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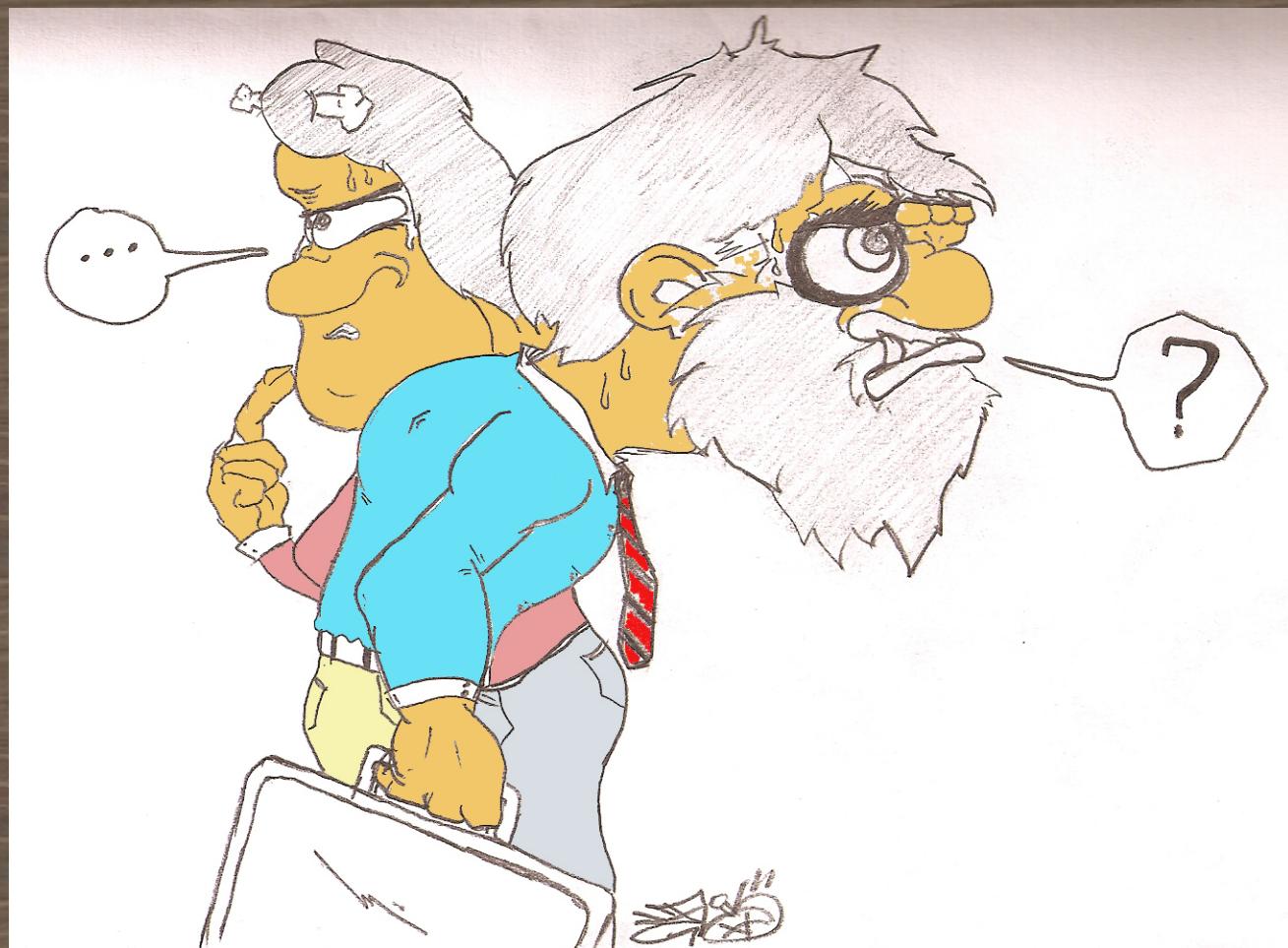
Virtual Home Furnishing

