



The Cactus

ECOMMERCE INTERIOR DESIGN



HAMMAN



REMY



MARVIN

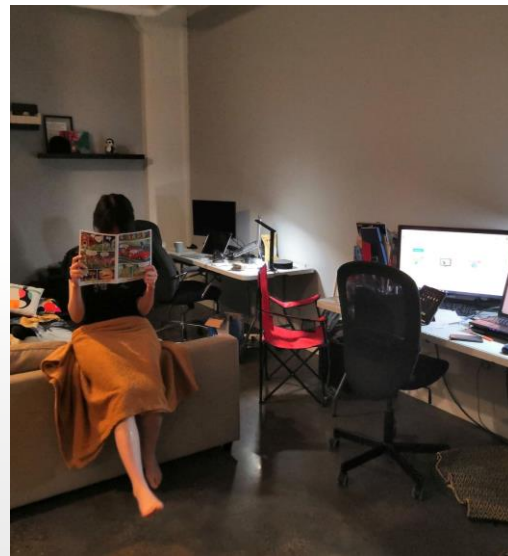




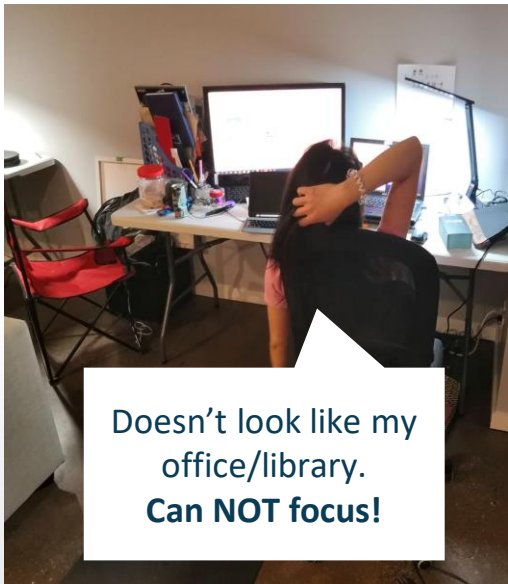
Working/Studying



exercising



Entertaining/ Relaxing



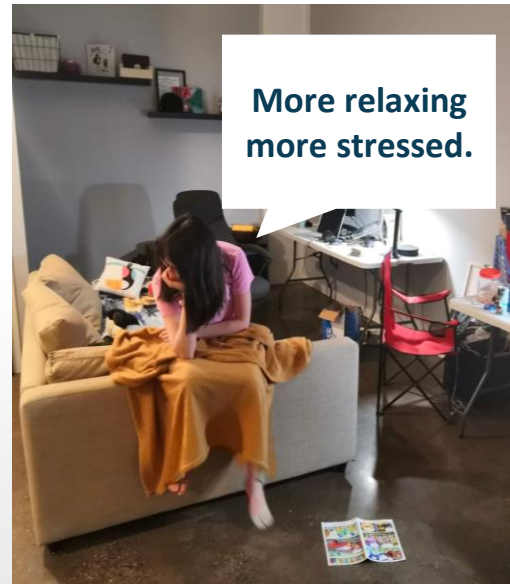
Doesn't look like my
office/library.
Can NOT focus!

