

HOMEED



Interior design and interactive plans with virtual and augmented reality

The platform thus becomes a vehicle for marketing and commercial development for all companies and professionals in the construction, furniture, and real estate sectors.



How It Works

<https://youtu.be/rbkZye1qYoo>

VIDEO DEMO

HOMEED

SMART HOME IN YOUR SMART PHONE

HOMEED

Download the App



H3DViewer



SERVICES OFFERED

Furniture frames catalogue and ADV



SERVICES OFFERED

Furniture frames catalogue and ADV

SELLING TO THE FURNITURE COMPANY

- Adding their products to our catalogue
- Insert advertising and reference their products
- Connect with a customer audience in a specific and delicate purchasing phase

The price of this service varies depending on both the number of products included in the catalogue and the position of the advertisements.

SERVICES OFFERED

Platform customization

WHITE-LABEL

- Color logos editor, cardboard gadgets, and floor plan realizations.
- We can customize the whole platform according to the needs of our customers.
- In the case of Intesa San Paolo, all the editors and gadgets were branded according to their requests.



This service is offered for a fee and budgeted according to the needs of the individual customer.

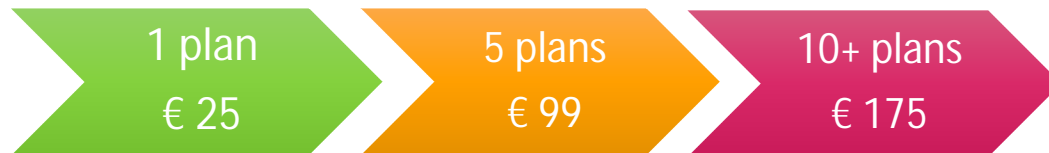
SERVICES OFFERED

Design service

PLAN CONVERSION

For all types of users we offer a plan conversion service from the registered architectural paper layout to our virtual 3D format.

The service is paid with three different types of packages.

