



SMARTVIZX

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Fragmented Collaboration Leading to Inefficiencies

The AEC industry operates with numerous stakeholders (architects, engineers, contractors, clients, suppliers) working in silos, often using different tools and processes. **This lack of real-time, centralized collaboration results in miscommunication, conflicting decisions, and inefficiencies in workflows.** These inefficiencies drive design errors, time delays, and cost overruns, especially as projects scale in complexity.

Limited Design Visualization Tools

Traditional 2D plans, static renders, and physical models fail to provide an accurate sense of scale, volume, and spatial dynamics. **Stakeholders—especially clients—often misunderstand the design intent, leading to multiple iterations, dissatisfaction, and misaligned expectations.** This issue significantly increases project timelines and costs while creating frustration for both designers and clients.



High Costs of Resolving Errors in Construction

Errors or discrepancies that arise during the construction phase are exponentially more costly and time-consuming to address than if they were resolved earlier. **Current tools and workflows lack real-time validation mechanisms to catch and resolve these issues during the design phase,** resulting in material wastage, budget overruns, and delayed delivery.

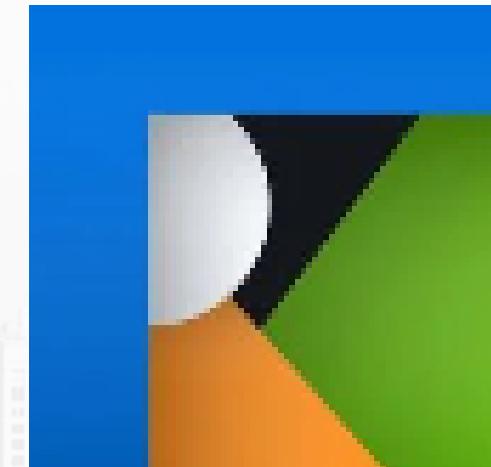
Outdated Material Selection and Integration Processes

Material selection relies on **physical samples, mockups, and catalogs, which are time-consuming, resource-intensive, and poorly integrated into design workflows.** This inefficiency leads to delays in decision-making, increased costs, and limited experimentation, ultimately slowing down the execution of projects and impacting quality.



Lack of a Single Source of Truth

The absence of a centralized, dynamic platform where all stakeholders can work on a unified model leads to inefficiencies, outdated versions of plans, and uncoordinated workflows. This fragmentation causes duplication of effort, confusion, and delays, as stakeholders struggle to align on the latest design or construction changes.



Trezi by SmartVizX



Trezi

Trezi is a SaaS-based VR platform transforming design communication and collaboration in the AEC industry. It enables stakeholders—architects, interior designers, real estate developers, architecture students, product manufacturers, project managers and clients (homebuyers etc.)—to experience, review, and modify architectural designs in a photorealistic, immersive virtual environment. The platform solves critical inefficiencies in design workflows, offering significant cost, time, and material savings.

Trezi leverages cutting-edge VR, AR and MR technology to reimagine traditional design workflows across domains:

Compatibility with popular architecture design software (SketchUp, Rhino, Revit) ensures seamless integration into existing processes, allowing projects to be easily uploaded.

Virtual product catalogs allow for real-time material selection and detailed mock-ups, reducing reliance on physical prototypes.

Available on **mobile** and **desktop systems**.



Providing immersive, to-scale and photo-realistic design visualization that enables stakeholders to “walk through” projects virtually before construction.

Streamlining collaboration through real-time, cloud-based updates that integrate all parties, even across geographies.

Reducing errors and material wastage by identifying design flaws early in the process.

Leadership at Helm

Tithi Tewari

Co-Founder and Managing Director
B.Arch (CEPTA)

Over 20 years of experience in
architecture, design, and product
development



Tithi leverages her extensive experience in designing for Fortune 500 companies to lead Trezi's sales, marketing, and corporate strategy, transforming design communication in the AEC industry through immersive VR technology.

Gautam Tewari

Co-Founder and Chief Product Officer
M.CM (UNSW)

Over 20 years of experience in
architecture, design, and
technology integration



Over 20 years of experience in architecture, design, and technology integration. Gautam combines his global expertise in construction management and VR to bridge communication gaps in the AEC industry, co-creating Trezi to revolutionize design collaboration.

Dr. Alok Gupta

Chief Technology Officer
PhD

Over 20 years of experience in scaling SaaS,
Fintech, and VR businesses



Dr. Alok is a technology leader with expertise in AR/VR and Agile Development, having scaled multiple companies to billion-dollar valuations, now driving sustainable innovation at Trezi.