Working/Studying



**Ouch! My
foot!**

exercising



**More relaxing
more stressed.**

Entertaining/ Relaxing



Studying

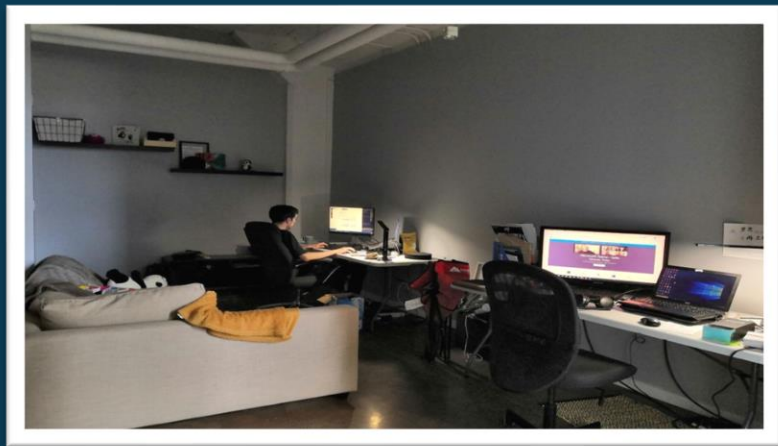
working

Entertaining

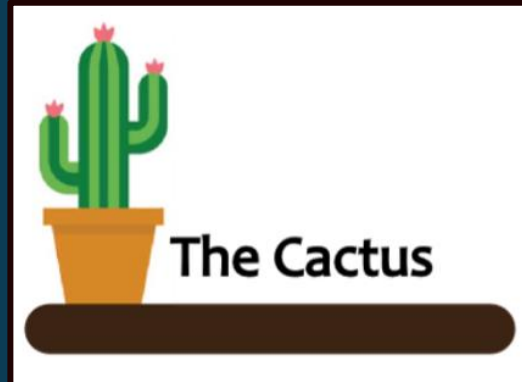
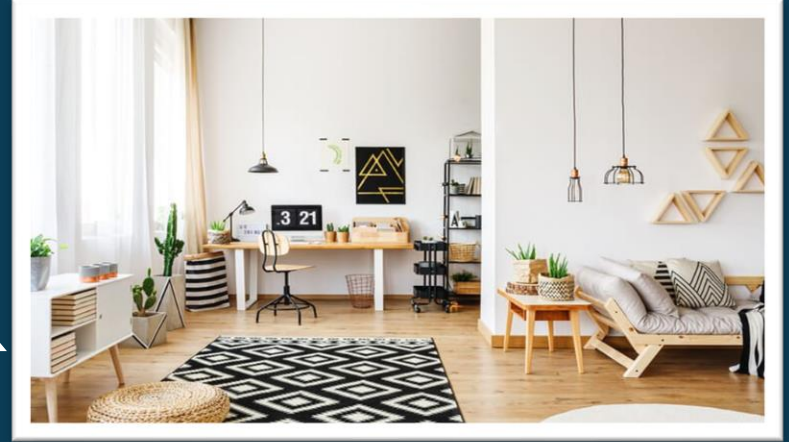
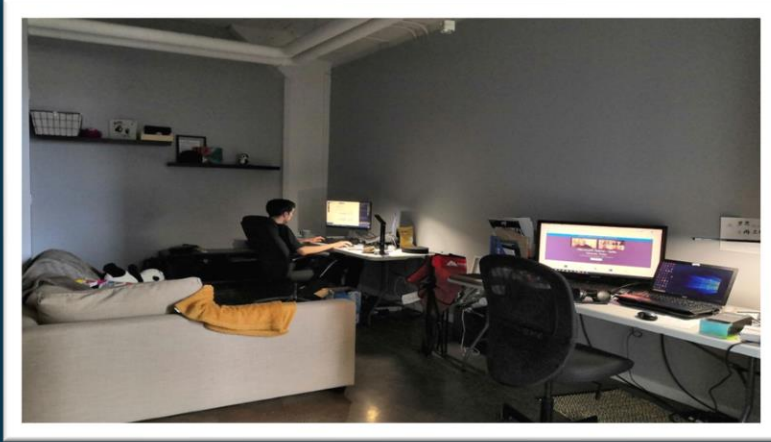
exercising



relaxing



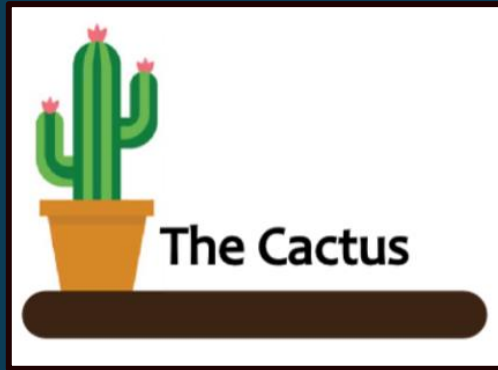
\$5000 10-12month Exhausting





Demo Time

aka.ms/thecactus



AI meets Interior Design

Let AI help you decorate your interior! **Cactus** will learn what colors and styles you like

[Start Demo »](#)

1 What's Your Style?



2 Cactus Gets You



3 It's Personal-ized!



What's Your Style?