By Neil Gupta and Muhammed Fazeel

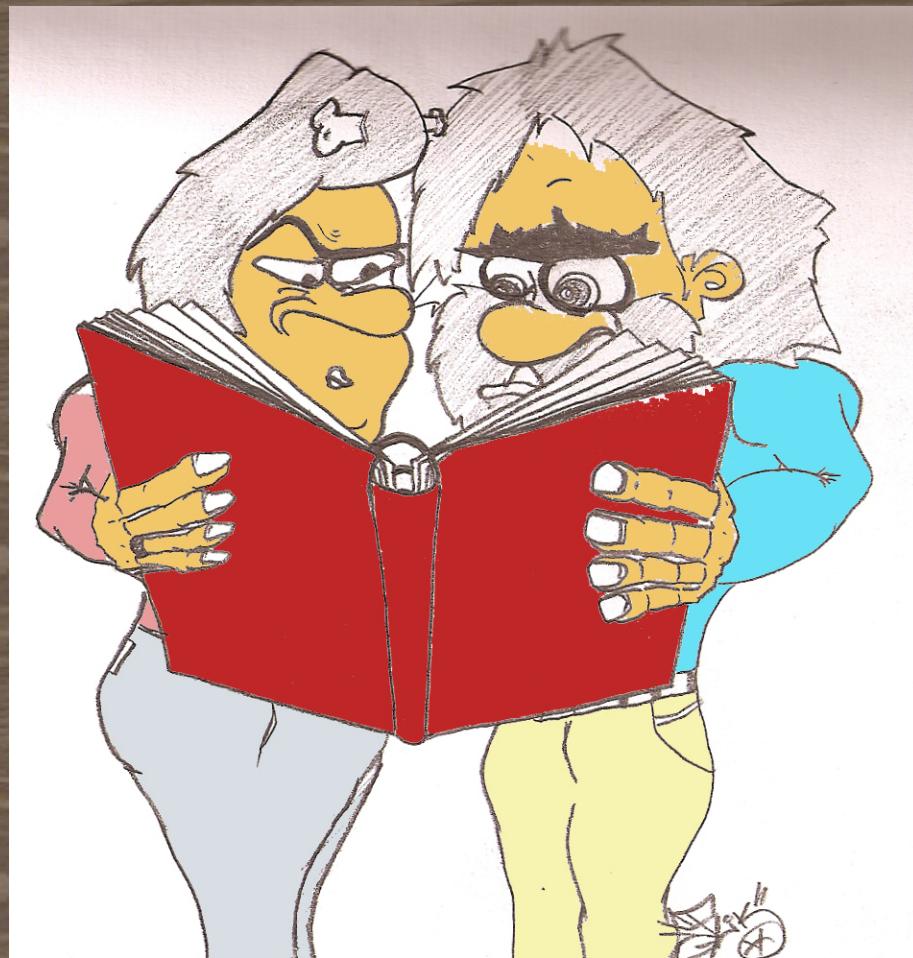
In the Past...



In the Past...



In the Past...



The Problem

- ❖ Finding / buying furniture is stressful and complicated
- ❖ Requires too much time, gas, effort, and negotiating
- ❖ Never know if you've found the best deal at the end of the day

Market Research

- ❖ \$40.17 billion market in 2007¹
- ❖ Top 20 firms account for 81% of this market