VIZI CHATBOT

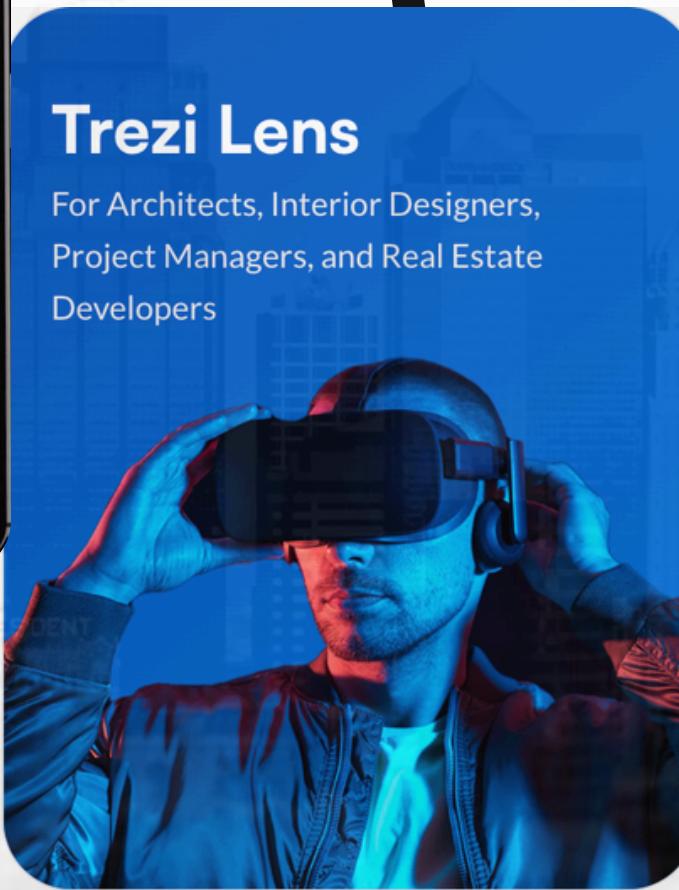
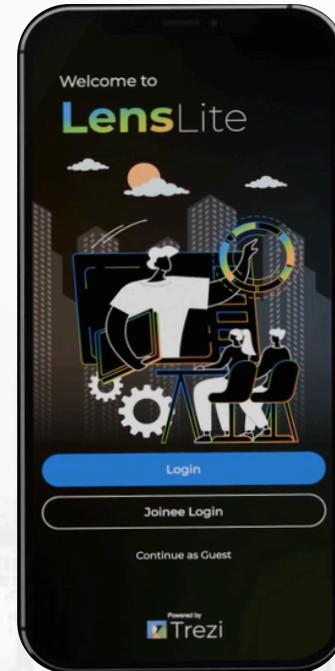
Treziverse