Your (Dis)Likes

[Refresh Images](#) 

Urban

**DEMO**


Personalized for You!

Buy similar on 




Buy similar on 





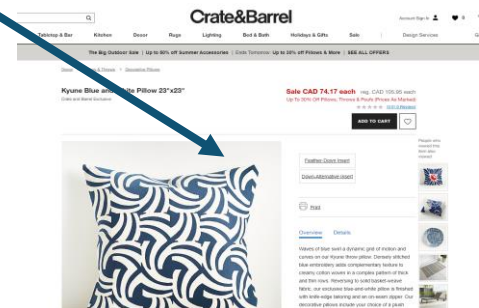
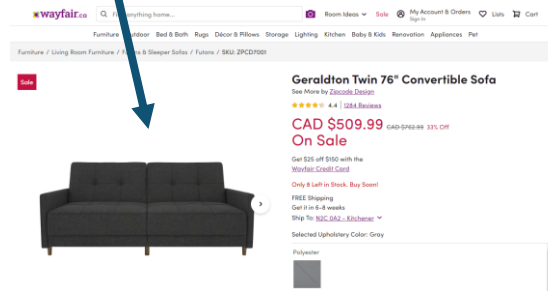
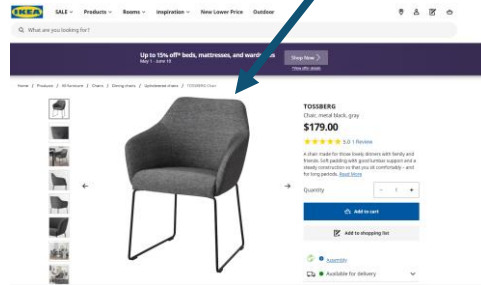
Buy similar on 



Buy similar on 



© 2020 Discover AI Challenge • Stock images courtesy of  • Powered by 



DEMO



1min

~~10-12months~~

\$

\$99 = 4X

~~\$5000~~

Peek Under the AI Hood

Content-Based Recommender System

AI Color Detection

Styles You Like!



