

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



Venture Team



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

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

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 Ov



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 ❌ Fragmented Industry 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., commercial construction, industrial constructions

Customer Segment & Persona

Primary Segment

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

Secondary Segment

Residential constructions, commercial construction, industrial constructions

Persona



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



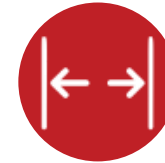
Be seen as responsible and financially savvy by family and peers. (Buying or renting a good home demonstrates stability and sound decision-making) Gain respect and admiration from friends, family, and community by owning a quality, verified property. (Owning a home is often a key social milestone and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

Current Alternatives



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: Bussiness

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 dependen
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, p

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)

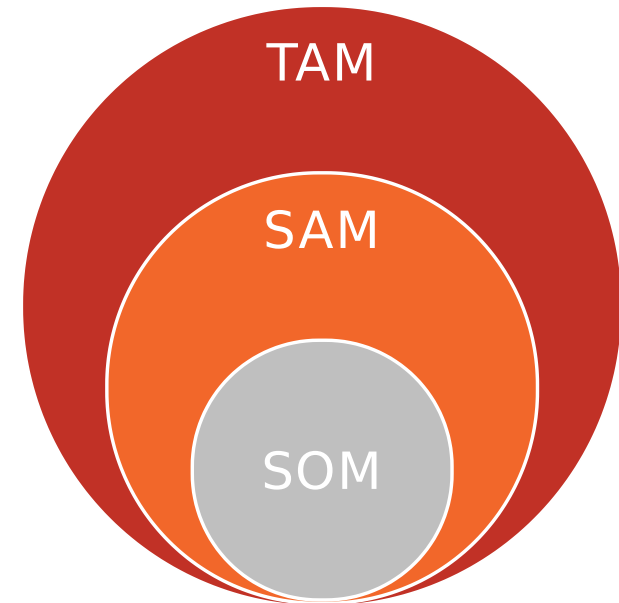
15 cr first 2 years

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

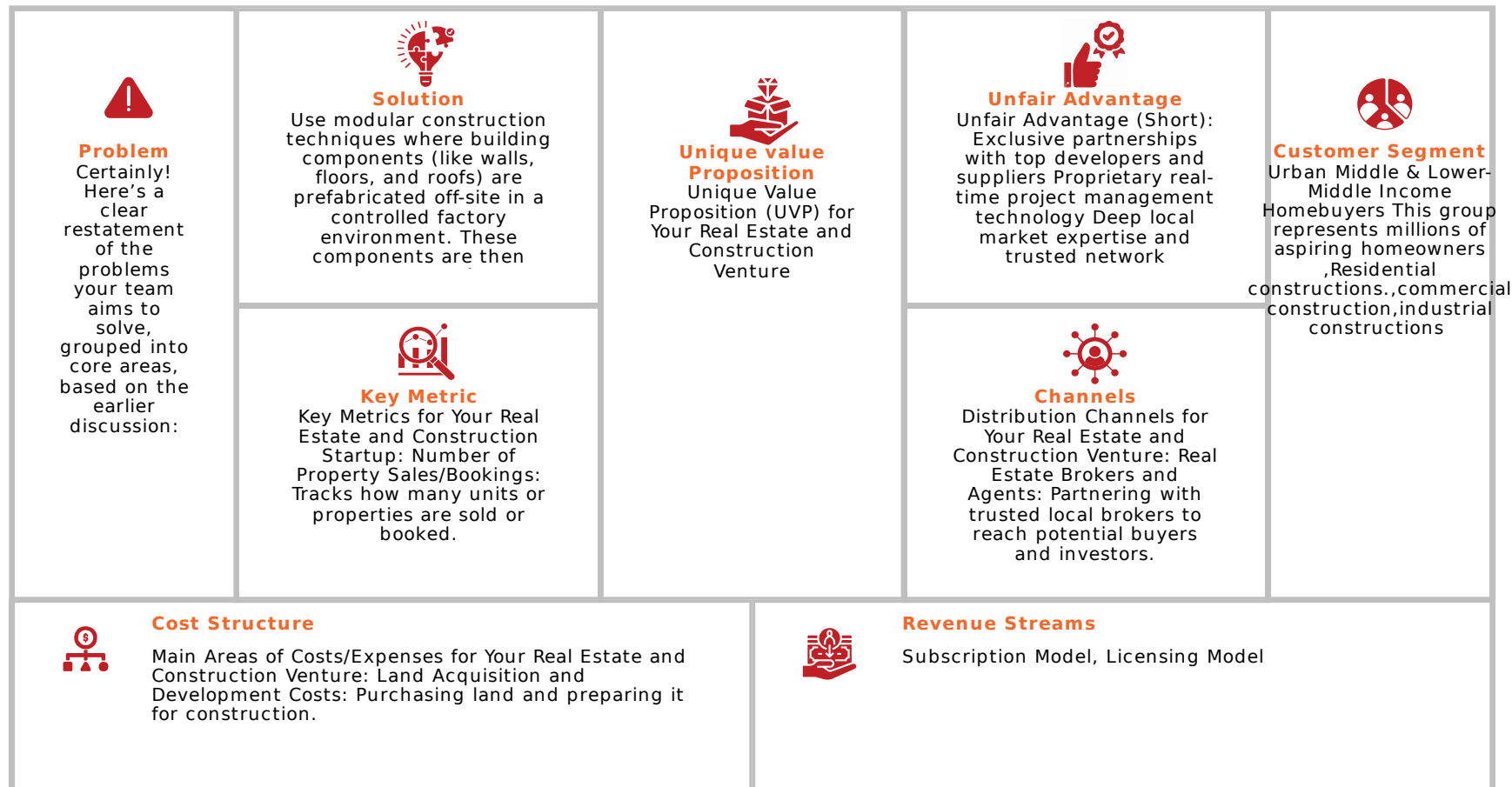
Revenue Model (Primary)

