2id Interiors  
No, of course not.

Gabriel Almeida  
Talk to him.

2id Interiors  
But you guys are in Brazil here.

Gabriel Almeida  
We are in Boston now. We just graduated from our MBA at mit. Yeah.

Emilio Alvarez  
Hi, how are you?

Gabriel Almeida  
This is good.

Emilio Alvarez  
Doing well.

2id Interiors  
Good.

Gabriel Almeida  
And we are now, like, in a extension program that's like a startup incubator accelerator for new companies here at mit. And we're currently exploring, Lila, like, a thesis around digital tools and technology for interior design firms, architecture firms, like everyone in your ecosystem of work. That's what brings us to talk to you today. We're just trying to learn as much as we can from people like you about the space that we know nothing about. So we would love to ask you some questions if that's okay. But if you have any questions for us before, we're happy to answer those questions.

2id Interiors  
Okay, go ahead.

Gabriel Almeida  
Okay, cool. So I think the first thing, Lila, is do you have people internally in your team that only do drafting for you?

2id Interiors  
Yeah.

Gabriel Almeida  
Okay. And are those people locally with you in your office, or are they overseas?

2id Interiors  
Yeah, employees in the office.

Gabriel Almeida  
And you work in Miami now?

2id Interiors  
Yep.

Gabriel Almeida  
Okay, cool. And all these people do is drafting or they do other stuff, too?

2id Interiors  
I have two that only do draft and then all the other designers. We are a team of 20.

Gabriel Almeida  
Okay.

2id Interiors  
So everybody from the design team, they also do, you know, drawings and. Got it when needed. Everybody knows how to do it, but, like, just drafting and doing very technical. It's two of them.

Gabriel Almeida  
Got it. And you're the owner of the firm.

2id Interiors  
Yeah.

Gabriel Almeida  
Okay.

Emilio Alvarez  
Got it.

Gabriel Almeida  
And how come you didn't. Or have you ever thought about hiring the drafters directly in Brazil and working with them?

2id Interiors  
Yeah, we do that, too. It depends on the load of work we have. But what we learned is that it's a little bit tricky to work, to send the work outside unless the person is really good.

Gabriel Almeida  
Okay.

2id Interiors  
Unless we have, you know, more available time to explain the project, it becomes a little bit of a drag because when we're working here, you know, side by side, it's much faster than outsourcing.

Emilio Alvarez  
And can you say more about what makes it tricky? Is it literally just, like, communication or.

2id Interiors  
Yeah, yeah, communication. Waiting for them to do the work and then us revising and then sending back. And, you know, there's a lot of back and forth.

Emilio Alvarez  
And how does that happen? Today they're sending back and forth and revisions emails.

Gabriel Almeida  
Okay. But that's only when you hire that extra help overseas. Right, but so, Lila, when you. When you're, like, drafting with your employees in your shop, right, you still. You still need that Back and forth. Right.

2id Interiors  
Yeah. But we are here. So we look at them doing something the computer already explained. That's wrong. It's a must. Faster pace.

Gabriel Almeida  
Okay. I would say so you rather. Well, you'll rather pay a premium, like twice more in the labor to have that, like, higher efficiency than save, I don't know, 50 of their salary.

2id Interiors  
I have phases. I have phases.

Gabriel Almeida  
Okay.

Emilio Alvarez  
I see.

Gabriel Almeida  
It depends how hot the business is. Right.

2id Interiors  
Sometimes I want to fire everybody. Outsource. Sometimes I need everybody here next to me.

Gabriel Almeida  
Okay.

Emilio Alvarez  
Yeah.

Gabriel Almeida  
Got it, Got it. All right, let me see. Where do we go from here? I think we can ask Lila directly. Emilio. Because she's a little short on time. About, like. So I think would be helpful is to tell you exactly what we're thinking, and then you tell me if this is something that for your firm would be interesting or not. Right. Again, I'm not trying to sell you anything here. We're just trying to understand if there's enough demand in this market for it to be worth our time building something for. For. Right.

2id Interiors  
I think I would say that if you're building something smart for interior designers and architects, and that's something that we have meetings in the office all the time. Is that we need to be taking advantage of technology more.

Gabriel Almeida  
Okay.

2id Interiors  
I think I feel a little bit archaic. Is that a word?

Gabriel Almeida  
Yes, it is.