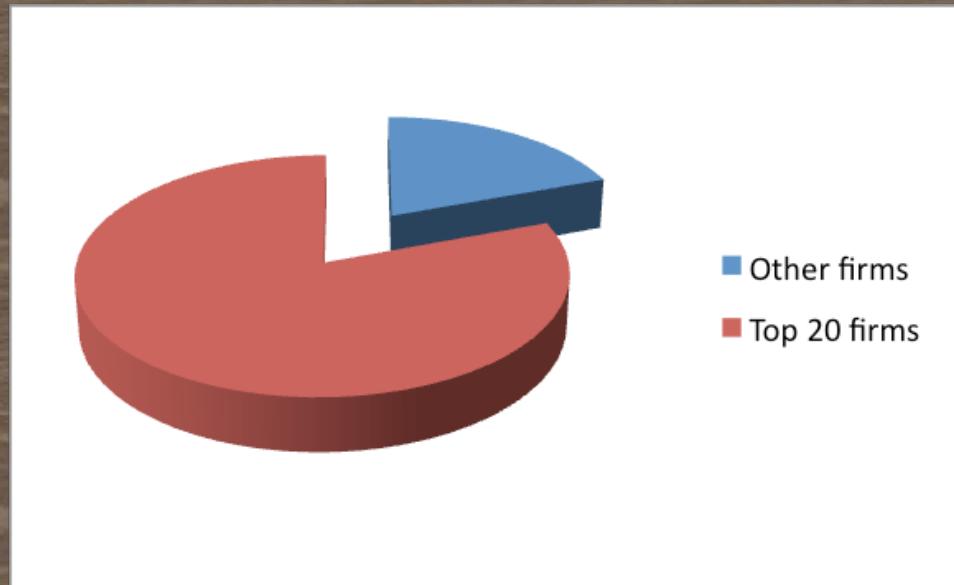


Fig 1: Graph of distribution of furniture revenues¹

¹ FDM Online <http://www.fdmonline.com/ViewContent.aspx?id=32186>

The Solution

- ❖ An online competitive marketplace
- ❖ Streamline the process
- ❖ Bring small home furnishers to the customer

The Experience

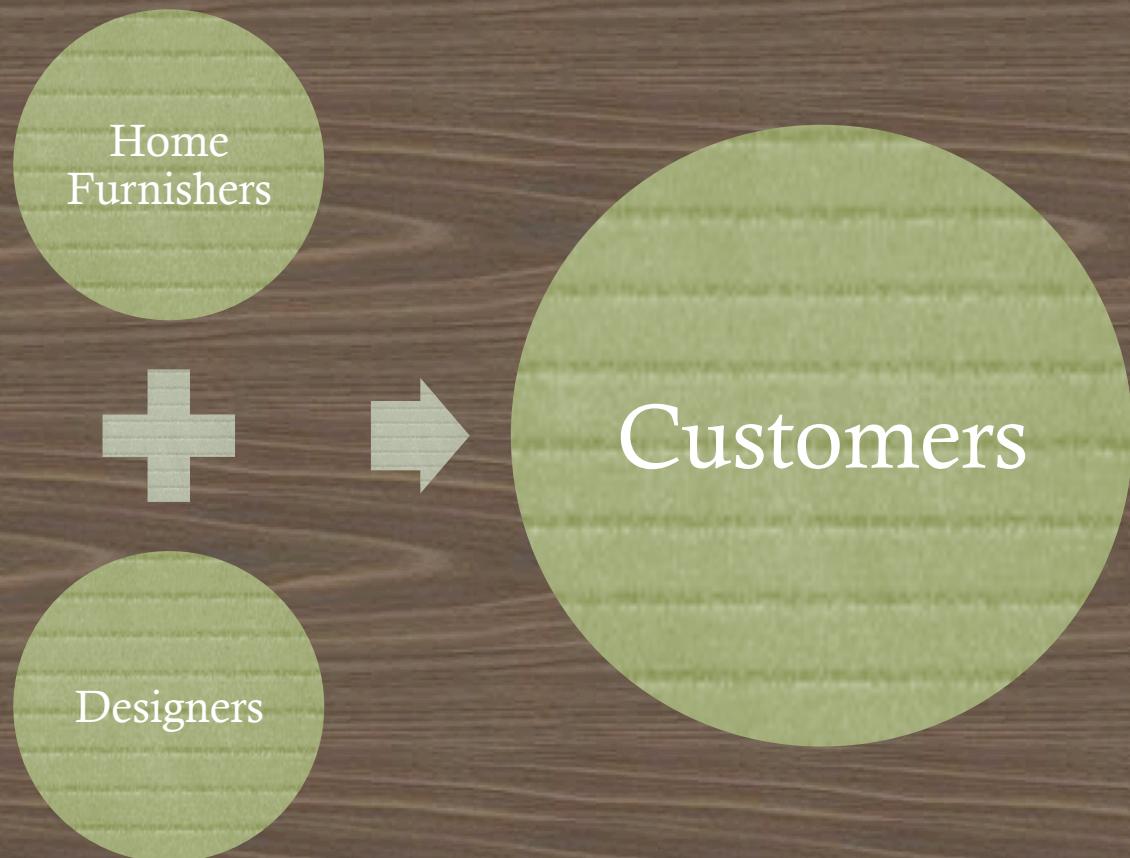
Customer provides model of room

Independent designers compete to furnish room

Customer picks favorite layout and places tentative order

Customer visits a retail store to see and feel furniture in person

Who is Involved?