Products & Offerings



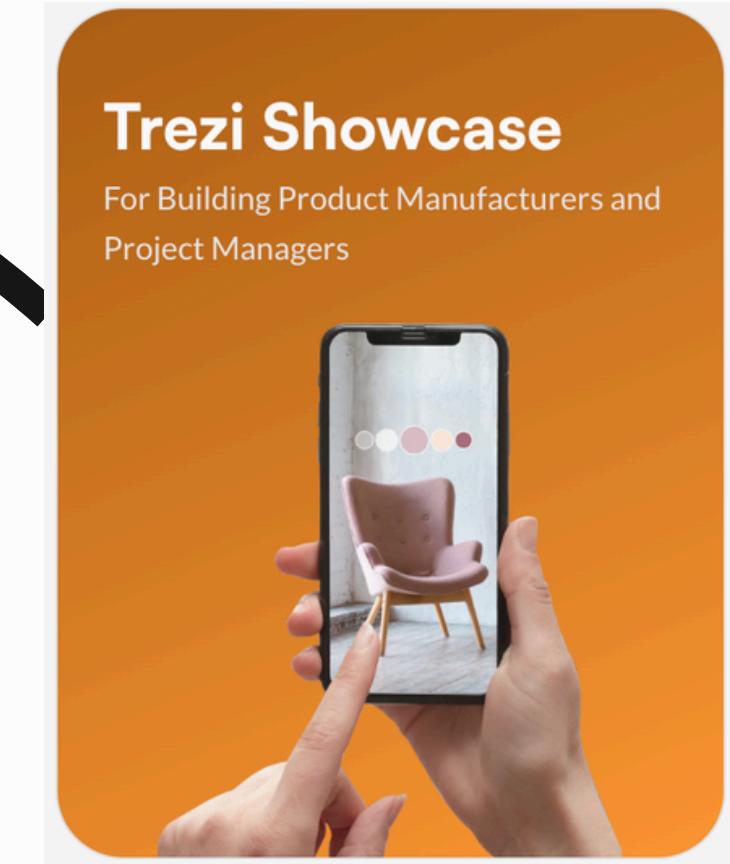
Trezi Academy

For Students and Faculty



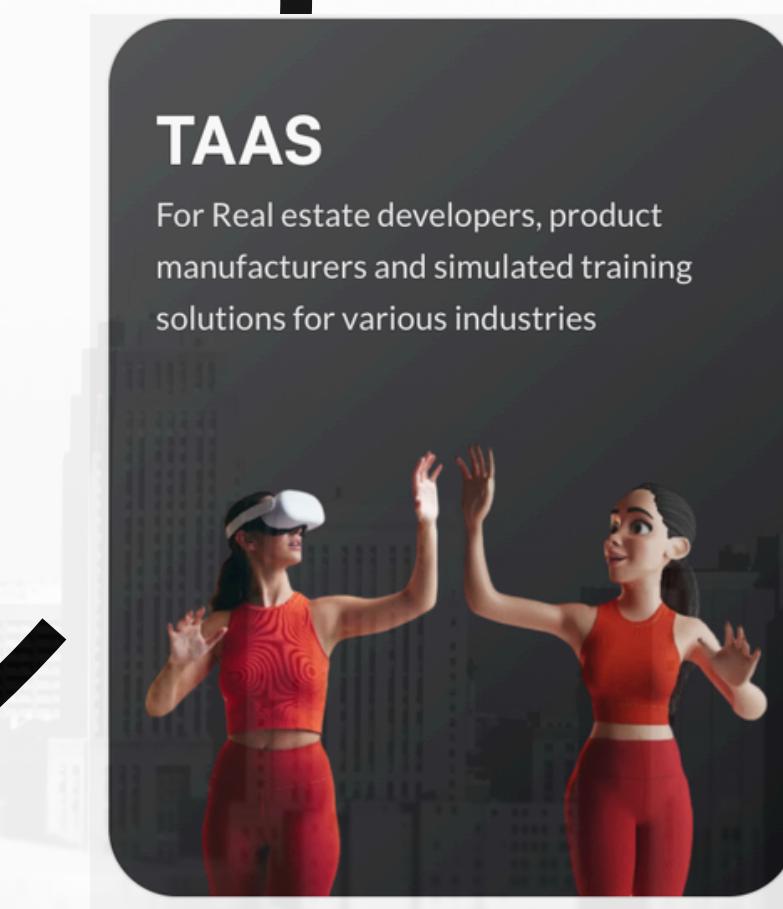
Trezi Lens

For Architects, Interior Designers, Project Managers, and Real Estate Developers



Trezi Showcase

For Building Product Manufacturers and Project Managers



TAAS

For Real estate developers, product manufacturers and simulated training solutions for various industries



Trezi As A Service (TaaS) leverages cutting-edge technologies like **Metaverse, AI, AR, VR, XR, and MR** to revolutionize design, real estate, and project management. It offers immersive 3D visualization for lifelike walkthroughs, Metaverse-enabled collaboration with digital avatars, and AI-driven voice tools for intuitive updates and faster approvals. With AR/MR integration and Digital Twins, TaaS enhances decision-making, reduces prototypes and mid-project changes, and delivers significant efficiency and cost savings, transforming how spaces are designed and managed.



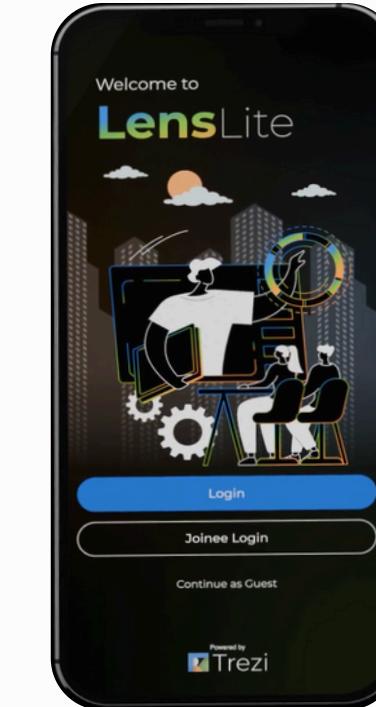
Trezi Showcase is a platform that transforms 2D product catalogs into immersive 3D models, enabling building product manufacturers to showcase their offerings to architects and designers using AR, VR, and XR. With customizable virtual showrooms, global accessibility, and device-agnostic functionality, it streamlines product discovery, enhances sales, and reduces costs by eliminating the need for physical showrooms. Trezi Showcase also provides data-driven insights to refine strategies, all accessible via its Android app.

VIZI CHATBOT

ViZi is an AI assistant designed for Trezi Lens, providing real-time insights, best practices, and solutions to streamline workflows.



Trezi Academy is a VR platform designed for architecture and design students to bridge academia and professional practice through immersive visualization, expert-led training, and real-time collaboration. It offers a 15-hour program with industry practitioners, hands-on 3D exploration for enhanced design precision, and seamless interaction with peers and faculty to refine design communication. By integrating cutting-edge technology into academic workflows, Trezi Academy prepares students for digital-first careers while supporting professionals in enhancing teaching methodologies.



Trezi LensLITE is an cost-effective, agnostic VR platform designed for architects, interior designers, real estate developers, and project managers, enabling immersive visualization, real-time collaboration, and seamless integration with existing 3D workflows.