2id Interiors  
Without a CAD and then the shop drawings, so on. Because it takes one month to do a freaking project. We have big projects, so we all like this AI shit. Should be doing everything for us. Renders, elevations, floor plans and everything. So we keep looking. Like, my business partner and I, what tools do we need to be using to, you know, make the process faster?

Gabriel Almeida  
Absolutely.

2id Interiors  
We're always behind.

Gabriel Almeida  
Yeah. Look, ultimately, I think we can disclose this with you, Lila. Ultimately, our vision and something that we think we create a lot of value is creating the first, like, good version of Generative AI that drafts for you and that renders for you. Right.

2id Interiors  
So that there are a lot of programs doing that and we're testing some.

Gabriel Almeida  
Okay.

2id Interiors  
However, you still need the person doing all the, you know, the.

Gabriel Almeida  
Yeah.

2id Interiors  
Have to fix a lot.

Gabriel Almeida  
Can you tell me the name of some of those programs, please? Do you have them on top of your mind?

2id Interiors  
Even 3D max SketchUp. They all do elevations and technical drawings. But we also using a system that is called Kohun for. We originally got it for, like, quick renders that are not very realistic. Just quick, you know, images that we had to do. And then we learned that they also do little Elevations from the rand that they can do. Elevations and floor plan just don't look as professional as the way we did. But we even considered simplify what we do to take advantage of the software to be doing for us.

Gabriel Almeida  
And does this software work like, is it like a chat bot? Like chat gbt, Lila?

2id Interiors  
It's like a whole program that the designers have to build the room and then apply materials and design it.

Gabriel Almeida  
So. Okay, so I think that what we're thinking may be different than this. So what we're thinking, Lila, is something that your designer can open a chat with and maybe have a conversation. Just like nowadays you can speak to chat GBT and have a conversation instead of typing and be like, okay, here's my initial sketch that I did for three minutes. Right. Here are some pictures of the property. Here's I don't know, a very basic 3D rendering that I did. Like take this to the next level now. Like make my shop drawings. Make my like rendering. Is this something that this software is kind of trying to do or is it very different from what you're saying?

2id Interiors  
I think what you're saying it's more for clients, homeowners and people that want to do quick projects in ChatGPT. But I don't see myself using it because we do very custom, we do very high end custom projects.

Gabriel Almeida  
Yeah.

2id Interiors  
So I don't see ourselves like giving away the design side of it, like the creation.

Gabriel Almeida  
Okay.

2id Interiors  
We want helping tools. But now like a ChatGPT to be doing the project. I don't think.

Gabriel Almeida  
Yeah, like the vision would still be yours, Lila. Like what we're trying to cut is like the time that like you need to pay a drafter to like put it on paper. You know what I mean? Like it's not like contributing creativity into the process. It's just trying.

2id Interiors  
There was a software that got renderings for me with one floor plan and detail the entire project. I will buy it today.

Gabriel Almeida  
Okay.

2id Interiors  
If that's you're saying and what.

Gabriel Almeida  
Is it that these softwares that you're experiencing, experimenting with today, Lila? Like what is it exactly that they do and what's like not about them? Like what's not good enough?

2id Interiors  
I think it's the quality. I think our lab was very, our bar is very high.

Gabriel Almeida  
Yeah.

2id Interiors  
Very, very realistic renders and videos. You walk through the house, very realistic. So these software is a little bit, you know, not super high end quality resolution.

Gabriel Almeida  
But what do they do exactly, Lila? Like what do they do exactly?

2id Interiors  
The software here renders and drums. I. Yeah, I think it's the quality. I think it's gonna get better and better with time, but for now it's a little bit still. A little bit, yeah. Ugly images, Ugly drawings, you know, but.

Gabriel Almeida  
What, what are they?

Emilio Alvarez  
And is the output images or is it like an actual cat?

2id Interiors  
So one of them, this cohon, one you build as you go, almost like a sketchup.

Gabriel Almeida  
Okay.

2id Interiors  
But then it creates rendering images, but not ultra realistic the way we used to, but it helps for like secondary bathrooms, rooms that are not important to show off. And then from that you can create floor plans and elevations from the rendering image, you know?