The Home Furnishers

- ❖ Small local retailers need exposure in the marketplace
- ❖ Provide them with a larger audience
- ❖ Lower the barrier of entry

The Designers

- ❖ Lots of freelance interior designers or design students looking to build a portfolio
- ❖ They can visit our site to practice designing a room with the given furniture
- ❖ If their design is chosen by a customer, they get paid

The Customers

- ❖ Convenience of a one-stop shop
- ❖ Find smaller unknown retail locations
- ❖ Find the best prices, service, and selection
 - ❖ Retailers compete for your money
- ❖ Design the room yourself or let someone else design it for you

The Technology

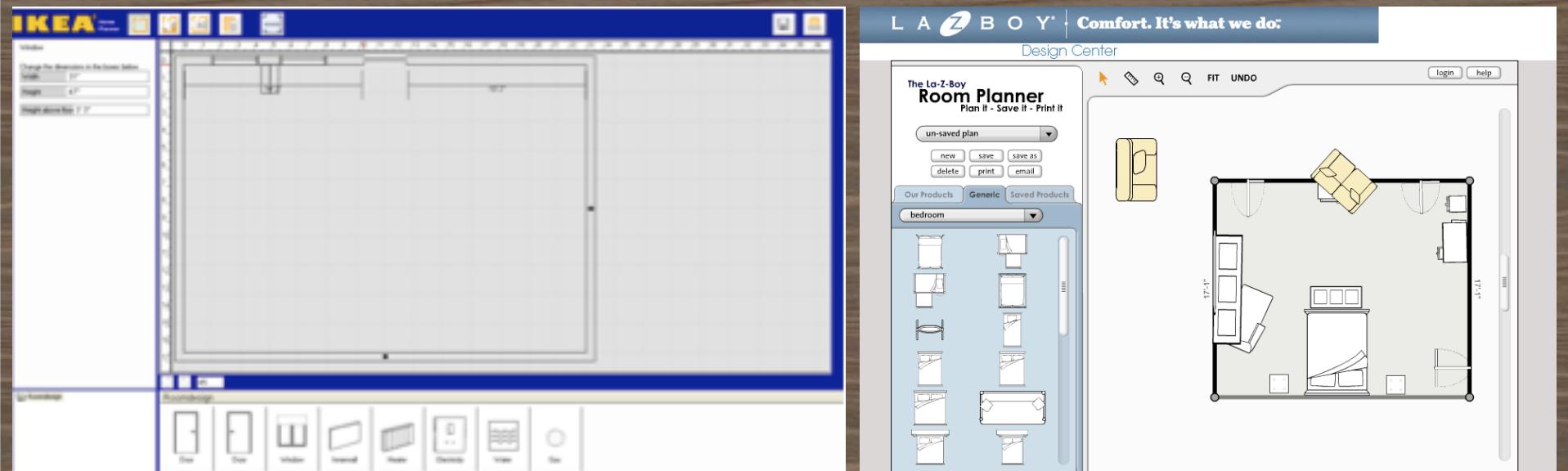
- ❖ All existing technology
 - ❖ Camera, laser tape measure
- ❖ Automated snapshots at varying angles are stitched together to form a virtual recreation
- ❖ The laser tape measure provides the dimensions of the room

How is this new?