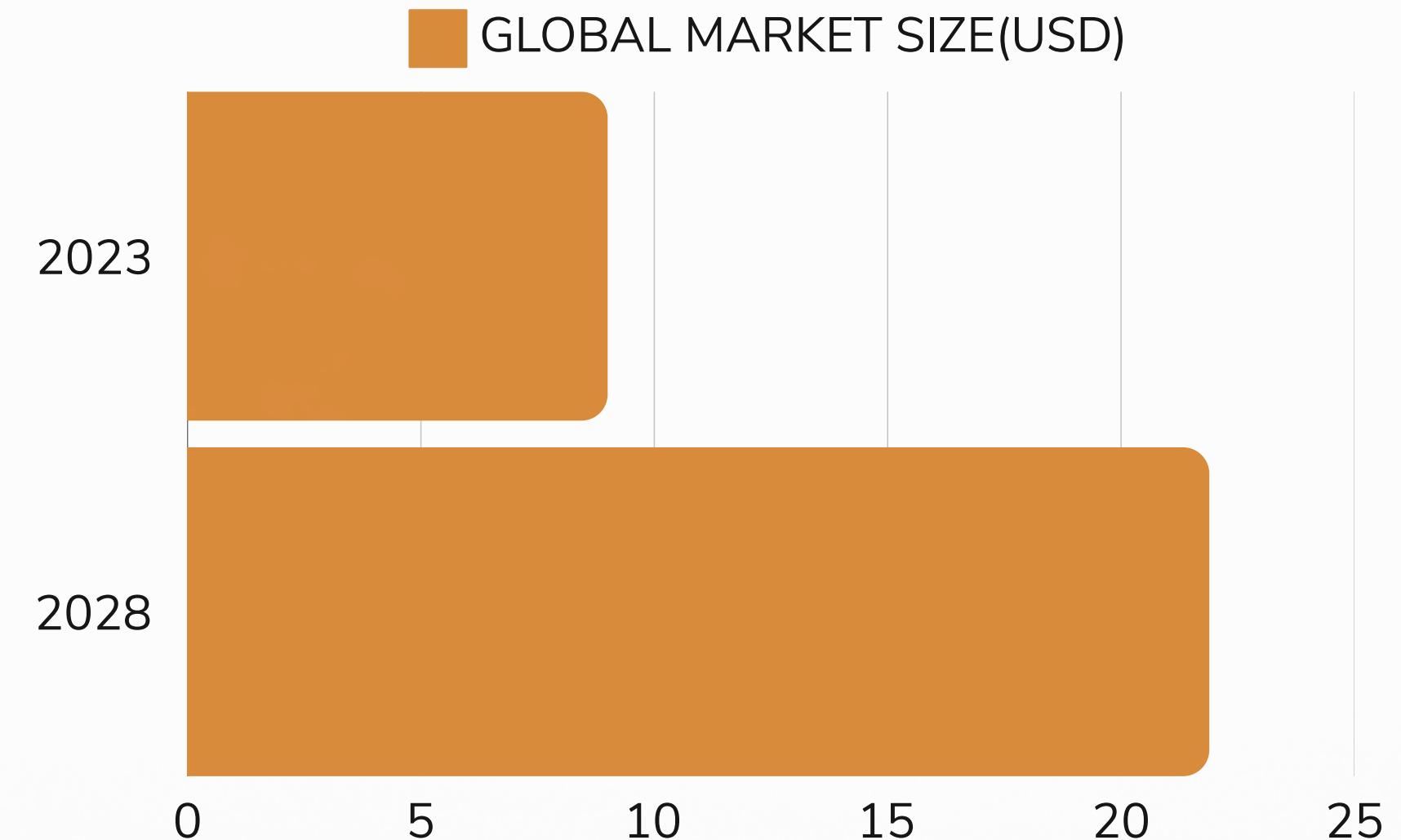
Facilitates real-time design reviews for up to 20 participants via desktop, mobile, or VR headsets, enhancing communication and reducing rework.



Trezi Lens is a VR platform designed for architects, designers, and real estate developers to visualize, customize, and collaborate on 3D designs in real-time. It offers immersive virtual walkthroughs with real-time adjustments, seamless integration with 3D modeling tools like SketchUp and Revit, and enhanced collaboration to align stakeholder expectations. By minimizing design flaws and revisions during pre-construction, Trezi Lens boosts efficiency, reduces costs, and ensures smoother project execution.

AEC software Industry Analysis

The Global Architecture, Engineering, and Construction software (AEC) industry, valued at **USD 9 billion in 2023**, is growing rapidly with a **projected CAGR of 8-10%** over the next five years, driven by infrastructure needs, urbanisation, and technology adoption and is expected to reach \$21.89 billion by 2032.



Key Growth Drivers

Government Push: Programs like Smart Cities Mission and Housing for All to drive \$1.2 trillion in urban infrastructure investment by 2030.

