Generated per Channel - Track digital vs. physical source performance Lead-to-Booking Conversion Rate - % of inquiries turning

{Create a website}

{Video link sample}

Post-Sale Feedback Forms - Short surveys after booking or project completion Net Promoter Score (NPS) - Asking, "How likely are you to recommend us?" on a scale of 0-10

# Financials

## Revenue Models/Streams

- Subscription Model
- Licensing Model

## Pricing

- **Unit of Sale:** square foot, square meter
- **Selling price per unit:** 4000 to 5000

## First Year Projections

Revenues:  
1,670,00,000

Operating Profits:  
2,17,00,000

# Revenue Models / Pricing

## Revenue Model (Primary)

Subscription Model

Unit of Sale	Sale Price per Unit	Expected units to be sold in Year 1	Expected growth in monthly sales
square foot, square meter	4000 to 5000	100 units in first month	10 %to 20% growth sales

# Costs & Revenues: Key Assumptions

Category	Assumption
Unit of Sale	Per flat / per sq. ft.
Min Price per Unit	₹30,00,000 (flat), ₹1,800/sq. ft. (construction)
Target Cities	Hyderabad, Vijayawada, Visakhapatnam
Marketing Budget (Year 1)	₹5,00,000
Expected Leads per Month	100
Conversion Rate	10%
CAC (Customer Acq. Cost)	₹5,000
Sales Cycle	30–45 days
Year 1 Sales Target	50 units

# Profit & Loss Projections: Summary

Category	Amount (INR)
<b>Revenue</b>	
- Residential Project Sales	8,75,00,000
- Commercial Project Sales	4,50,00,000
- Contracting Revenue	2,25,00,000
- Rental Income (Properties)	90,00,000
- Other Income	30,00,000
<b>Total Revenue</b>	<b>16,70,00,000</b>
<b>Cost of Goods Sold (COGS)</b>	
- Construction Materials	4,20,00,000
- Subcontractor Costs	3,60,00,000
- Labor Costs	2,10,00,000
- Equipment Leasing	70,00,000
<b>Total COGS</b>	<b>10,60,00,000</b>
<b>Gross Profit</b>	<b>6,10,00,000</b>
<b>Operating Expenses</b>	
- Salaries & Admin	1,20,00,000
- Marketing & Sales	40,00,000
- Legal & Professional Fees	20,00,000
- Office Rent & Utilities	15,00,000
- Travel & Miscellaneous	10,00,000
<b>Total Operating Expenses</b>	<b>2,05,00,000</b>
<b>EBITDA</b>	<b>4,05,00,000</b>
- Depreciation	50,00,000
- Interest	45,00,000
<b>Profit Before Tax (PBT)</b>	<b>3,10,00,000</b>
- Tax (30%)	93,00,000
<b>Net Profit</b>	<b>2,17,00,000</b>

