



VisCommerce

Biz Plan

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Introduction



Enrich businesses in target markets with 3DCommerce innovations (B2B)

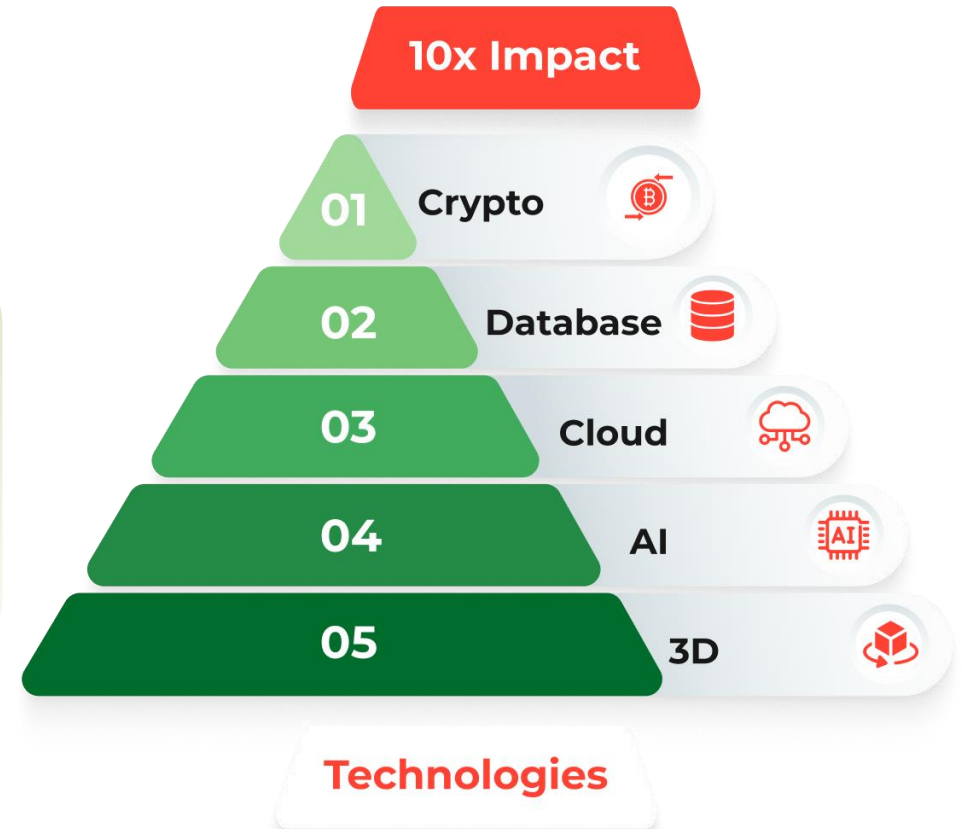
Vision & Mission

Vision

- Empower home & office décor with 3DCommerce innovations.

Mission

- To innovate, develop and offer 10x impact solutions (B2B)



Market & Industry environment

Furniture

- \$700 bn world-wide
- US market approx. \$200 bn
- Ergonomic furniture market seeing fastest adoption.
 - Herman-miller, Steelcase etc.
- Ikea world #1 furniture vendor
 - Deployed 3DCommerce solution in-store & online



Lighting

- \$120 bn world-wide
- Interior & exterior
- Chandeliers, wall lamps, floor lamps, desk lamps
- Waterproof lights, path lights etc.
- Unorganized local electricians



Market & Industry environment (cont'd)

Paints

- \$170 bn world-wide
- Interior, exterior
- Colors, textures, stencils
- Specialized paints depending on surface
 - Concrete, wood, metal etc.
- Unorganized local painters