Gabriel Almeida  
Okay, got it. But the floor plan. So when. So educate a little bit us. Lila, if you can. Like when you say that it creates the floor plans in the elevations, is that, are those the things that your team drafts or when you talk about drafting. Those are different drawings than floor plans and elevations.

2id Interiors  
To us, our drafting people, they do the technical drawing. So after rendering is beautiful and approved, it goes to drafting, which is floor plans, set of ID plans and elevations. You know, RCP lighting plan, floor plan, wall covering plan, all the plans plus elevations, all the shop drawings from your work. No bathroom elevations and so on.

Gabriel Almeida  
Okay, cool.

2id Interiors  
The drafters are not designing, they are doing the execution of the project paper.

Gabriel Almeida  
No, that makes sense. Emilio, ask what you want to ask.

Emilio Alvarez  
Sure, yeah. So one of the other things that we're, we've been hearing a lot lately is that until if it's wrong for your case. But one of themes that we're hearing as we speak with people like yourselves is that the communications and like these iterations, for example, even if you're speaking with people who are like in your own studio, that oftentimes like the action items fall through and that like there isn't like a way to like manage everything that some of the things are via email, some are WhatsApp, some are on Zoom, etc. That that often leads like a workflow that just isn't all that productive and sometimes you don't know who owns what. Is that something that rings a bell for you?

2id Interiors  
100% top of the gauge.

Gabriel Almeida  
Like one of the things that we hear that's a problem in a lot of interior design firms, especially high end firms like yours is your team has to go through a million channels, like five different WhatsApp groups, emails, I don't know what like zoom. And you have to extract like to dos right like action points from all of those and then you need to communicate back into all those. Right. So one of the products that we're envisioning is creating like basically connecting all those channels for your team so that we can give you one centralized app that extracts all the action points from all those channels and then you can communicate just from one place, everything, right?

2id Interiors  
Yeah. We use two project management tools here in the office. One is Houzz Pro. Yeah, any house Pro. You can have plans, you can have all documents, you can have communications that we don't do with clients. We try to keep just for the internal people and we use Monday for project management communication also within us. But yeah, to me, and there are other softwares that can do that if the communication between clients and us where anything that needs to be decided or designed, you know, the communication is only that place that we don't have. Because yeah, text message calls, emails, WhatsApp. It's impossible not to.

Gabriel Almeida  
So would it be valuable, Lila, if we created something for your firm, right, that not only your interaction with clients, but your interactions with your team, your interaction with your partners, your mill workers, your GCs. If we gave your tried.

2id Interiors  
We did teams. I think it was teams. We say we're not going to use WhatsApp anymore. This is crazy. Like, because everything is so heavy loaded in WhatsApp. So went through a phase where we say no more WhatsApp in the company. But we couldn't. We couldn't.

Gabriel Almeida  
But the idea is not to replace WhatsApp or replace the email. So there's these things, there's this thing called like API, which is basically technology that can pull from all those channels without replacing them. And like creating an application where all the information from those channels are pulled and that through that application you can hit send and it goes through whatever channel you select in that application. So you're not replacing WhatsApp. You're not weird. It's just like it's giving you a way to more in a more organized manner for you not to have to click through your WhatsApp. Click through that. You know what I'm saying?

Emilio Alvarez  
And because everything is linked. Like the idea is that if you send a message on WhatsApp, on this one project, if you then go to your computer and log into our application, like all the messages on that project are there, but if you then leave, you can see what's in what Messages were from WhatsApp or what have you. That's the idea.

2id Interiors  
Okay, yeah, that's what we use Monday for. But we like copy pasting everything that was happening here and there. And so, yeah, it's very inefficient. Yeah.

Gabriel Almeida  
Awesome. Well, look, we want to be respectful of your time. We know your team is, you know, literally on breathing down your neck. What would be super valuable to us, Lila, if you are potentially interested in, like, exploring more, what we could potentially build for you was. Would be to hear a little bit from your team. So if you would give us permission to do so, I think that'd be, like, super helpful.

2id Interiors  
Okay. Okay, great.

Gabriel Almeida  
Sounds good. So maybe I can shoot you a text later and you can send me something. Their contacts, and I can. I can reach out to them directly.

2id Interiors  
Okay, Sounds good.

Gabriel Almeida  
Awesome. Thank you so much.

2id Interiors  
Thank you.

Gabriel Almeida  
You too.

2id Interiors  
Bye.