# Performance & Break-Even Analysis

**Year 1  
Revenues**

1,670,00,000

**Gross Profits  
for Year 1**

6,10,00,000

**Net Profits for  
Year 1**

2,17,00,000

**Break-even  
Month**

may month



# Next Steps

**Goals for Months 10-12**

Complete 50% of pilot project construction

**Goals for Months 4-6**

Identify and acquire first project land

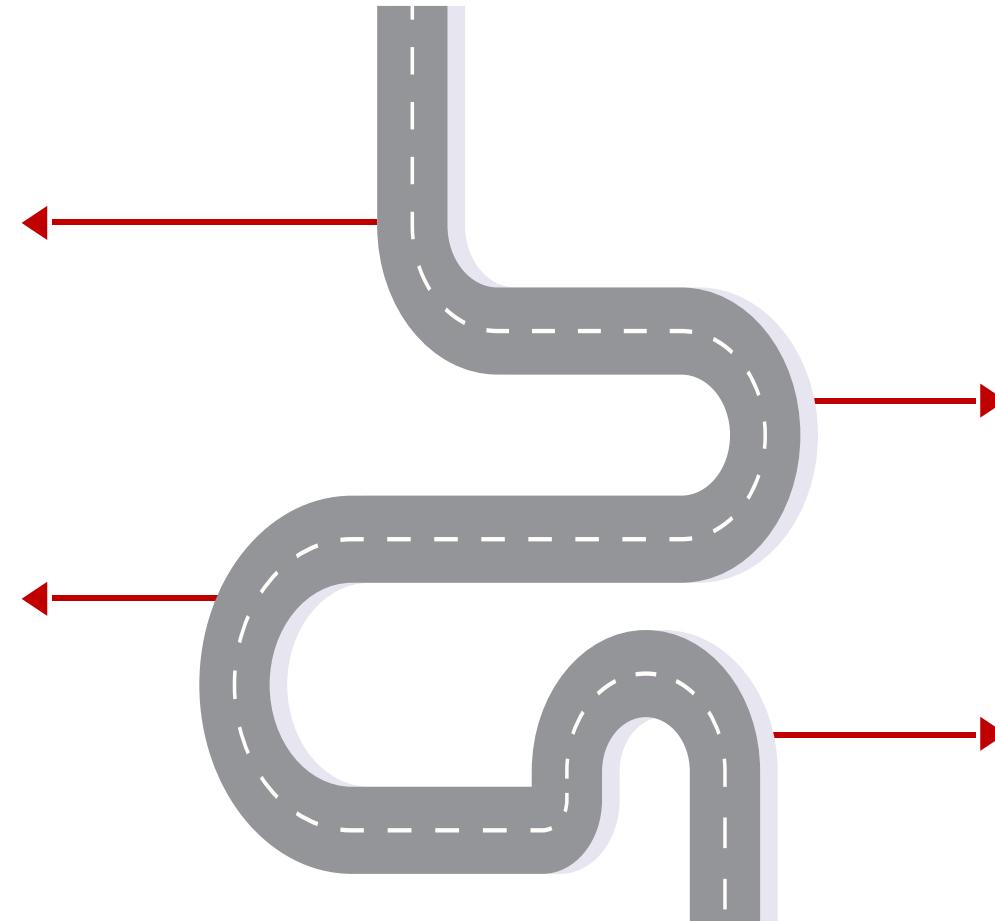


**Goals for Months 7-9**

Complete 50% of pilot project construction Begin

**Goals for Months 1-3**

Finalize company registration and legal compliance



# Venture Viability Assessment



## Venture Viability Index

88.88%

### Strengths

**Strong Market Demand:** There is a consistent demand for residential, commercial, and infrastructure projects due to rapid urbanization and population growth. Our venture is strategically positioned to meet this growing need.

**Cost-Effective Project Management:** We have established efficient construction workflows, strong vendor relationships

### Areas of Improvement

**Digital Presence and Marketing:** We need to enhance our online visibility through websites, social media, and digital platforms to attract more clients.

**Client Relationship Management (CRM):** Implementing a CRM system will help us manage leads, follow-ups, and customer interactions more effectively.

# Next Steps



TIMELINE	GOALS	TEAM NEEDED	PHYSICAL RESOURCES NEEDED	FUNDS NEEDED
Months 1-3	Finalize company registration and legal compliance	5 memebers	internet	5lakhs
Months 4-6	Identify and acquire first project land	6 members	siteoffice	12 lakhs
Months 7-9	Complete 50% of pilot project construction Begin	7 members	crmsoftwar	15 lakhs
Months 10-12	Complete 50% of pilot project construction	6	office	10lakhs

# Venture Team



**Name: AVINASH TEJA**

**University/College:** REVA UNIVERSITY

**Major:** NOTHING

**Key Skills:** Project management

**Role in the Venture:** site manger

Keen on continuing with the venture:

**Yes**



**Name: ANUROOP REDDY**

**University/College:** REVA UNIVERSITY

**Major:** NOTHING

**Key Skills:** Digital marketing, Sales

**Role in the Venture:** Marketing head

Keen on continuing with the venture:

**Yes**



**Name: HARISH**

**University/College:** REVA UNIVERSITY

**Major:** NOTHING

**Key Skills:** Architecture, AutoCAD

**Role in the Venture:** PRODUCT DEVELOPER

Keen on continuing with the venture:

**Yes**

## Current Mentors:

no

## Mentors Needed in these Areas:

Project planning and execution strategy  
sales,marketing using technology

# Venture Summary

## OVERVIEW

A construction and real estate venture focuses on developing residential, commercial, or infrastructure projects. It involves planning, designing, building, and selling properties to meet growing urban demands. This venture plays a vital role in economic development, job creation, and improving living standards. With the right mix of technology, sustainability, and market understanding, it can deliver long-term value to both investors and society.

## Mission

1. Complete 50% of Pilot Project Construction Finish structural work including foundation, slabs, and walls to reach 50% project progress.
2. Begin Pre-launch Promotions and Marketing Start advertising through social media, local banners, brochures, and teaser campaigns to build awareness.
3. Gather Customer Interest and Start Lead Collection

## Social/Economic Relevance

Access to safe, affordable, and sustainable housing is a fundamental human need. Yet, millions in our society still live in overcrowded, unsafe, or inadequate homes. As cities grow and land becomes scarce, it is essential to build smarter, more efficient, and inclusive spaces. By focusing on better construction and real estate development



# Thank

You!

1. Complete 50% of Pilot Project Construction Finish structural work including foundation, slabs, and walls to reach 50% project progress. 2. Begin Pre-launch Promotions and Marketing Start advertising through social media, local banners, brochures, and teaser campaigns to build awareness. 3. Gather Customer Interest and Start Lead Collection

