



VIRTUALIMMO

Immersive Online Experience for Real Estate

Axel Marciano, founder, virtualimmo.net

The very notion of a clear dividing line between reality and virtual reality becomes blurred, sometimes in creative ways.

Geoff MULGAN

A MASSIVE DIGITAL TRANSFORMATION

Real Estate in France & the virtual tours technologies

90%

More than **90% of consumers** use the internet to search for property.

20M

Real estate ad websites have more than **20 million users** per month.

70M

September 2016, Matterport, a 3D capture company surpasses **70 million global visits**.

PROBLEMS

Price, properties and 3D modeling solutions



THE PROPERTIES

Real estate agents or the sellers are seeking for sales tools valuing the properties which are often damaged or poorly furnished . Using panoramic photos could deserve such goods with a risk to loose customers who don't project themselves in this environment.



THE PRICE

The price to setup a virtual tour for a property can discourage real estate agents or the sellers in their return on investments.



3D MODELING SOLUTIONS

3D modeling solutions are not only expensive but often require also high-performance hardware and complex software for interactive visualization.

The rare web-based solutions available on the market are often offering bad quality textures, low speed performances and are difficult to be used by the real estate agents or the sellers.

OUR SOLUTION

Price, accessibility, help to the buyer



INCREASE ACCESSIBILITY

With a **high Quality 3D Motor Engine** Web-Based compatible on all devices and with Virtual Reality Headsets. All our 3D virtual spaces will be available in sharing on all social medias and web sites in one-click.



REDUCE PRICE

We reduce the 3D modeling process time with an **image recognition algorithm** who converts floor plan into 3D model.



HELP TO THE BUYER

Help the buyer to project himself with a simple but outstanding customer experience with a lot of innovative features such as interactive measurement of dimensions or IKEA furniture placement to help the buyer to feel at home.

MARKET SIZE

The market will focus on France in our first phase of development. In addition, based on the feedbacks collected from our current customers, our product would be about goods exceeding the average sales time in the region by 13% or the goods sold before or during construction. This leads to the current market assessment based on the number of transactions per year in France.

136,523

Real estate transactions per year exceeding the average selling time by 13% in France.

75,180

Real estate transactions per year before or during the construction.

PRODUCT

Check out all of our demos at www.virtualimmo.net/demo

Commander un modèle 3D

Importez vos images

Importez vos plans de sols (obligatoire)

Etage n°1.
Importez une photo (obligatoires).

Importez des images du bien (facultatif)

Pour améliorer la précision du rendu, importez ici des images du biens

Glissez des photos ici ou bien cliquez pour les importer.
Jusqu'à 10 photos.

RETOUR ENVOYER

Upload 2D floor plan
picture online



Receive the Virtual Space
in 48 hours

Partagez votre modélisation

Facebook Whatsapp Pinterest Email Copier le lien

Pour intégrer la modélisation VIRTUALSPACES à votre site internet, copier-coller le code :

```
<iframe src="https://www.virtualimmo.net/3D/model/5ad4b30802a6a231f8cd627f" width="100%" height="100%">
```

Copier le code HTML

Share It everywhere

BUSINESS MODEL

We charge the offer in different ways depending on the order volume.

Pack	Order's size	Price VAT excluded/model	Price with VAT/model	Total Price VAT Excluded	Total Price with VAT
Pack One 3D	1	190 €	228 €	190 €	228 €
Pack XS 3D	5	170 €	204 €	850 €	1020 €
Pack S 3D	10	150 €	180 €	1500 €	1800 €
Pack M 3D	30	140 €	168 €	4200 €	5040 €
Pack L 3D	50	130 €	156 €	6500 €	7800 €
Pack XL 3D	100	110 €	132 €	11000 €	13200 €

MARKET ADOPTION

Partnership

Arthurimmo.com

i max

SeLoger



Event

s.iMi.
Salon de l'immobilier d'entreprise



Traffic Acquisition



facebook
ADVERTISING

You Tube
Advertising

COMPETITION

Company or product and competitive advantage

Matterport



- Our Virtual Spaces are 100% Virtual allowing to enhance damaged or poorly furnished goods proposing nice furnitures and room spaces renovation.
- No need to visit the property. We need only few 2D plans or pictures.
- We can set 3D models of properties before building.