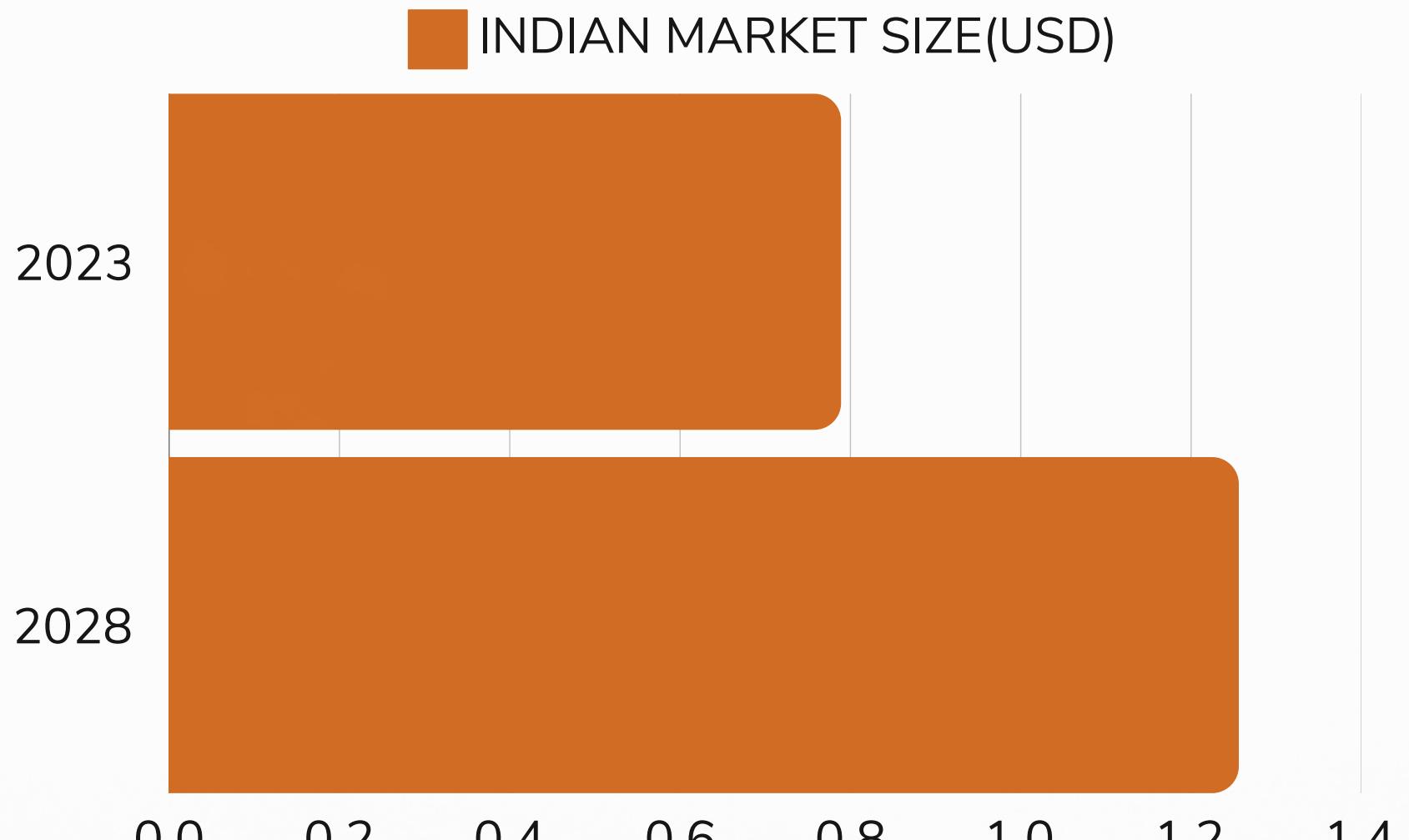
Increasing Urbanisation: India's urban population set to exceed 600 million by 2030, fueling AEC activity growth.

Remote Work and Collaboration: Cloud-based solutions are rising due to the need for remote project management.

Rising BIM Adoption: Indian companies are rapidly adopting BIM to meet international project standards .

AR/VR Industry Analysis

The AR/VR market in India, valued at USD 789 million in 2024, is expanding rapidly with a projected CAGR of 9-10%, expected to reach USD 1.256 billion by 2029. Growth is fueled by increasing digitalization, adoption of head-mounted displays, technological advancements, and investments in sectors such as education, healthcare, retail, and gaming.



Key Growth Drivers

Rising Investments: Increased funding in digital education and immersive entertainment is fueling the adoption of AR/VR technologies, with significant interest from private and public sectors.

Digitalisation Wave: The push for digital transformation across industries, including education, healthcare, retail, and entertainment, is boosting AR/VR adoption.

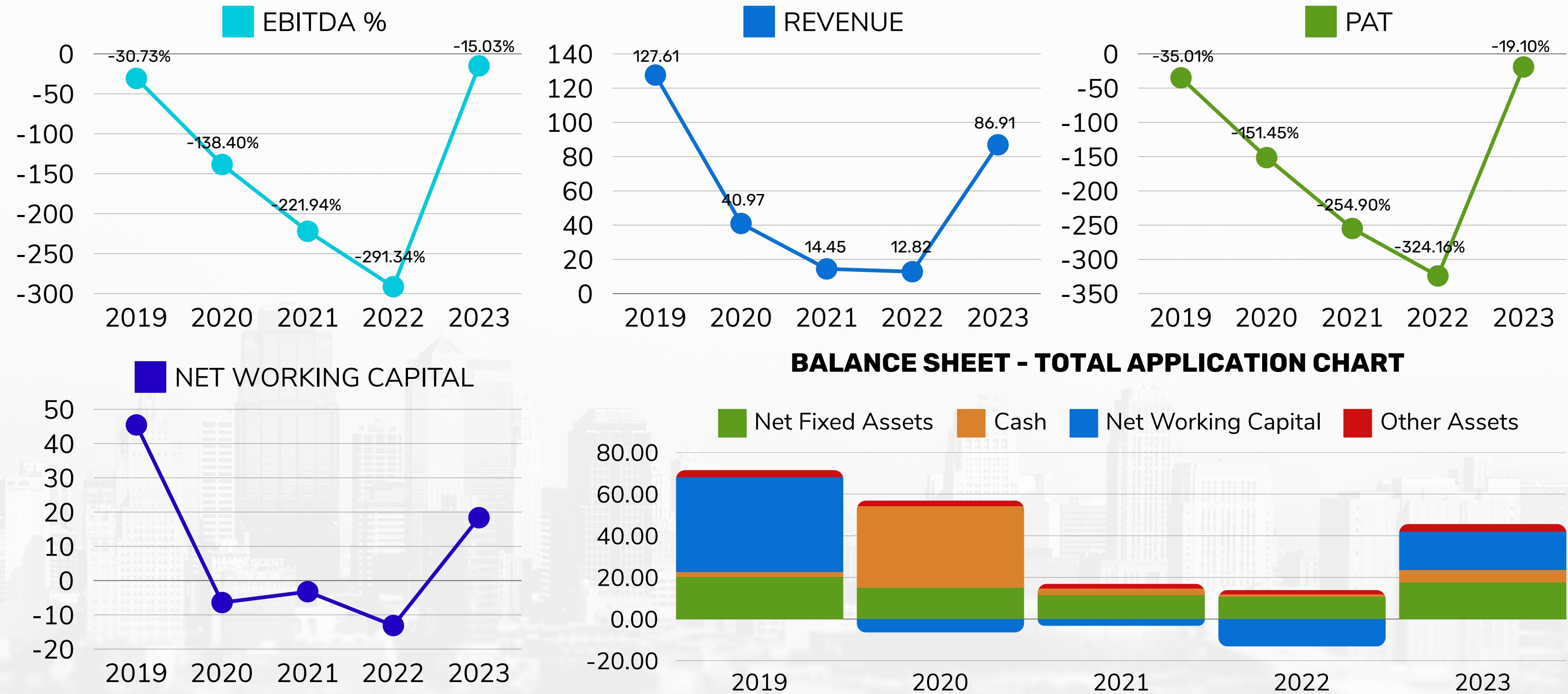
Gaming and Entertainment: These sectors are at the forefront of AR/VR adoption, leveraging the technology for interactive gaming, virtual concerts, and live events, boosting consumer engagement.