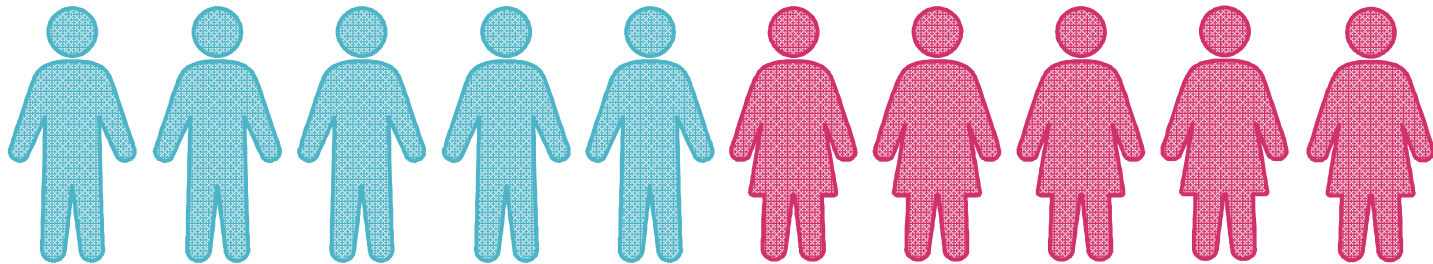


TARGET USERS

TARGET USERS

Consumer users – non paying

WorldWide



20_y - 50_y

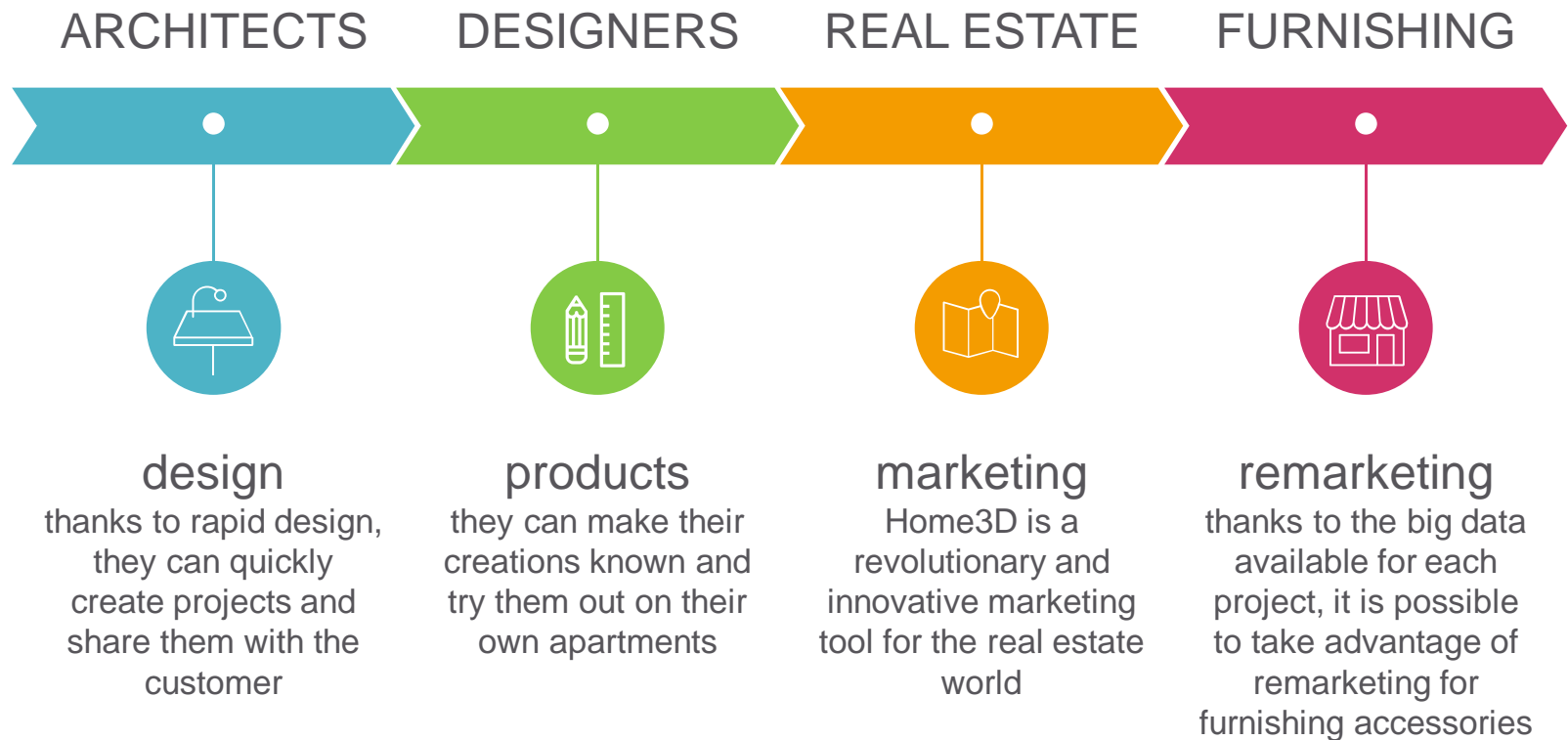
Regular digital appearances, present on social networks with a private profile and/or a Facebook page, has a smartphone and an ADSL connection.

Our target is a user in a very well defined and precise purchase phase: They're either buying a house, changing it, or renovating it.

