



Urban Loom

Elevate Your Home, Inspire Your Life

Ayesha Faisal

7-February-2025

1. INTRODUCTION

Urban Loom is a digital marketplace designed to connect consumers with high-quality, curated furniture pieces. Our mission is to modernize the furniture shopping experience by integrating cutting-edge technology, secure transactions, and personalized recommendations. We aim to bridge the gap between craftsmanship and contemporary design preferences, making high-quality furniture accessible to everyone. The final step in launching Urban Loom involves deploying the platform for live users and ensuring its stability, security, and growth. This document outlines the necessary steps for production deployment, security hardening, and post-launch strategies to maintain and expand the platform.

Problem Statement :

- What's the problem in the market?
- Who is affected?

Problem:

Consumers struggle to find high-quality, unique, and affordable furniture.

Limited personalized recommendations and lack of seamless user experience in existing platforms.

Affected :

Urban professionals, homeowners, interior designers.

THE SOLUTION

How does Urban Loom solve this problem?

- 1:** A curated digital marketplace connecting high-quality furniture makers with design-conscious buyers.
- 2:** AI-powered personalized recommendations.
- 3:** A seamless and modern shopping experience with secure transactions.

Market Opportunity :

Target Market:

Urban Loom caters to urban professionals, design enthusiasts, and homeowners looking for unique furniture solutions.

Market Size & Growth:

Increasing consumer preference for online shopping and personalized experiences presents a significant growth opportunity.

Annual Growth :

The global online furniture market is growing at a Annual Growth Rate of **8-10%**, with South Asia leading at **12-15%** Annual Growth Rate Urban Loom is strategically positioned to tap into this growth, leveraging digital-first experiences and curated furniture selections to capture a significant market share.

Trends Favoring Urban Loom:

1. Rise of e-commerce furniture shopping.
2. Demand for personalized shopping experiences.



PRODUCT OVERVIEW

Key Features:

1. Curated product listings with HD images & videos.
2. AI-based search and recommendations.
3. Smooth checkout and secure payments.
4. Mobile-friendly, responsive design.

Urban Loom

Search for a store

0 items
Cart

Account
Login

Sale 20 % Off

Discover Our New Collection

Iconic re-edition Price on Urban Loom Furniture's

Use Code: **Urban Loom Furniture** for 20 % Off

Shop Now



Urban Loom

Search for a store

0 items
Cart

Account
Login



NEW

Arts & Craft Filled Cushion 18x18

★★★★☆

\$200.00 \$270.00

Add to Cart



SALE

Bed & 2 sides table

★★★★☆

\$400.00 \$470.00

Add to Cart



SALE

Billy L Shape Sofa

★★★★☆

\$599.00 \$630.00

Add to Cart



SALE

Cottage Nights Campers Shaped Cushion

★★★★☆

\$500.00 \$575.00

Add to Cart





BUSINESS MODEL

Revenue Streams :

1. **Commission per sale** (e.g., 10-15%)
2. **Subscription Model** (premium seller listings)
3. **Sponsored Listings & Ads**
4. **Interior Designer Collaborations**





MARKET STRATEGY

Customer Acquisition:

- Social media marketing (Instagram, Pinterest, Facebook)
- SEO & content marketing
- Influencer & interior designer partnerships
- Referral and loyalty programs
- Exclusive discounts & loyalty rewards
- Fast & secure shipping
- Personalized shopping experience