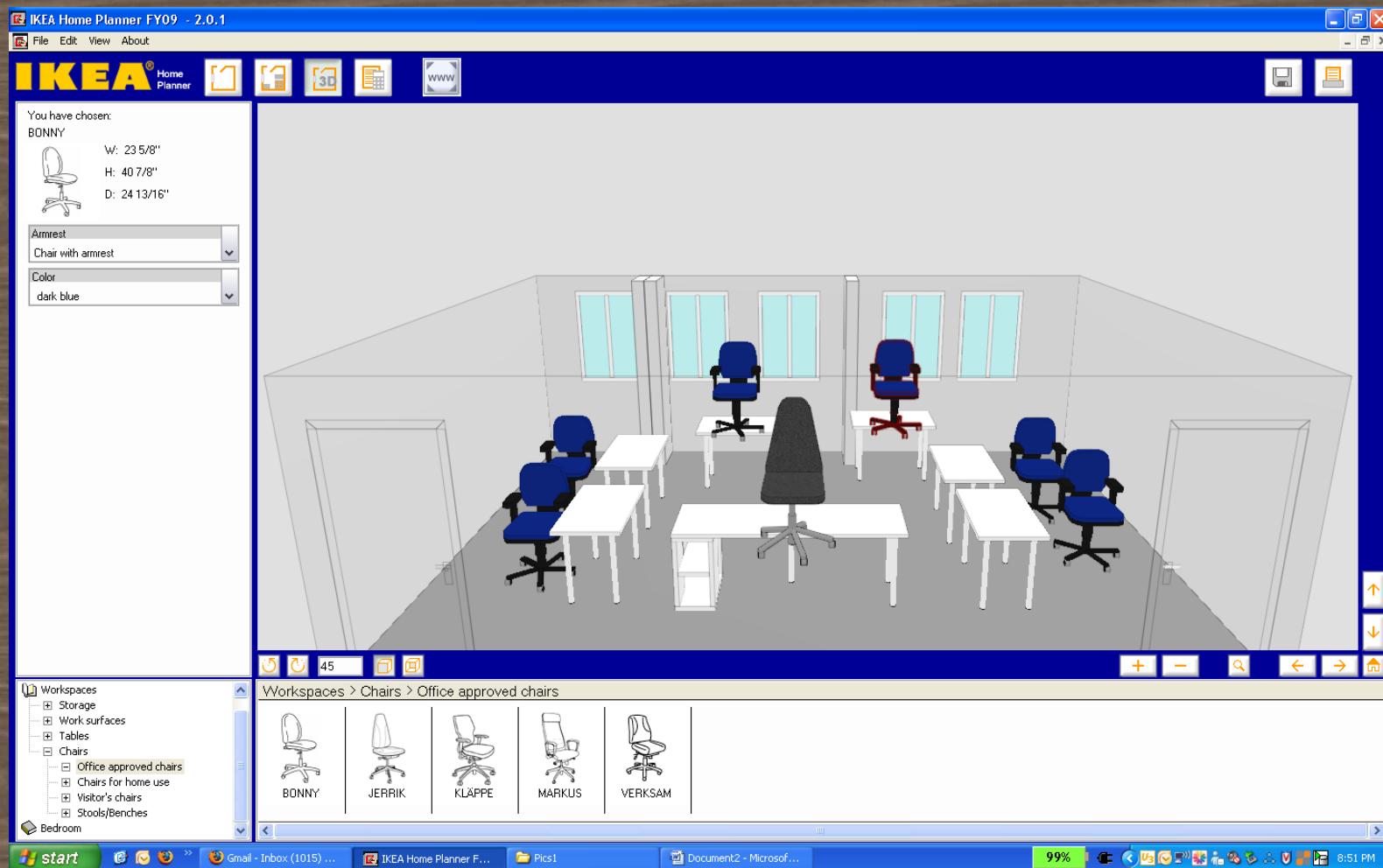
- ❖ Panoramic view of the room with proper dimensions
 - ❖ Not a black and white computer model
- ❖ Personalized shopping experience with replicated virtual room and lighting conditions to view furniture
- ❖ Create a community around furniture shopping
 - ❖ We never sell the furniture ourselves, only connect the existing retailers and designers with customers

Competition

- ❖ IKEA and La-Z-Boy are the closest competitors so far



Competition



Competition

Let's Measure!

Quick tips for making sure the furniture you want works where you want it.

1

Will it **fit** my space?

Check the standard dimensions listed for the piece you are considering. Note all the numbers for width x depth x height (e.g., 87.5"W x 38"D x 36.5"H).

Make It fun. Beyond taking measurements, make paper cutouts to help you decide. Designers recommend taping together sheets of newspaper that match the width and depth and placing the pieces on the floor.

Sounds like fun; give it a try.