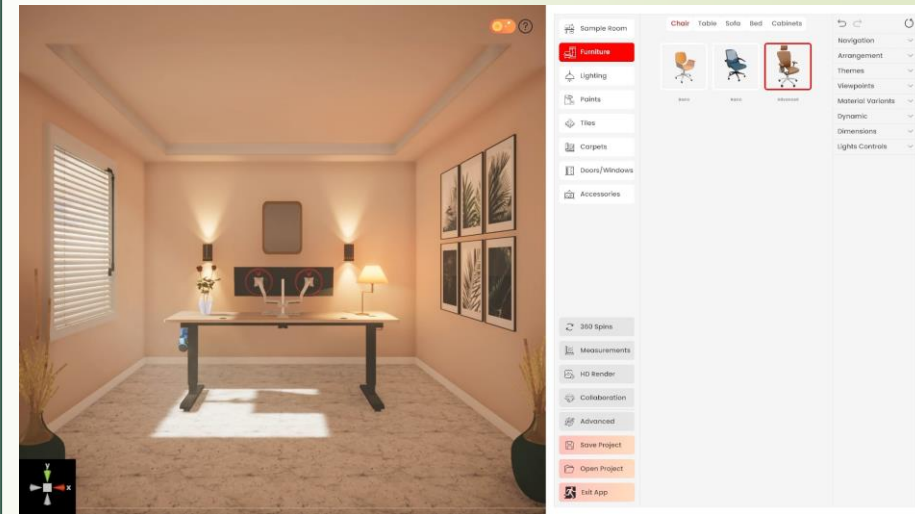
Flooring

- \$400 bn world-wide
- Interior & exterior
- US market
 - Carpet, wood, vinyl tiles
- Indian market
 - Granite, marble, vitrified tiles
- Unorganized local tile-masons



Introducing Showroom3D

- Showroom3D variants for furniture, lighting, paints, flooring sectors
- Showroom3D customized to every customer.
- Customer's catalog transformed to 3D & embedded in Showroom3D
- Web-Browser
 - HTML5 Compliant
 - For e.g., Google Chrome, Microsoft Edge, Apple Safari
- Native
 - Windows, iOS, Android
 - Smartphone, tablets, pc, kiosk