COMPETITIVE ADVANTAGE

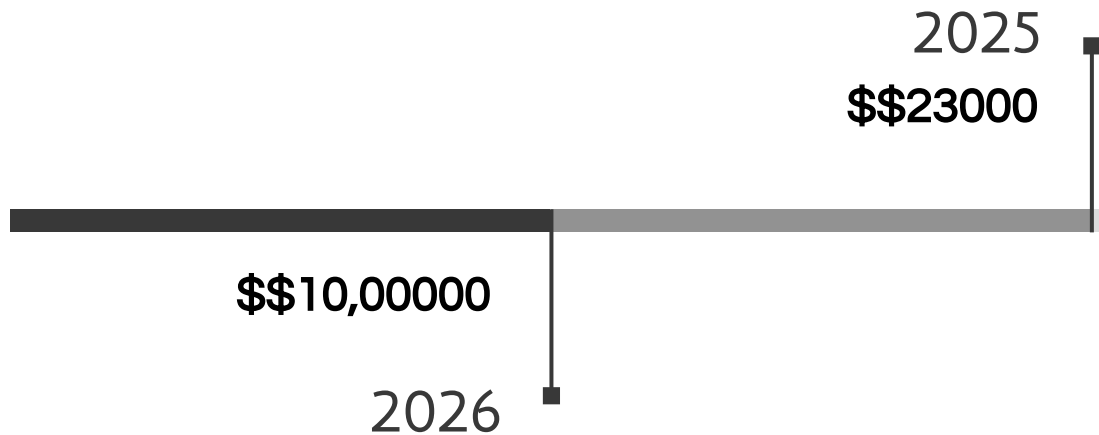
Unlike mainstream furniture marketplaces like IKEA and Wayfair, Urban Loom provides AI-powered recommendations and direct connections with artisans, creating a truly personalized shopping experience

Feature	Urban Loom	IKEA	Wayfair	Pepperfry	Daraz (Furniture)
AI-Powered Personalized Recommendations	✓	✗	✗	✗	✗
Custom Interior Design Consultation	✓	✗	✓	✗	✗
Direct Artisanal & Handmade Furniture Connections	✓	✗	✗	✗	✗
Flexible Payment & Installment Plans	✓	✓	✓	✗	✓
Premium, Curated & Verified Furniture Listings	✓	✓	✓	✓	✗
Fast & Secure Checkout with Multiple Payment Options	✓	✓	✓	✓	✗
Integrated Augmented Reality (AR) View for Furniture Placement	✓	✗	✓	✗	✗



FINANCIAL PROJECTIONS

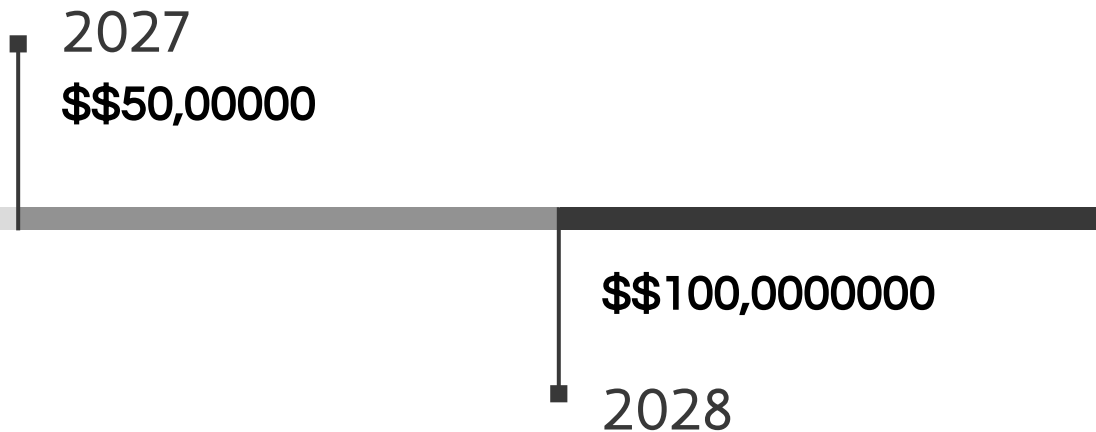
Projected Revenue (Next 4 Years)





FINANCIAL PROJECTIONS

Platform Development, Marketing, Operations, Customer Support.



THE FOUNDER

AYESHA FAISAL

The CEO of Urban Loom

Our team is in the strategic development phase, with key roles being carefully curated to ensure expertise in technology, marketing, and operations. We are actively assembling a group of industry professionals who will drive Urban Loom's success and innovation.