Your Top Trends

interior # home # kitchen # bedroom # architectural # grey # brown # green

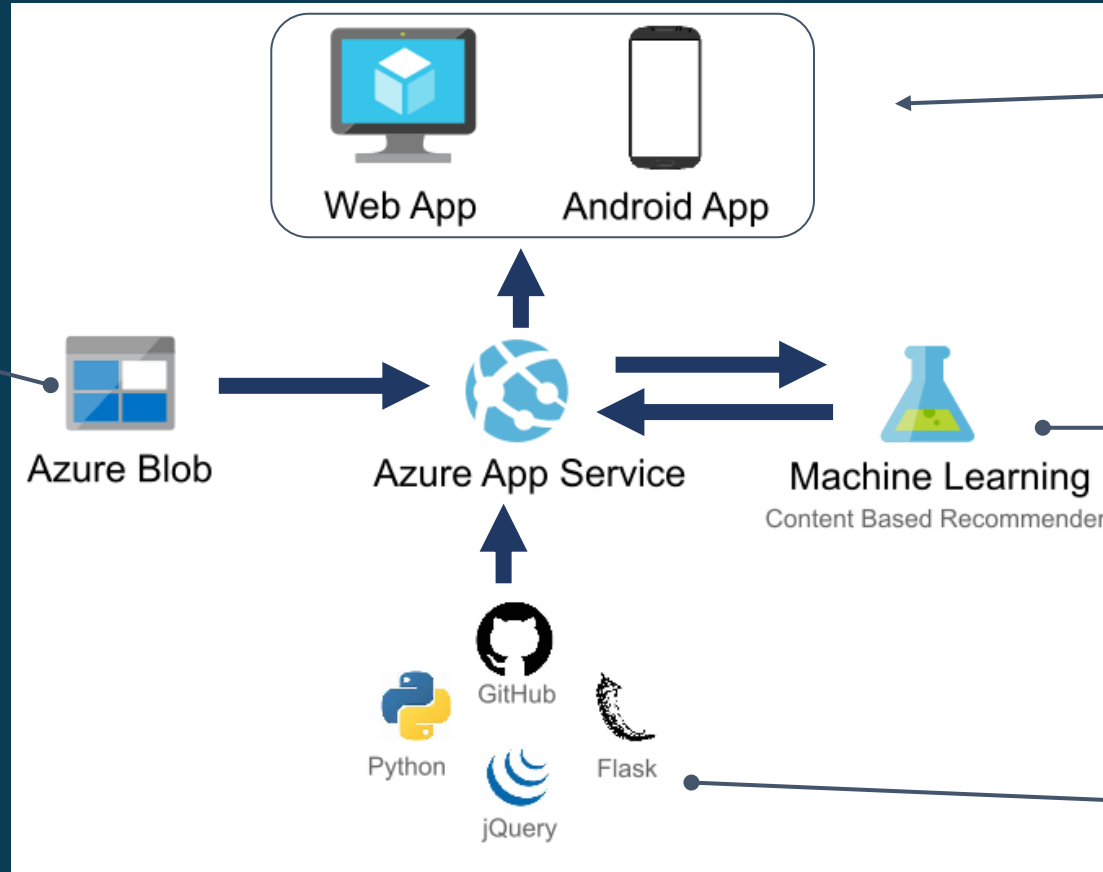
Not-So-Hot Stuff



Tagging API

DEMO

Project Details



What the customer interacts with

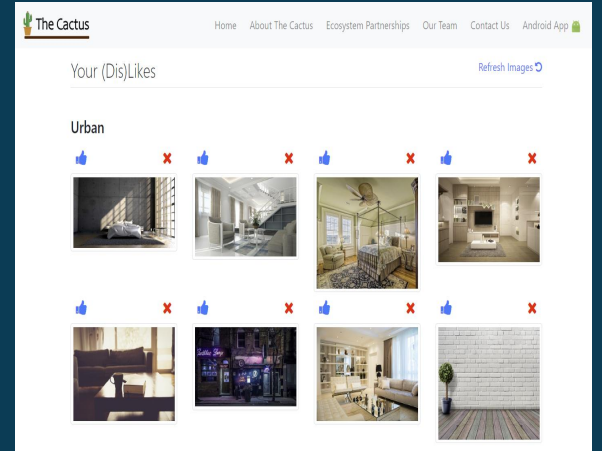
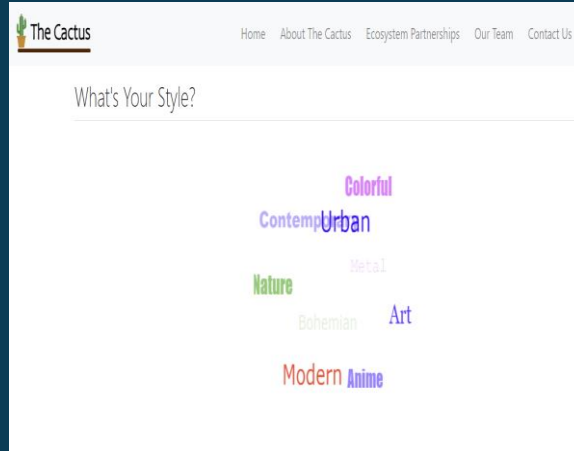
Images go here

Machine learning magic goes here

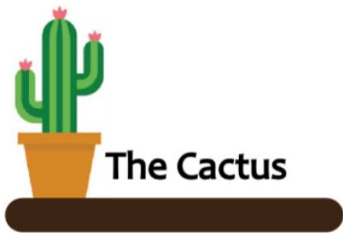
Code goes here



<https://thisisretail.com.au/blog/ikea-trial-mobile-app-to-enhance-in-store-experience/>



Bright Future



wayfair

shopify



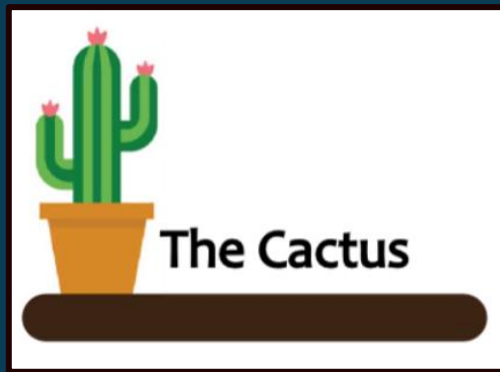
Cactus AI
Smarter Personalization

3D Home Model
Powered by AI

Retailer Ecosystem
Win-Win Partnerships

Check out the Cactus AI Web App at

aka.ms/thecactus





The Cactus is for...