Showroom 3D Features



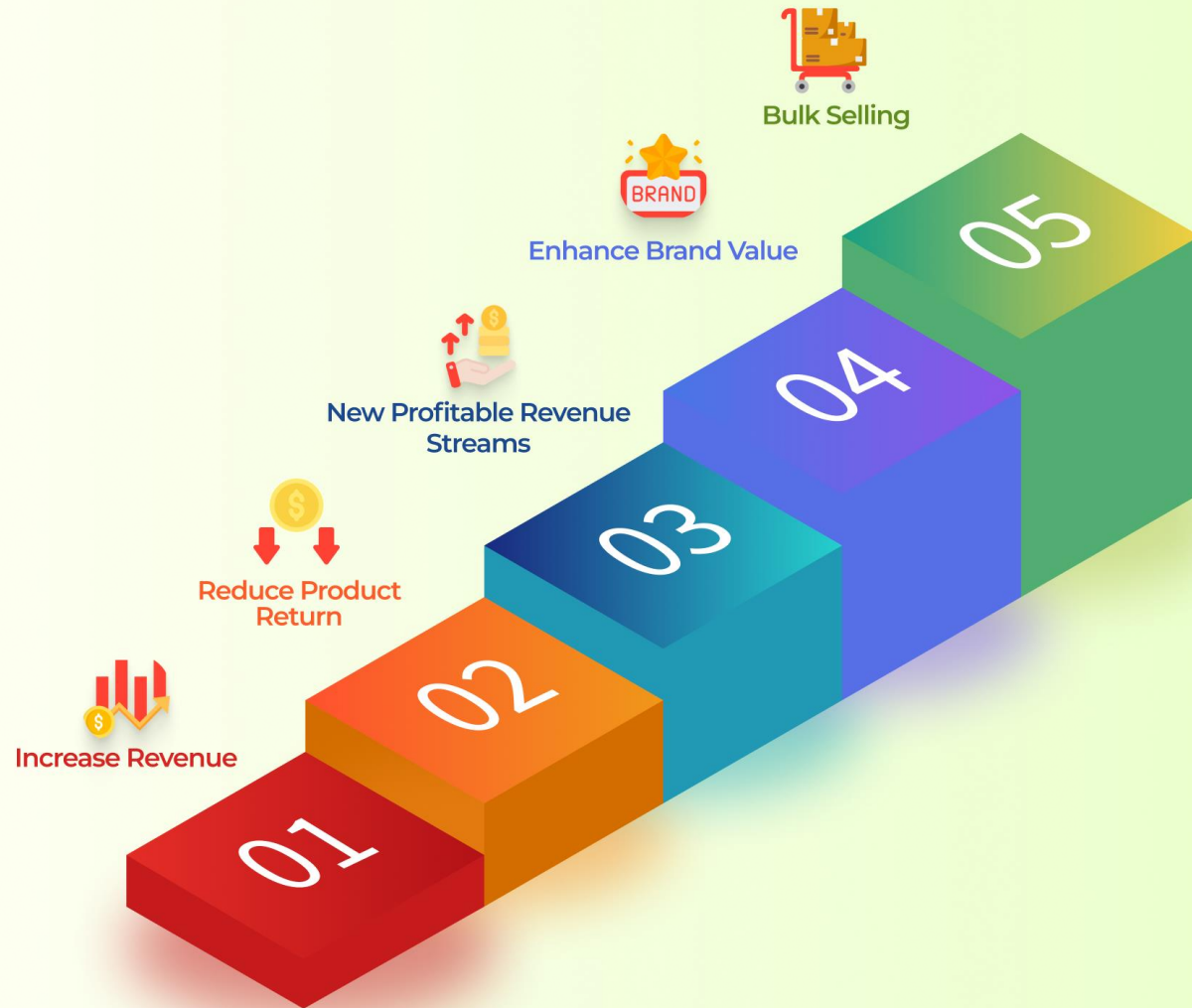
Showroom3D – Service-Provider Portal

- Painters, tile-masons, electricians etc.
- Directory
 - Name, Tel# etc.
- Ratings system
 - 0 – 100%
- Portfolio
 - Showcase service-provider works etc