Technological Advancements: Innovations in AR/VR hardware and software, along with integration of AI, are driving superior user experiences and creating new use cases across industries.

Affordable Wearables: Falling prices of AR/VR headsets and devices are making the technology more accessible to a broader demographic, including Tier 2 and Tier 3 cities.

Corporate Adoption: Businesses are leveraging AR/VR for marketing campaigns, remote collaboration, and product demonstrations, further expanding the market.

Key Financials (INR mn)



Financial Analysis

Revenue Fluctuations

Revenue plummeted from INR 127.61 Mn in 2019 to INR 12.82 Mn in 2022, likely due to disruptions caused by the COVID-19 pandemic.

A 577.72% rebound to INR 86.91 Mn in 2023 suggests recovery driven by renewed demand for immersive AEC technologies (VR/BIM).

The recovery reflects Trezi's ability to adapt and regain market traction.

EBITDA Performance

EBITDA losses peaked at -138.4% in 2020, likely exacerbated by pandemic-induced operational challenges and reduced client spending.

Improved margins (-15.03% in 2023) indicate better operational efficiency and possibly reduced fixed costs or scaled services.

Net Loss Trends

Net losses reduced from a staggering -324.16% in 2022 to -19.10% in 2023, reflecting better cost management and operational efficiencies.

The reduced losses align with increased revenue and cost-cutting measures, highlighting progress toward financial sustainability.

Recent Financials

Improving Metrics: Revenue growth and shrinking losses suggest a potential turnaround.

Key drivers include stronger market presence, successful client acquisitions, and increased adoption of Trezi's core technologies.

Trezi is well-positioned to benefit from rising interest in digital transformation within the AEC sector.

Peer Analysis

Rank	Company	Founded, Location	Short Description	Total Funding	Investors	Differentiation Points
1	Matterport	2011, Sunnyvale (United States)	Provider of cloud and AI-based virtual tour solutions for construction professionals	\$163M	Greylock, DCM Ventures & 38 others	- Offers a mobile app for 3D scanning using smartphones.- Provides 3D cameras and scanning systems.- Combines data to create shareable 3D models that can be annotated.
2	Flipspaces	2011, Mumbai (India)	Provider of AR-based interior designing services for offices	\$13.5M	IIFL Finance, Invictus Capital Partners	- Caters to both office and retail interior designing.- Integrates its own suite of products and supply chain, allowing end-to-end service delivery.
3	Foyr	2014, Hyderabad (India)	SaaS platform offering 3D design and visualization solutions for real estate and interior design	\$15M	SRI Capital, JLL Spark & Others	- Focuses on high-speed interior design and 3D visualization tools.- Allows users to design and render 3D models in a browser-based environment, catering to both B2B and B2C clients.
4	Soul Vision Creations Pvt Ltd	2015, Bangalore (India)	Provider of AR/VR content creation services, primarily catering to media, gaming, and entertainment	\$1.3M	Tiger Global, Peak XV	- Focused on creating immersive experiences in media and gaming rather than AEC.- Specializes in custom VR/AR development and storytelling for brand engagement.

Peer Analysis

Market Growth

- The AR/VR market in India is set to grow to \$1.256 billion by 2029. Trezi can tap into this growth by expanding beyond AEC into retail and hospitality and providing services to cater to a growing need of this technology.

Competitive Landscape

- Competitors like Matterport and Flipspaces have raised significant funding (\$163M and \$13.5M, respectively). To differentiate, Trezi could incorporate AR tools and enhance its user interface to improve accessibility and engagement.

Expanding Revenue Streams

- Trezi should explore new revenue opportunities by introducing modular subscription models tailored for specific industries, offering AR-based virtual walkthroughs, and targeting tier 2 and tier 3 cities where digital adoption is accelerating.