TARGET USERS

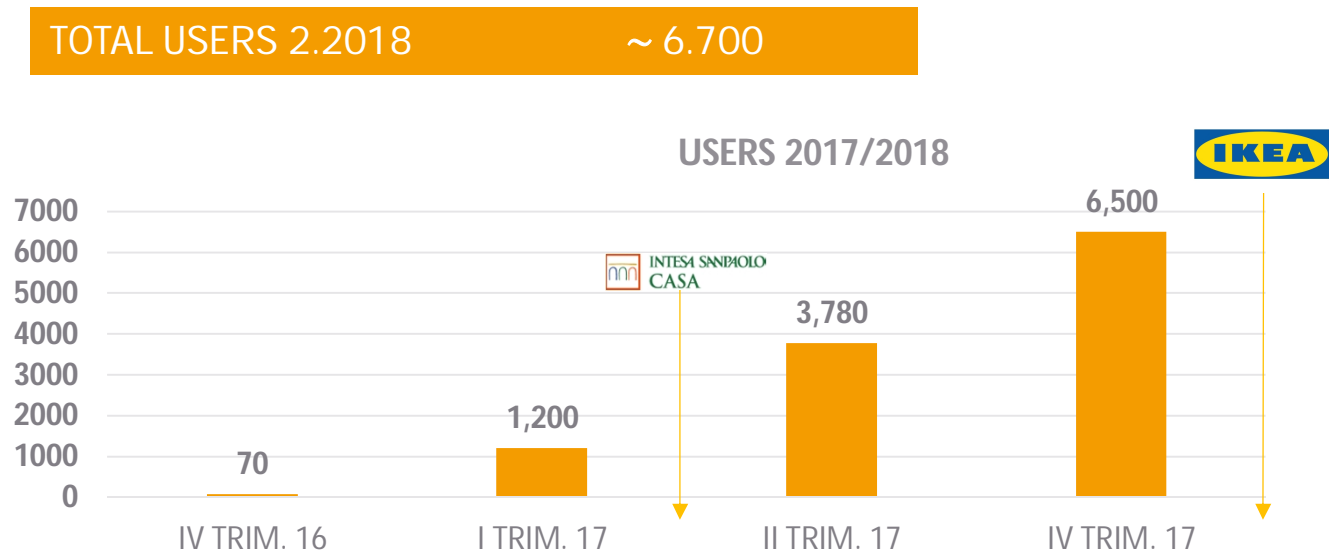
Business users - paying

WorldWide



RESULTS ACHIEVED SO FAR

RESULTS ACHIEVED – NON-PAYING USERS

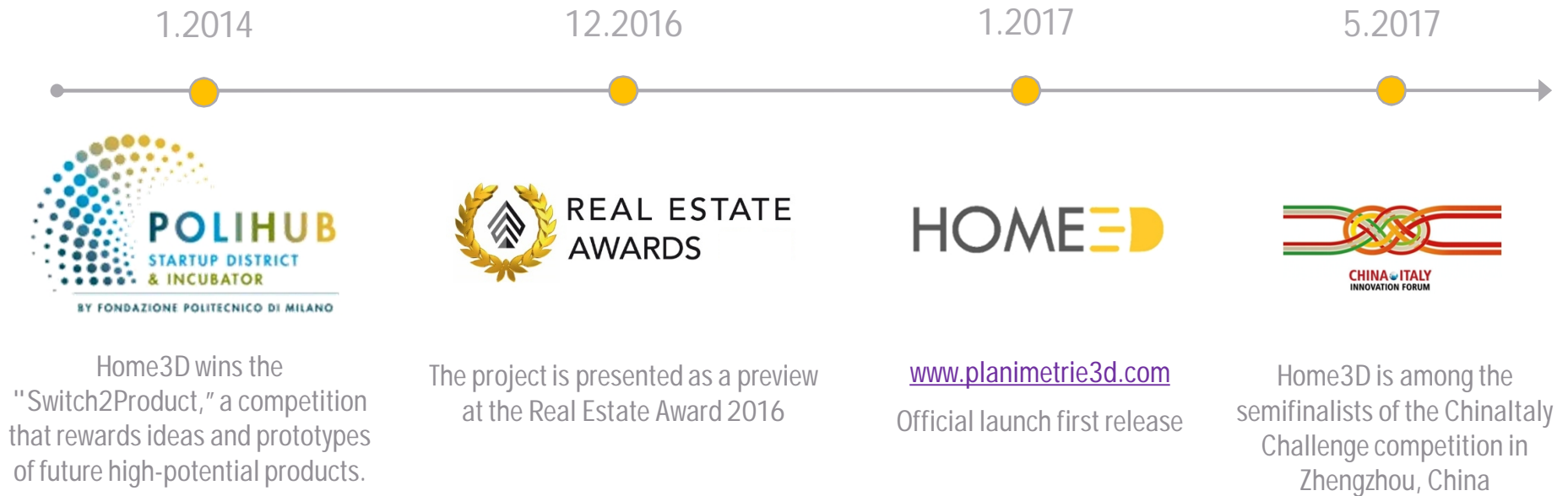


The achievement of the critical mass of users in the shortest possible time is the main objective of Home3D. Since the release of the project, we have recorded a steady increase in registrations and we are currently recording a position that surpasses our expectations.

This organic growth is certainly due to the visibility of the project on the Intesa San Paolo Casa portal and we are looking forward to a further increase in registration with the launch of the IKEA pilot project in June 2018.

AWARDS & MILESTONES

3DSign is an innovative startup incubated at Polihub, the prestigious incubator/accelerator of the Milan Polytechnic*



*[UBI Global](#) Ranking 2017/2018!