Realiz3D



- Our price is much lower thanks to the automation of our modeling processes. We can therefore work on a larger number of properties.
- Our 3D engine is more accessible and fast with a better user experience across all devices and on all web medias.

Rhinov



- Our product unlike Rhinov is interactive, and can go much further than a photo editing. In addition our 3D engine also offers capability to take 3D photos of the property from any angle and without limits.

By 2025, ONE in every TWO properties will be let and sold
GLOBALLY without ANY agents.

Virtual Immo wants to be one of the precursor of this disruption.

Estimated Budget

Category of expenditure	may 18	june 18	july 18	aug 18	sept 18	oct 18	nov 18	dec 18
Human ressources	0 €	4 260 €	4 260 €	9 414 €	15 094 €	18 328 €	18 328 €	22 588 €
Office and furnitures	940 €	940 €	940 €	940 €	5 700 €	2 400 €	2 400 €	2 400 €
Hardware	2 500 €	3 000 €	0 €	3 400 €	2 500 €	1 200 €	0 €	2 500 €
Subscriptions, servers and internet	179 €	305,75 €	315,75 €	546 €	597,75 €	649,50 €	664,50 €	716,25 €
Travelling Expenses	0 €	0 €	0 €	890 €	890 €	890 €	890 €	890 €
Advertising and Communication	0 €	0 €	0 €	0 €	1000 €	1000 €	1000 €	2 000 €
Services	0 €	0 €	0 €	1500 €	4500 €	600 €	600 €	2 100 €
Total Cost	3 619 €	8 506 €	5 516 €	16 690 €	30 282 €	25 068 €	23 883 €	33 194 €

Estimated Budget

Category of expenditure	jan 19	feb 19	mar 19	apr 19	may 19	june 19
Human ressources	24 306 €	24 306 €	24 306 €	24 306 €	24 306 €	24 306 €
Office and furnitures	2 400 €	2 400 €	2 400 €	2 400 €	2 400 €	2 400 €
Hardware	1 200 €	0 €	0 €	0 €	0 €	0 €
Subscriptions, servers and internet	793 €	853 €	893 €	923 €	953 €	993 €
Travelling Expenses	890 €	890 €	890 €	890 €	890 €	890 €
Advertising and Communication	2 600 €	3 800 €	18 800 €	3 800 €	3 800 €	3 800 €
Services	600 €	600 €	600 €	2 100 €	600 €	600 €
Total Cost	32 789 €	32 849 €	47 889 €	34 419 €	32 989 €	32 989 €

TEAM

Company or product and competitive advantage



AXEL MARCIANO

CEO, Co-Founder, Engineer
Ecole Centrale



BENJAMIN MAAREK

Business Developer, Co-Founder, Accountant
ENOES school



PAULINE BITTANTE

Artistic director, Web Designer
EEMI school



FRANÇOIS NACASCHE

Insurance and Management training
IFPASS school

TESTIMONIALS

Company or product and competitive advantage



ALAIN CHICHEPORTICHE

General manager - BSI Ogipa

« In addition to being a visualization tool, 3D models of virtual immo can model several architectural layouts for an apartment which is often decisive in a sales process. In addition, the IKEA library allows the user to quickly feel at home. »



YANN KAHILL

Agency director - Arthurimmo

« The ordered 3D models fits perfectly to my expectations. Typically, on an empty apartment it allows to project customers. These same customers appreciate precisely the effort made by this model and find very nice and innovative compared to other agencies... »

We'd love to collaborate with you.

Thank you



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