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| Stakeholders | | How they would benefit/why invest? | Level of investment |
| Users – Customer base | | Users want an easier way to visualize a space before investing heavily financially into designing and decorating , hence we offer a an option for them to make a make a low investment and be more sure about their idea before investing heavily into Furniture/decorators etc. | High |
| Decorating companies | | Want to know what users want so that they can acquire the right workforce and tools | High |
| Government/Market Research companies | | We would hold data which could be of value to Market Research companies, as we have significant data on consumer trends. | Low |
| Freelance decorators | | Provide them with suitable work accustomed to their expertise/skills. | High |
| Shareholders | | Want to invest as they see there is a potential for the company to grow and for them to get a feasible return on their investment. | High |
| Furniture production companies | | Want the data on the trends of the industry, for example what pieces of furniture customers mostly use within the app, and which designs are liked the most. This would enable them to produce the type of furniture wanted by the public and keep a closer eye on the industry patterns. | Mid |
| Retailers of furniture | | Retailers such as ‘Dfs’ and ‘CarpetRight’ , would want to know fashion trends , such as what is in demand in different times of the year so they can sell more efficiently and maximise profits. Retailers would also want their catalogue features within the companies site/app so that they can become more popular among users. | High |
| Government/Market Research companies | | We would hold data which could be of value to Market Research companies, as we have significant data on consumer trends. | Low |
| Government/Banks | Has multiple funding schemes for start-up companies. Also the company could potentially need a loan from a bank to start out. | | Mid |