FUNDING ASK

1. Seeking \$300,000 for platform expansion, marketing, and operations.

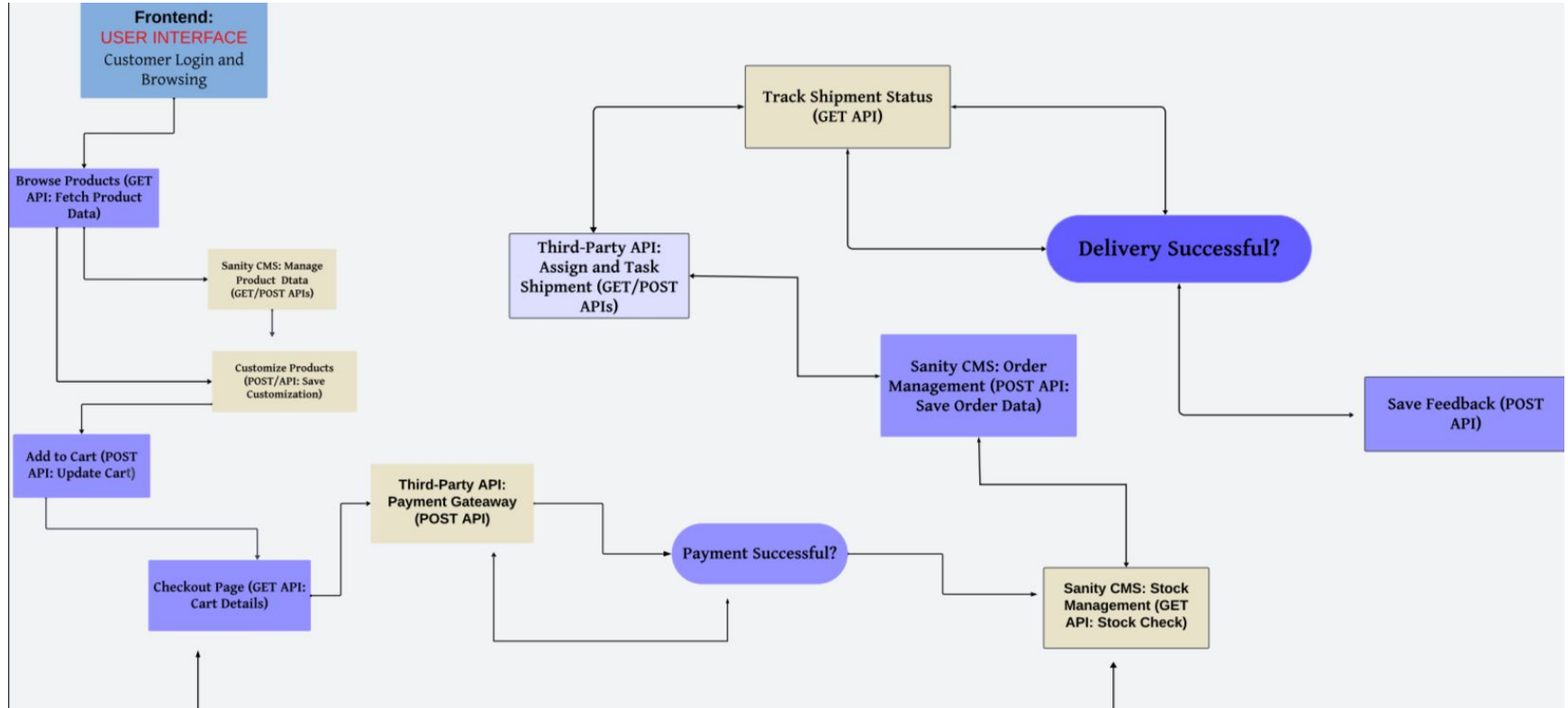
Breakdown of Fund Utilization:

50% Product Development

30% Marketing & Customer Acquisition

20% Operations & Logistics

URBAN LOOM ARCHITECTURE



CALL TO ACTION

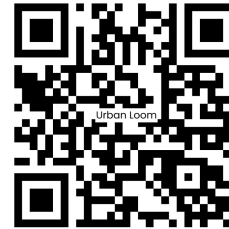
Why should investors fund Urban Loom?

- Unique market opportunity.
- Strong business model with revenue potential.
- Scalable platform with future AI-based innovations.

Contact Information:

- **Email:** UrbanLoomOffical@gmail.com
- **Phone:** +92 323 33424

Visit Website



Scan me!

The background features several dark gray geometric shapes: a triangle in the top-left corner, a triangle in the bottom-left corner, and a triangle in the bottom-right corner. Thin, light gray diagonal lines cross the background, separating the dark gray shapes from the white space.

Thanks For Viewing

Ayesha Faisal