Cost Efficiency & Scalability

- Trezi's cloud-based platform offers low upfront costs, and with falling hardware prices, it can scale effectively. By improving user experience and integrating more services, Trezi can optimize costs and scalability.

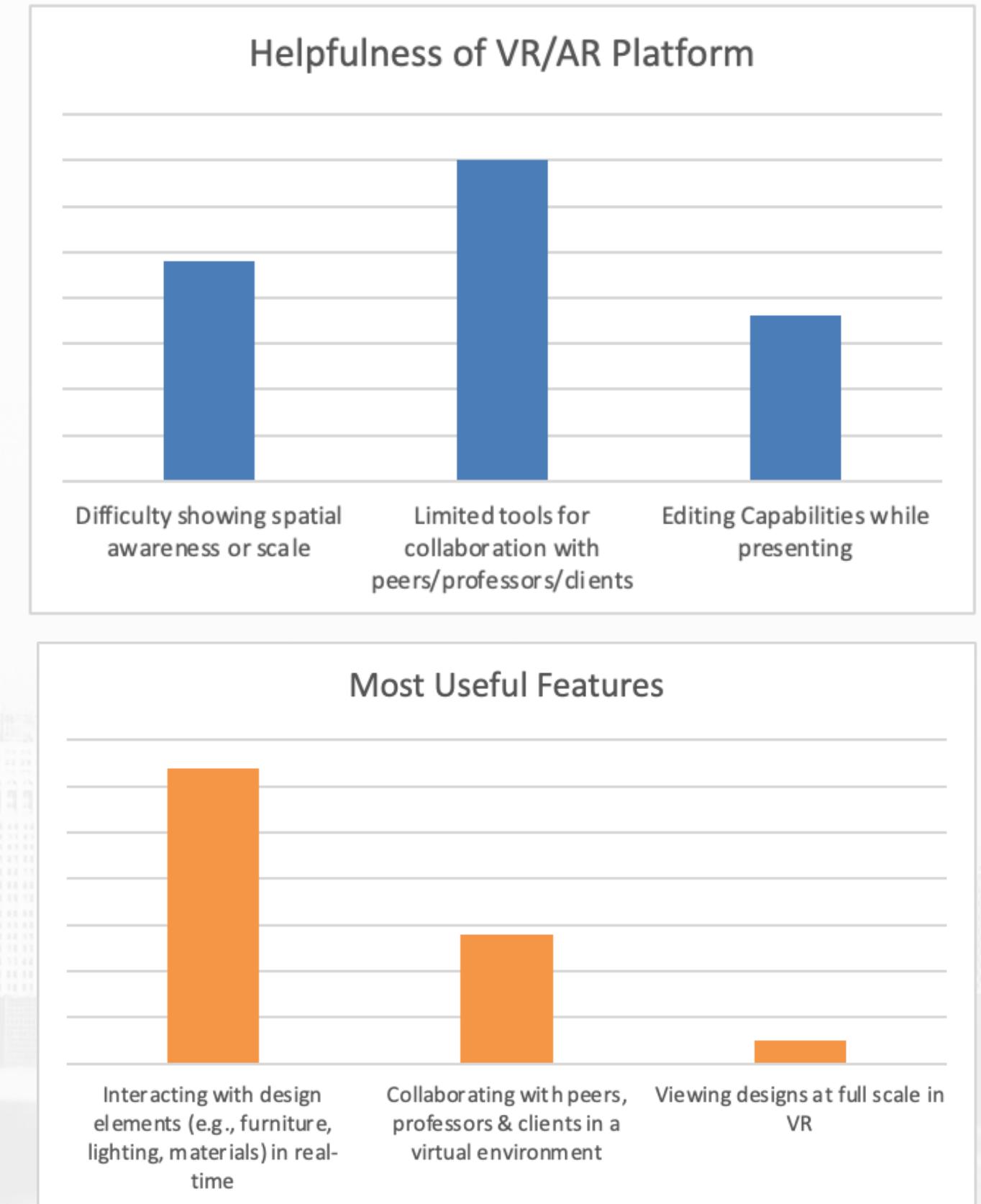
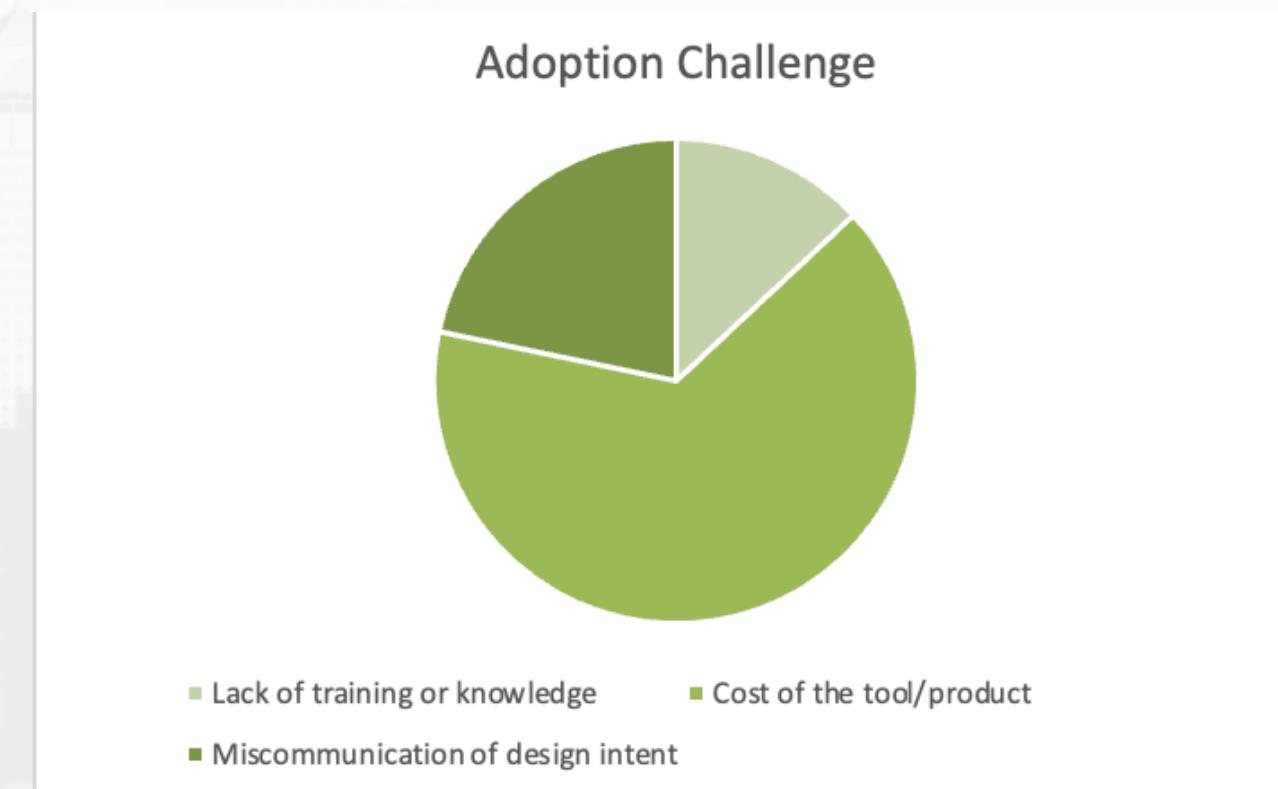
Revenue Potential