AWARDS & MILESTONES



PARTNERSHIP



COMPETITORS

COMPETITORS



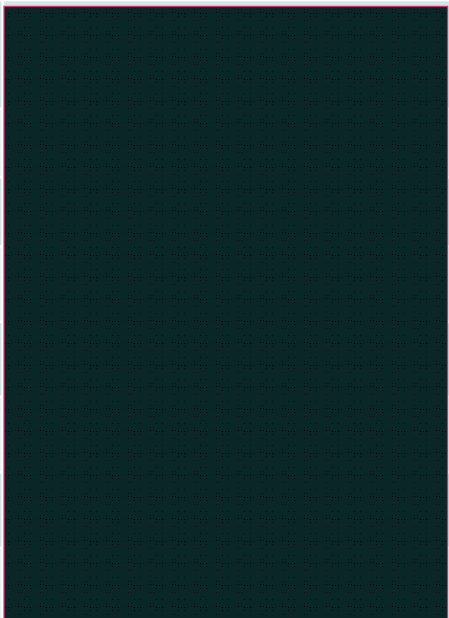
	floorplanner.com Free 1 proj.	homeby.me € 6 cad _{min 120} proj	ambiensevr.com price quote	HOME3D FREE _{no-limit}
Web Editor	✓	✓		✓
Mobile App			✓	✓
Cardboard VR			✓	✓
Furn. catalogue / Ecommerce		✓		✓
House care and facilities				✓
Big Data				✓
Remarketing				✓

ECONOMIC AND FINANCIAL FORECAST

REVENUE MODEL

TOTAL 31.12.17

~ 52.000 Euro

	SERVICE	MIX USER / SERV.	2017
Consumer users – non paying			~5.150 User
Business users - paying			~160
1 plan	25 €		4.500€
5 plans	99 €		1.000 €
10 plans	175 €		900 €
white label	10.000 €		15.600 €
Catalogue insertion	1.500 €		31.200 €

* This is not forecast

REVENUE FORECAST

Prudential scenarios

	SERVICE	MIX USER / SERV.	2018	2019	2020	2021	2022	%
Consumer users – non paying			8.000	96.000	186.667	440.000	700.000	
Business users - paying			338	4.061	7.896	18.612	29.610	
1 plan	25 €	3,50%	7.000 €	84.000 €	163.334 €	385.000 €	612.500 €	9%
5 plans	99 €	0,20%	1.584 €	19.008 €	36.960 €	87.120 €	138.600 €	2%
10 plans	175 €	0,10%	1.400 €	16.800 €	32.667 €	77.000 €	122.500 €	2%
white label	10.000 €	0,03%	24.000 €	288.000 €	560.001 €	1.320.000 €	2.100.000 €	29%
Catalogue insertion	1.500 €	0,40%	48.000 €	576.000 €	1.120.002 €	2.640.000 €	4.200.000 €	59%
EBITDA %					34%	44%	50%	

*** This business plan not considered the IKEA partnership**

THE TEAM

TEAM & BOARD

★ 1 EXIT



36%

Alessandro De Grandi
CEO & FOUNDER

Experience as an entrepreneur and successfully exited the Esaplanet project in 2010. Academic training at the Milan Polytechnic. Full Time on this project



36%

Samantha Breventani
CFO & FOUNDER

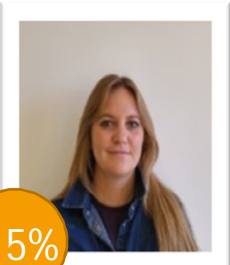
Degree in Education and Training Sciences | Master's in Human Resource Management and Organization



10%

Alessio Zolla
CTO

Computer engineer | Web development and architecture expert



15%

Sara Cassina
PR - Social Media Communication

Degree in economics and master's degree in the United States in communication | Focused on PR strategies and social media communication | Experience in Information Technology | With the project since its initiation



3%

Andrea Bernasconi
3D Architect - PM

Work experience concentrated in IT development | Draws from experience in videogame design to get the most out of the latest technology assets

WE ARE LOOKING FOR OUR 1° ROUND

STARTING FROM 1M €

- Angel or Venture Capital with international networks
- We want to gap our cash flow needed
 - users acquisition
 - evolution developments
 - commercial network
- PROJECT: new business country in USA, UEA market

HOW WE WILL INVEST THE COLLECTED FUNDS

55% acquisition of new users

Our users are already growing organically thanks not only to the partnership with Intesa San Paolo, but also to the boost we expect from the IKEA partnership. We want to accelerate this growth, however, by investing in a suitable marketing strategy that leverages the free use of the platform by consumer users.

37% evolutionary development of the platform and 3D model import

Technology requires constant maintenance and evolution: this is why we will invest in new staff and tools that keep us always in step with the most advanced standards and new technologies.

13% commercial network development to accelerate revenue growth

We will invest in business consultants who can offer HOME3D to companies and forge new partnerships: the advertising model and services offered by HOME3D are innovative, and it is much easier if/when explained to the marketing directors in person by showing demos and sharing success stories. The more commercial capacity we build, the faster new companies will become part of our catalogue.

www.planimetry3d.com



De Grandi Alessandro
CEO & Co-Founder

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