



ROOMINNATE

WHO WE ARE



Sally Huang

Co-founder/CEO

- Working on overall business, backend graphics and 3d pipeline programming
- Former 3D artist and engineer for The Sims
- Wharton MBA Candidate & Cornell MEng in CS



Aaron Yip

Co-founder/CTO

- Working on all front end user experiences, web backend
- Former cross platform engineer for Big Fish Games
- Georgia Tech CS

More About Us

- We bootstrapped a real estate 3D visualization startup that had Caesars Entertainment as a client
- Roominnate is a pivot from our original idea. We started this new concept in Jan 2015.
- Our tech is based on 8+ years of experience in computer graphics, 3D rendering automation systems (they are harder to build than you think), physically based shading, and actually building a 3D home decorating system for The Sims franchise at EA

Our Advisor

- Len Lodish -- Samuel R. Harrell Emeritus Professor at Wharton, Advisor through Wharton VIP

PROBLEM & MARKET

The Problem

Visualizing interior decor is a tough problem. You can't exactly try on furniture to see it in context. Existing software on the market either require a lot of training, or isn't quite photorealistic.

Photorealism can be achieved through sheer artistic brute force, but is expensive and hard to scale.

As a result, interior designers only do visualization for high end clients. Furniture brands only have a few limited showroom photographs. And we have a slew of cumbersome abstract pieces of design software available that's actually easy to use.

The Solution

We're implementing a photorealistic interior design tool.

Most professional 3D renders is wasted in the shading/lighting step. This is largely due to the fact that artists feed non-physically based data into physically based rendering (PBR). Instead we feed in properly calibrated PBR data, and then run a full offline PBR process.

Having the 3D source data allows us to generate other unique experiences, like this Roominnate prototype:

<http://bitly.com/Roomdemo>

The Market

This tool has vast implications for both the furniture retailers and interior design. Applications range from creating personalized curated showrooms for retail (like IKEA) to providing inexpensive 3D visualization for interior designers

According to IBISWorld:

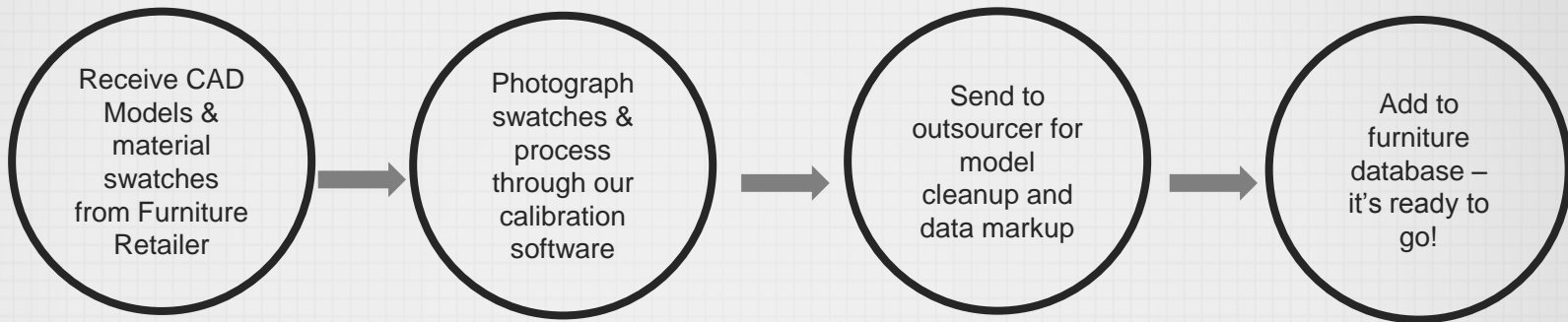
10.0B Online Furniture Retail Market
10.3B Interior Design Market



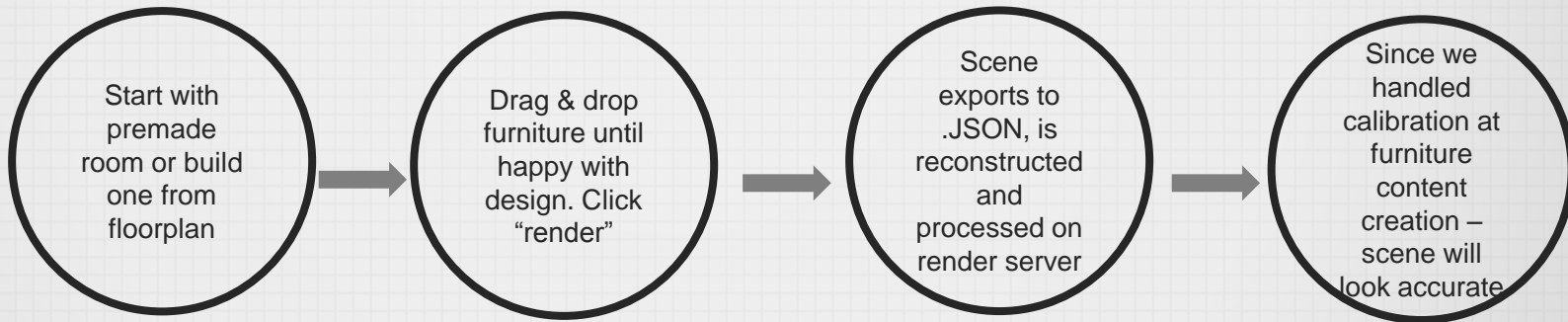
IKEA has actually built an army of 3d artists to manually build digital showrooms for their catalogue

HOW IT WORKS

Process for Adding Furniture to Tool



Process for Creating 3D Renders



UPCOMING MILESTONES

COMPLETED

- 3D material capture & rendering proof of concept (All done manually, need to build out the actual tech pipeline)
- Prototyped 3D rendering process



A real Roominnate render

MARCH & APRIL

- Lock in our first 2-3 wholesale brands to hand us real 3D CAD models. Office furniture creator Pfeiffer Labs has already agreed to use our tech, but we are holding out for a residential furniture wholesaler.
- Write material calibration software. We have the math, as shown in our proof of concept, it just needs to be automated.
- Capture material data & process it
- Start outsourcing relationship with 3D modelling partner to clean up data

MAY & JUNE

- Finish 1st implementation of interior design app that renders static photorealistic images. 1st implementation will allow for furniture placement in a pre-made room rendering. Render server can be faked in this implementation.
- 1st Alpha of design app sent to design partners (Interior design startup Purple Wall has already agreed to be our guinea pigs)

JULY & AUGUST

- Full MVP – this should actually send data to a render server and spit out 3D rendered output.