- Trezi can increase average revenue per user by integrating supply chain management and offering a more comprehensive solution, like Flipspaces, which simplifies design, visualization, and execution workflows.

Target Customer Surveys

Key Insights from the Customer Survey

- High Demand for VR/AR: Most respondents rated Trezi's potential as highly helpful (4 or 5).
- Desired Features: Real-time collaboration and full-scale design visualization were top priorities.
- Adoption Barriers: Training gaps and high costs were the main challenges cited.
- Opportunities for Trezi: Simplify workflows with AI tools, enhance collaboration, and offer cost-effective solutions.



Recommendations

Expand Trezi Showcase to Retail:

Objective: Transform Trezi into a dual-purpose platform that serves both as a design collaboration tool and a retail discovery hub.

Execution Plan:

Partner with brands to integrate their e-design elements and products directly into Trezi's library.

Allow consumers to browse, interact, and experience these products in a virtual/augmented environment, making informed purchasing decisions.

Offer brands advertising opportunities within the platform to showcase their products in immersive, virtual settings.

Benefits:

- Generate additional revenue streams through advertising and partnerships.
- Increase user engagement by offering value beyond design collaboration.
- Establish Trezi as the go-to platform for consumers exploring home decor, furniture

Develop a Proprietary Product Catalogue:

Objective: Leverage Trezi's founders/ design experience and network to create a proprietary supply chain and product suite.

Execution Plan:

Develop a digital marketplace for curated design elements, allowing users to add and integrate these elements seamlessly into their projects.

Follow the approach of competitors like Flipspaces, which capitalises on supply chain integration to generate significant revenue.

Offer custom design elements, unique to Trezi, which can be monetised further by licensing to manufacturers or other platforms.

Benefits:

- Boost platform monetization through direct sales and licensing.
- Enhance user retention by providing a differentiated product offering.
- Create opportunities for collaboration with industry experts and designers.

Offer Immersive Event Previews:

Objective: Use Trezi's proven success with projects like Mahindra Lifespaces' digital twin to tap into new markets like events, ticketing platforms, and live experiences.

Execution Plan:

Collaborate with event organisers, ticketing platforms (e.g., Zomato Live, BookMyShow), and concert venues to create immersive previews of event spaces.

Enabling users to experience venue layouts, seating arrangements, and viewpoints from various ticket tiers before making a purchase.

Attract brands looking to elevate pre-event marketing through immersive walkthroughs and AI-powered guides.

Benefits:

- Open new verticals for platform adoption and revenue growth.
- Provide ticketing platforms with a competitive edge by enhancing customer decision-making.
- Build Trezi's reputation as a versatile VR solution provider, extending beyond its current use case.

Recommendations

Expansion of Vizi Chatbot Functionality

Objective: Converting spoken ideas into precise 3D models and drawings in real-time, enabling seamless execution of concepts

Document every stage of the design process, including initial sketches, models, and iterations, creating a detailed archive for reference, learning, and future refinement.

Benefits: This feature would streamline workflows, enhance creativity, and ensure an efficient and comprehensive approach to design evolution.



Thank You