**25-38 years
old**

**Young
professionals**

**First Time
Homeowner / Long
Term Renter**



Tech Savvy

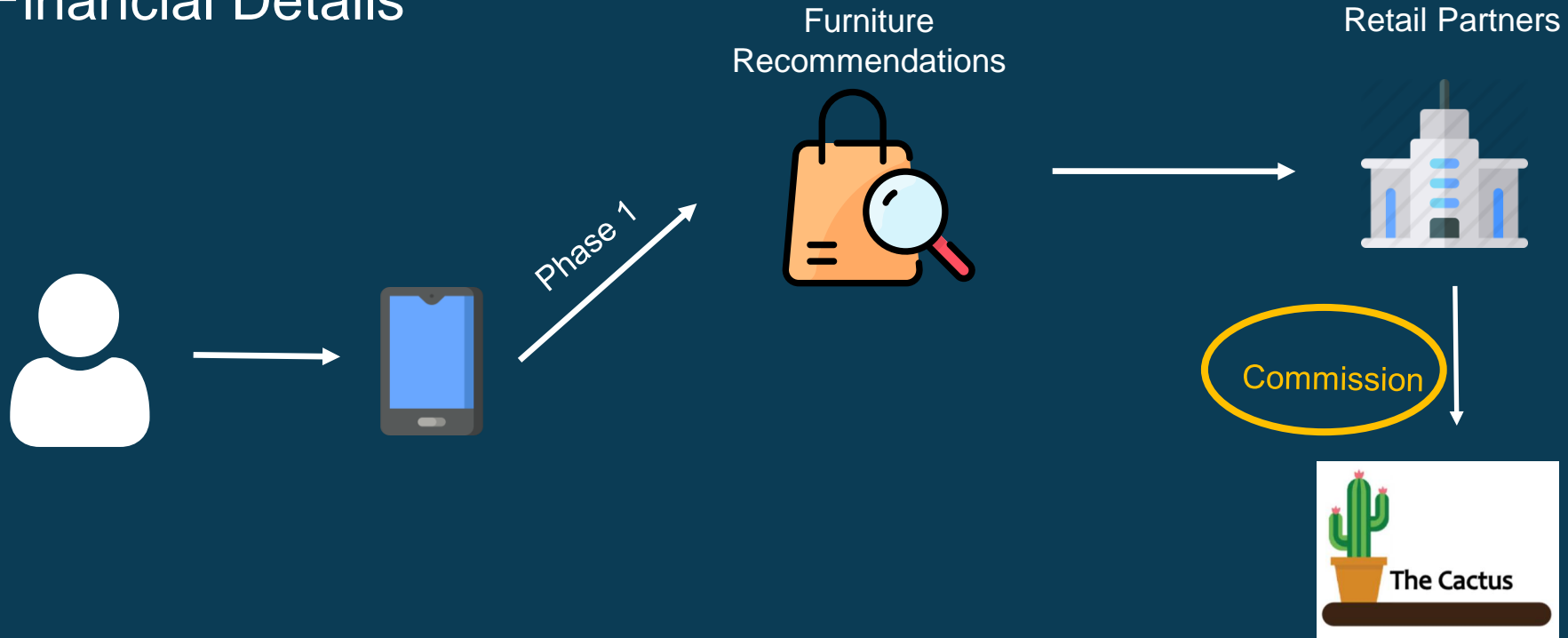
**Personalization &
customization**



7 million

\$15.8bn

Business Model & Financial Details



Business Model & Financial Details



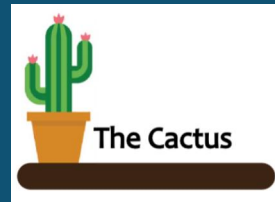
price customer growth lifetime
\$99 15% 18months +