Business Plan

- ❖ Designer

- ❖ Charged a monthly fee for access to community

- ❖ Consumer

- ❖ Rental fee for camera
 - ❖ Free to send model to designers, but daily fee to have model promoted

IP Protection

- ❖ IIT Department of Intellectual Property
 - ❖ Dr. Anderson, Director of Technology Transfer and Intellectual Property
- ❖ No existing patents
 - ❖ Plan to make our own patents soon

Expandable

- ❖ Corporate customers
- ❖ Individuals
- ❖ Many other services
 - ❖ Realtors, painters, electricians, architects, etc

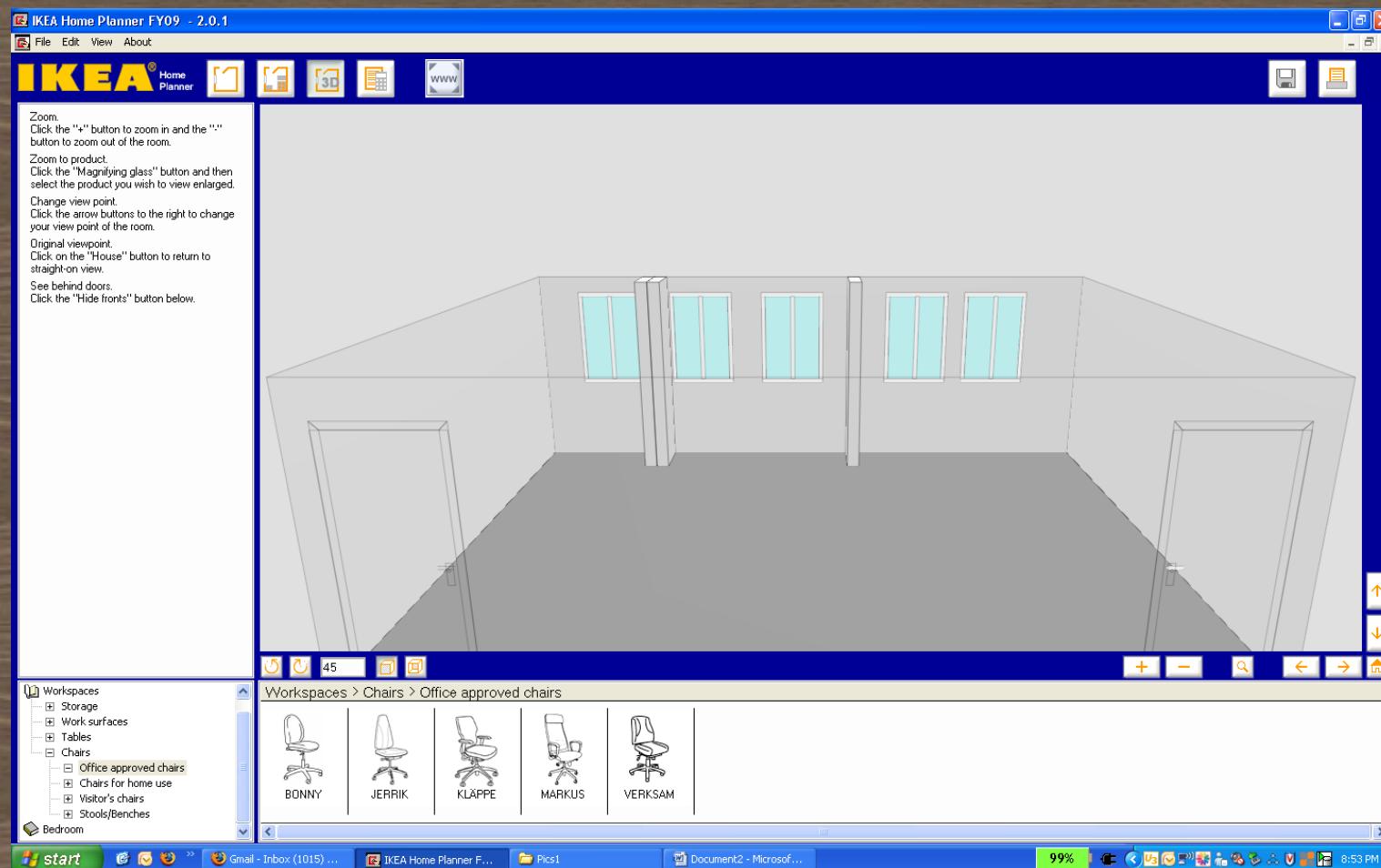
In a Nutshell

- ❖ Bring small business retailers, designers, and consumers together
- ❖ Streamline the process and enhance the experience
- ❖ Odorno – to equip, furnish, supply, decorate, adorn

Thank You



Competition



Competition