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 real estate market

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.

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

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 lost

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}

GTM Partners

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

{Video link sample}

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

square foot, square meter

Sale Price per Unit

4000 to 5000

Expected units to be sold in Year 1

100 units in first month

Expected growth in monthly sales

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)
Revenue	
- 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
Total Revenue	16,70,00,000
Cost of Goods Sold (COGS)	
- Construction Materials	4,20,00,000
- Subcontractor Costs	3,60,00,000
- Labor Costs	2,10,00,000
- Equipment Leasing	70,00,000
Total COGS	10,60,00,000
Gross Profit	6,10,00,000
Operating Expenses	
- 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
Total Operating Expenses	2,05,00,000
EBITDA	4,05,00,000
- Depreciation	50,00,000
- Interest	45,00,000
Profit Before Tax (PBT)	3,10,00,000
- Tax (30%)	93,00,000
Net Profit	2,17,00,000

Performance & Break-Even Analysis

Year 1 Revenues

1,670,00,000

Gross Profits for Year 1

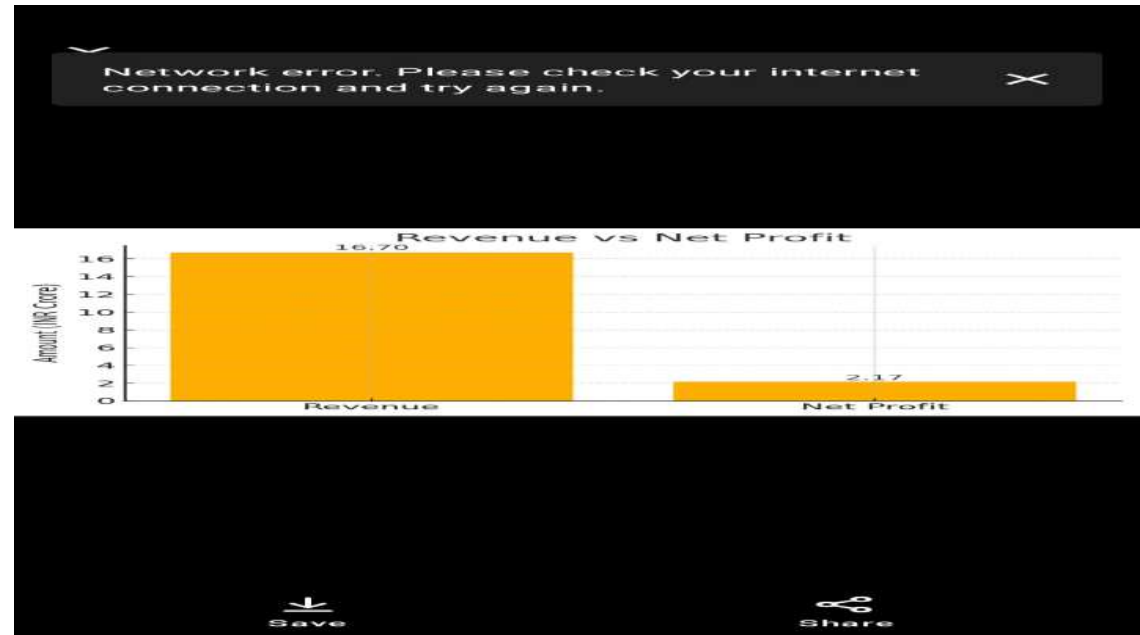
6,10,00,000

Net Profits for Year 1

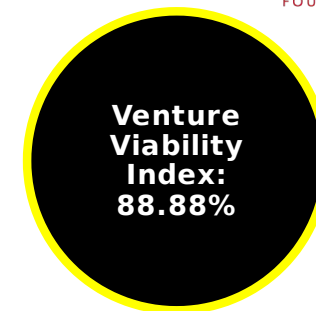
2,17,00,000

Break-even Month

may month



Next Steps

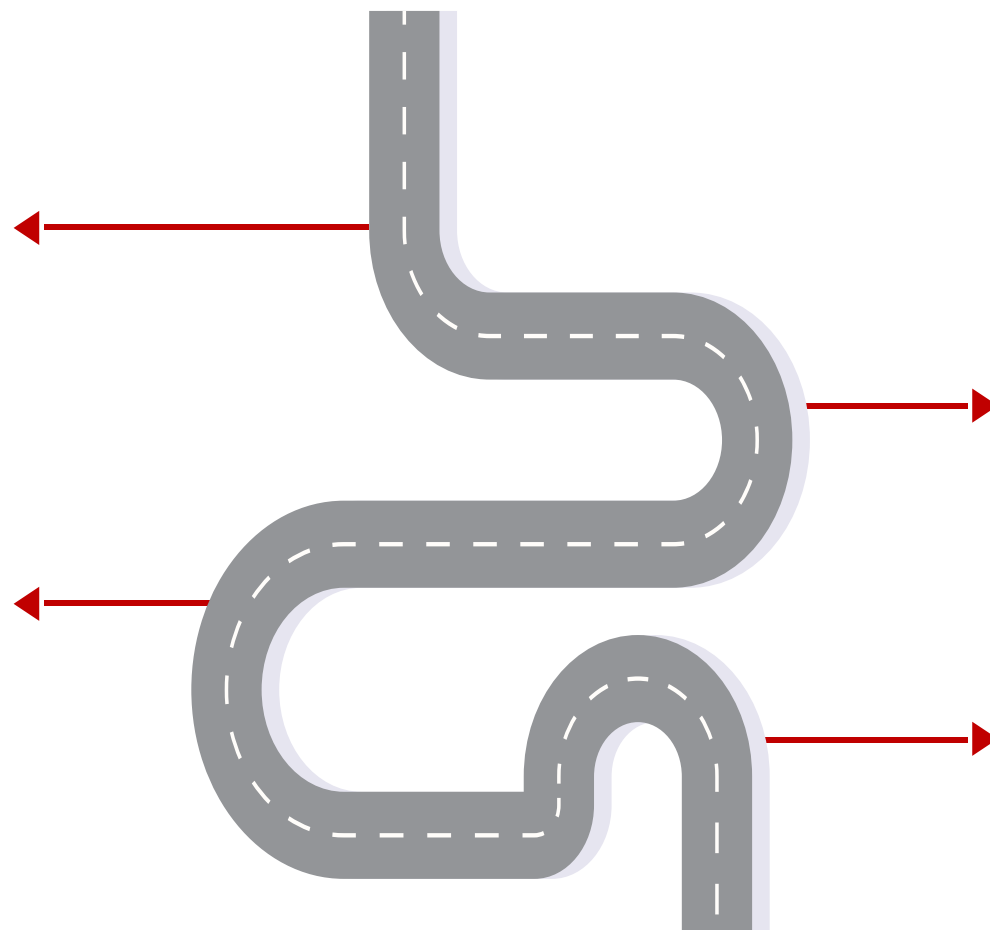


Goals for Months 10-12

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