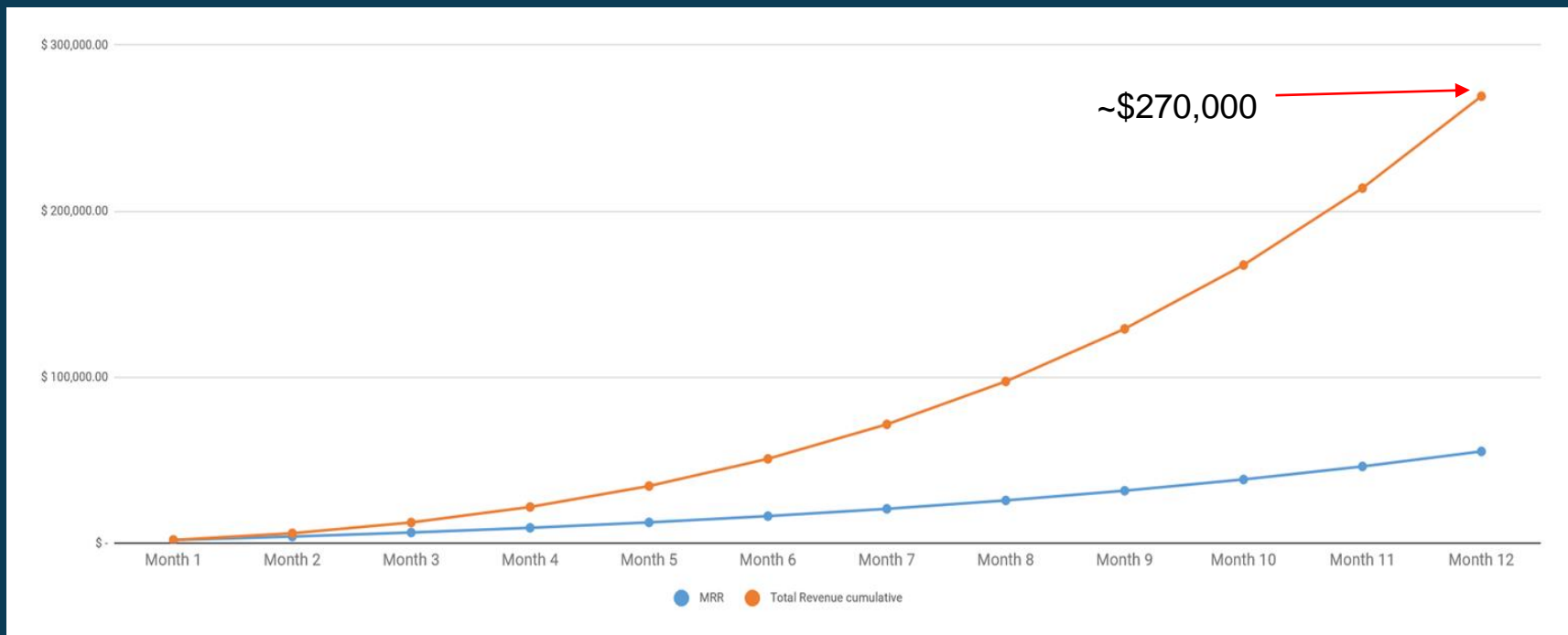


AI Generated
3D blueprints
& **MORE**



Purchases





Product Timeline



MAY

Maintenance & Phase 2

APRIL

Deployment in market

2021

OCTOBER

MVP

JUNE

Planning & Requirements Analysis

APRIL ~ MAY
2020

Proof of concept & Fund raising
Problem research, & Initial concept

THE CACTUS

Interior design doesn't need to be complicated,

It can be as simple as putting a **cactus** on your windowsill

Or a Click away from **The Cactus**



The Cactus

Meet the Cactus Team



Hamman Samuel

PhD candidate
Computing Science
University of Alberta

Tech Developer



Xiaomin Wu(Remy)

Undergraduate student
Food Science Business Management
University of Alberta

Project manager



Wai Kit Neoh (Marvin)

Undergraduate Student
Business and Technology
University of Alberta

Business analyzer

We are

Growing

Real fighters

Energetic people

Ambitious

Talented

Thank you!

Vote for The Cactus!