Showroom3D

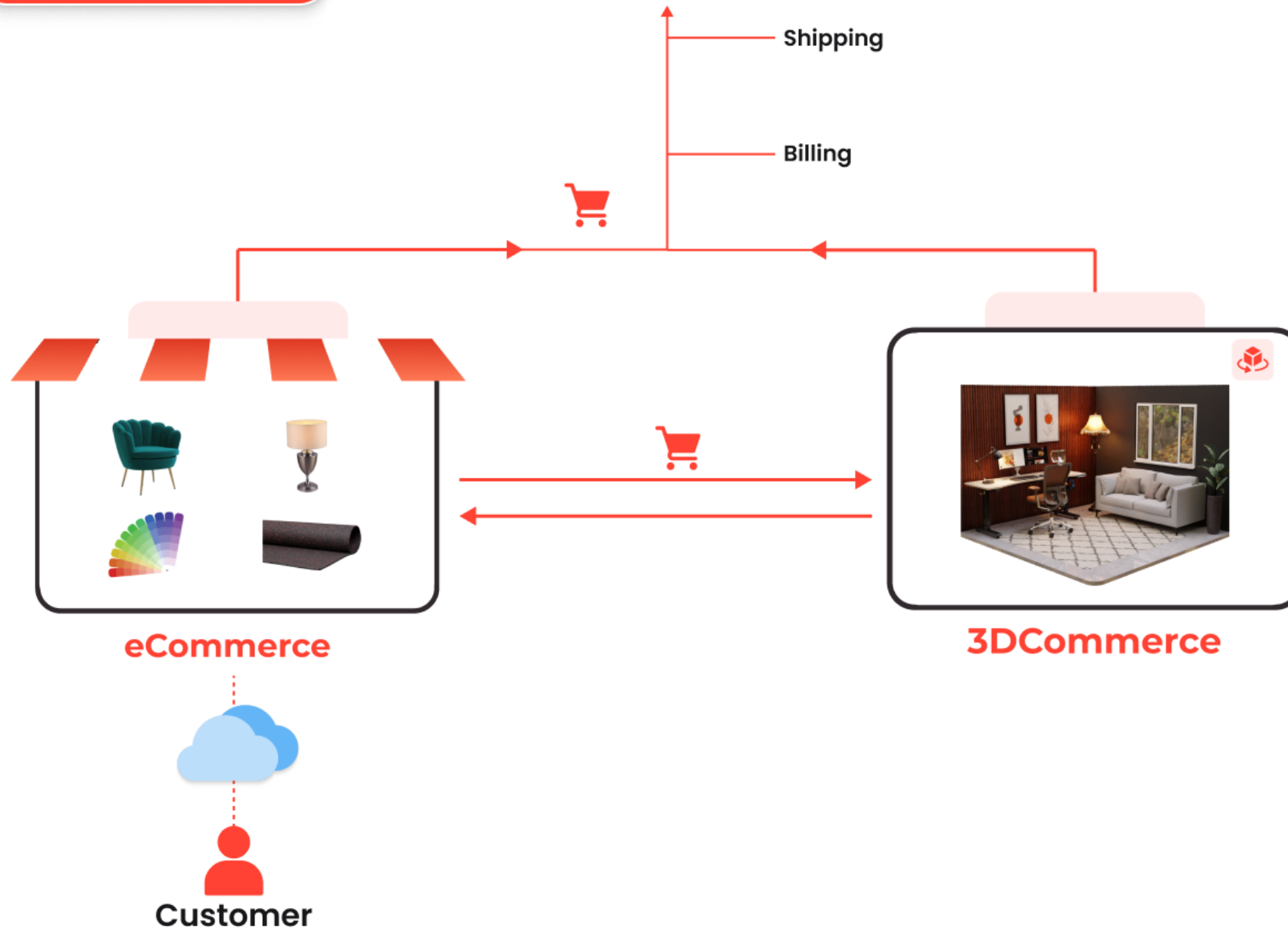
10x Impact

Showroom3D Benefits



100% ROI within a year

Customer Journey



Showroom3D - Differentiation

	VisCommerce (3DCommerce)	Adobe-Commerce BigCommerce WooCommerce Etc (eCommerce)	3DCloud (3DCommerce)	Threekit (3DCommerce)	VisCommerce Impact
Furniture	Digital-Twin Material Variants Dynamics Live Lighting Collaboration, Personalization	Image, Text Level- 1X	Successful deployment at Ikea, Macys, Herman-Miller etc	Configurators etc. No room level solution	<u>10X</u> <u>6X compared to 3DCloud</u>
Lighting	Digital-Twin Live Lighting Light controls & effects (e.g. shadows) IES Profiles Collaboration, Personalization	Image, Text and Video based	Nothing	Nothing	<u>10x</u>
Paints	Colours, textures, stencils Live Lighting conditions Collaboration, personalization	2D Visualizers	Nothing	Nothing	<u>10x</u>
Flooring	Carpet, wood, vinyl-tiles granite, marble, vitrified tiles Live Lighting conditions Collaboration, personalization	2D Visualizers	Nothing	Nothing	<u>10x</u>

Competitive Scenario

3DCloud

- Raised approx. \$45 million in investment
- Approx \$15 million in ARR
- RoomPlanner product adopted by Ikea, Macys etc.
- Principal competitor for Showroom3D
- <https://3dcloud.com/>

Threekit

- Raised approx. \$60 million in investment
- 3D Product configurators
- <https://www.threekit.com/>

• Others

- 3DCommerce startups attracted approx. \$500 million investment
- Focused on other markets
- Sports, Electronics etc.
- <https://Khronos.org> apex body for 3DCommerce

