



ODORNO

Virtual Home Furnishing

By Neil Gupta and Muhammed Fazeel

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

The Solution

- ❖ An online competitive marketplace
- ❖ Streamline the process
- ❖ Bring unique home décor to the customer

Screenshot

Odorno


http://www.odorno.com

Google






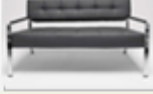
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ODORNO

Now editing your living room



Searching for: 2 seater sofa
Price range: \$2000 - \$3000

	Nove Sofa \$2,199
	Two Seater Chrome \$2,300
	Barcelona Couch \$2,450
	Eames Sofa \$2,600
	Le Corbusier \$2,649
	Tetris Sofa \$2,800

Pick a room to edit:

Dining Room	Master Bedroom	Living Room	Bedroom 2	Bedroom 3	Bedroom 4
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Want to try an Interior Designer?
Get a free quote today!

Market Research

- ❖ Target market is between the ages of 25 – 54
- ❖ Average income: over \$73,000 per person
- ❖ \$55.3 million market in 2008¹

¹ Bureau of Labor and Statistics <http://www.bls.gov/cex/2008/Standard/age.pdf>

Who's With Us?



THOMAS MASTERS GALLERY

What People are Saying

- ❖ “I would be very interested in using this product because it lets interior designers use actual products, instead of generic pieces.” – Tony Tortalli, Michaelian & Kohlberg
- ❖ “It's another way to get out there and advertise” – Ramsey Jay Prince, Ebel Inc.
- ❖ “Sounds like a really cool product, sounds viable for a designer.” – Elizabeth Boaden, American Society of Interior Designers
- ❖ “I have seen other products, but yours takes it to the next level” – Tony Tortalli, Michaelian & Kohlberg

In a Nutshell

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

The background of the slide is a dark brown wood-grain texture with wavy, horizontal lines.

Questions?

Startup Capital

- ❖ Single unit camera costs \$100
- ❖ Software development costs TBD, estimated around \$200,000
- ❖ Total capital needed: TBD, currently estimated at \$215,000