Entry Barriers

Technical expertise

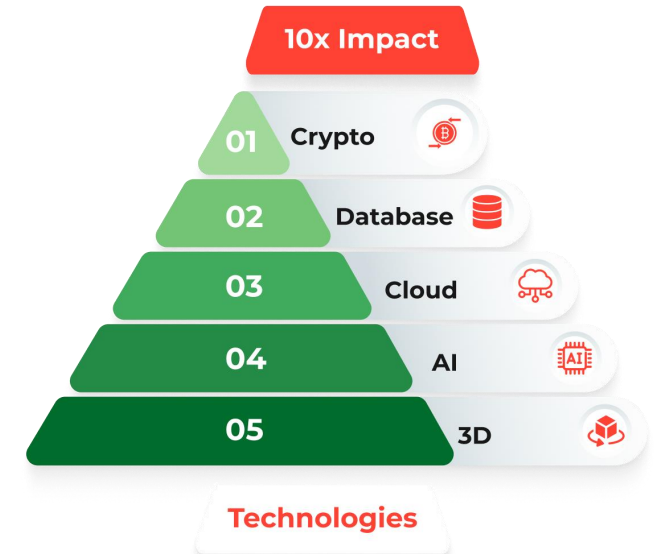
- Leverage expertise in foundational technologies
- Innovations protected by patents (USPTO, IPO)
- Trademark protection for Showroom3D

Pain points

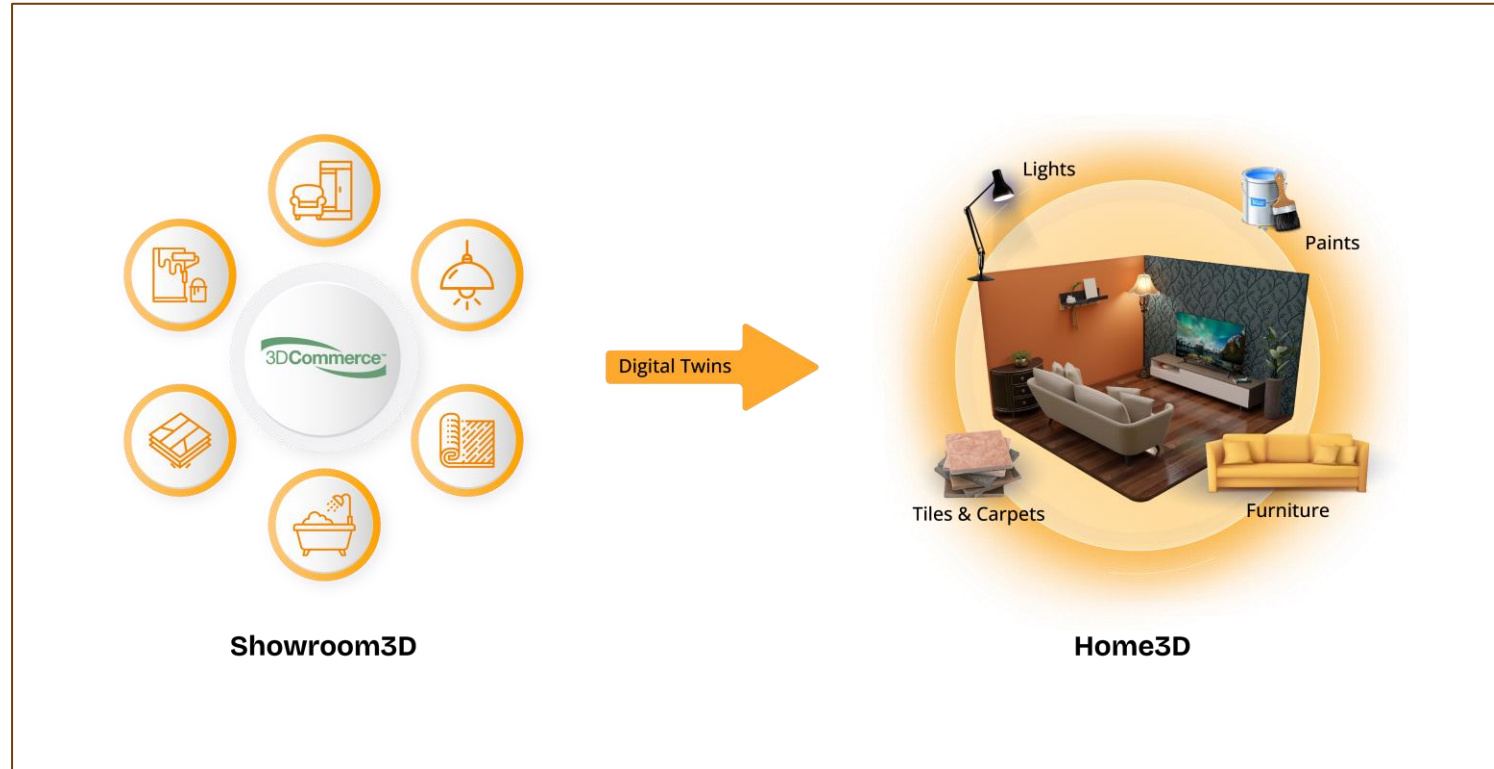
- Close engagement with companies in target sectors to under-stand their pain points
- Showroom3D designed with pain-killers to address pain-points

3DCommerce compliance

- Consistent experience across software and hardware platforms.
- Windows, iOS, android
- Smartphone, tablet, pc, kiosk
- PBR – Physically Based Rendering – Ensuring compliance to laws of physics

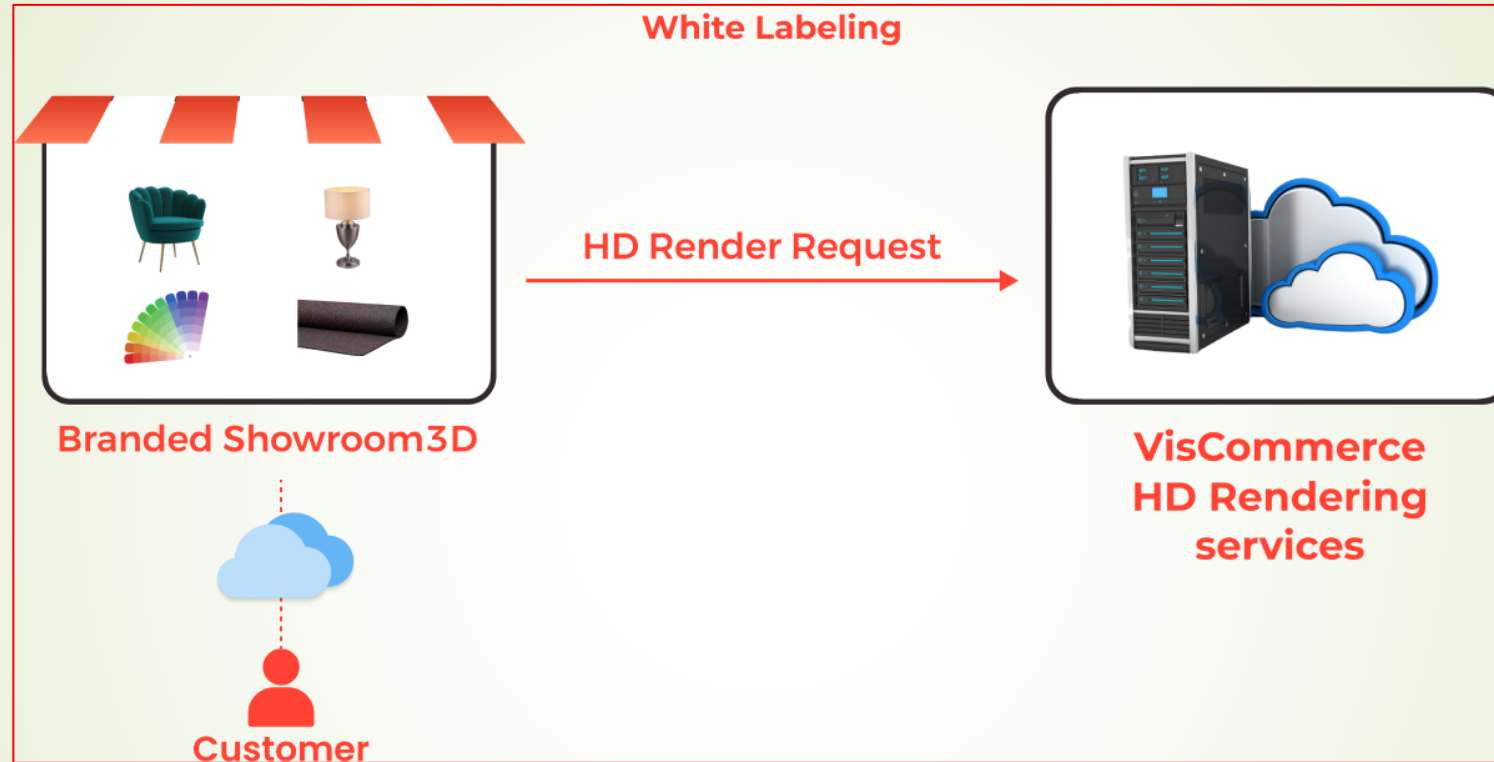


Network Effect → Moat



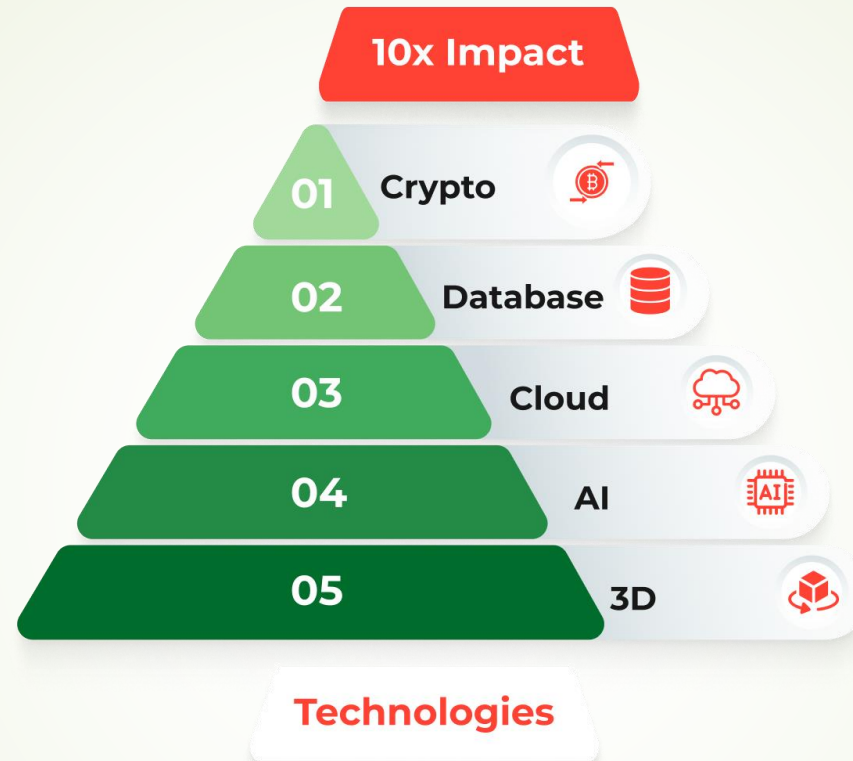
- As Showroom3D network grows its value to Home3D network grows which in turn fuels growth in Showroom3D network. This virtuous network effect can gradually develop into a powerful moat.
- In future expand the Showroom3D network by addressing sanitary-ware, kitchen, back-yard etc.
- In future expand the Home3D network to Office3D and other commercial spaces.

Business Model



- White labelled enterprise solution
- On-prem or SaaS
- Revenue sharing between customers & VisCommerce with HDRender feature.
- Highly profitable HDRender feature

Product Management – Early engagement with target markets



- Showcase features by leveraging power of technologies. (10x Impact)
- Identify pain-points in target sectors by engaging with key execs, customers etc.
- Study existing deployments and dynamics of Commerce and eCommerce

Marketing (Outbound)

Website

- Sector wise narrative of pain-points, solutions and benefits.
- Videos for use-cases
- Visitor registration, subscription
- WhatsApp integration

Social Media

- Content calendar
 - LinkedIn, Instagram
- Social listening

Videos

- Overview, Sector wise use-cases, separate videos for specific key features (e.g., Collaboration3D)

Partnerships

- eCommerce companies & cloud companies
- Won Microsoft-For-Startups (\$350 k credits for Azure, Office365 etc. Sales & marketing support)

Endorsements

- Trade bodies, thought leaders, market influencers
- Reaching out to “American Lighting Association”, Khronos, Furniture associations etc.

Sales

B2B

- Enterprise purchase model

Database of prospects

- CXO's
- Dynamics365

Channels

- LinkedIn, Email, Telephone

Email

- Reach out via MailChimp etc.

Consultants

- Salesamore.com



Market Traction

Competitors

3DCloud

- Room-planner from 3DCloud adopted by Ikea, Macy's etc.
- \$15 million Annual-Revenue
- <https://macys.3dcloud.io/>

Threekit

- eCommerce store-front embellished with 3D solution for Steelcase
- 3D Product configurator adopted by furniture company Lovesac
- <https://www.steelcase.com/products/office-chairs/gesture/>
- <https://www.lovesac.com/>

VisCommerce

- 6x provable impact over 3DCloud's deployed solution.
- Marketing initiatives underway
- Sales process underway

Team

Diverse & Complete

- Software, content, marketing, sales
- 2D, Video, 3D content development
- Software engineering expertise in 3D, AI, Cloud, Database, Crypto technologies

Leadership

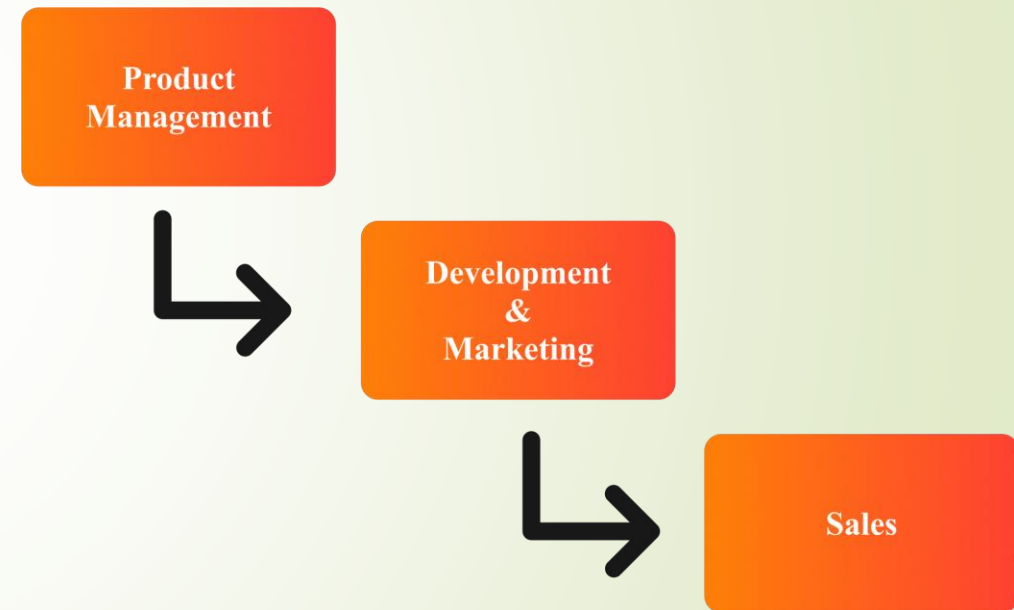
- Led by Ramakrishna J Tumuluri, ex-Silicon-Valley (15 yrs)
- Team leads in marketing, engineering and content

Process

- Well oiled process

Consultants

- Legal - tarulegal.com
- Sales - salesamore.com
- Recruiter - career-experts.in



Financials

Burn-rate

- Approx \$10k per month
- Employee salaries
- Consultants (Legal, Sales, HR)
- Software licenses

Total investment

- Approx \$750 k

Expected deal size

- \$100 k
- Subscription model with monthly payments \$3k – 5k
- Profit margin of 30%

Exit

Long haul

- VisCommerce being built for the long-haul
- Assembling team with diverse backgrounds and skills
- Well oiled overall company wide process
- Deep, sound, world-class engineering work
- Innovations with patents
- Trademark for Showroom3D
- Engagement with partners, endorsers, prospects, customers, investors

Open to options

- IPO
- Acquisition (Adobe, Tata's ?)

Capital

\$500k for 10% equity



Thank You

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