



CREATIVE

2024

PIXEL CONSTRUCT

Pixel Construct is a startup which focuses on providing other business with pre made game levels, Ar VR functionalities and also visualization service for real-estate purposes which companies can purchase to save time.



TEAM

EQUITY

Shravani Pawar	UI/UX Designer	Founding Member	25%
Aryan Patil	Unreal Engine Dev	Founding Member	25%
Chitaraj Karan	Unreal Engine Dev	Founding Member	25%

PROBLEM STATEMENT

Currently significant challenges are faced by professionals to maintain a high standard of quality.

It is very time consuming and expensive to develop such high quality environments.

We Provide

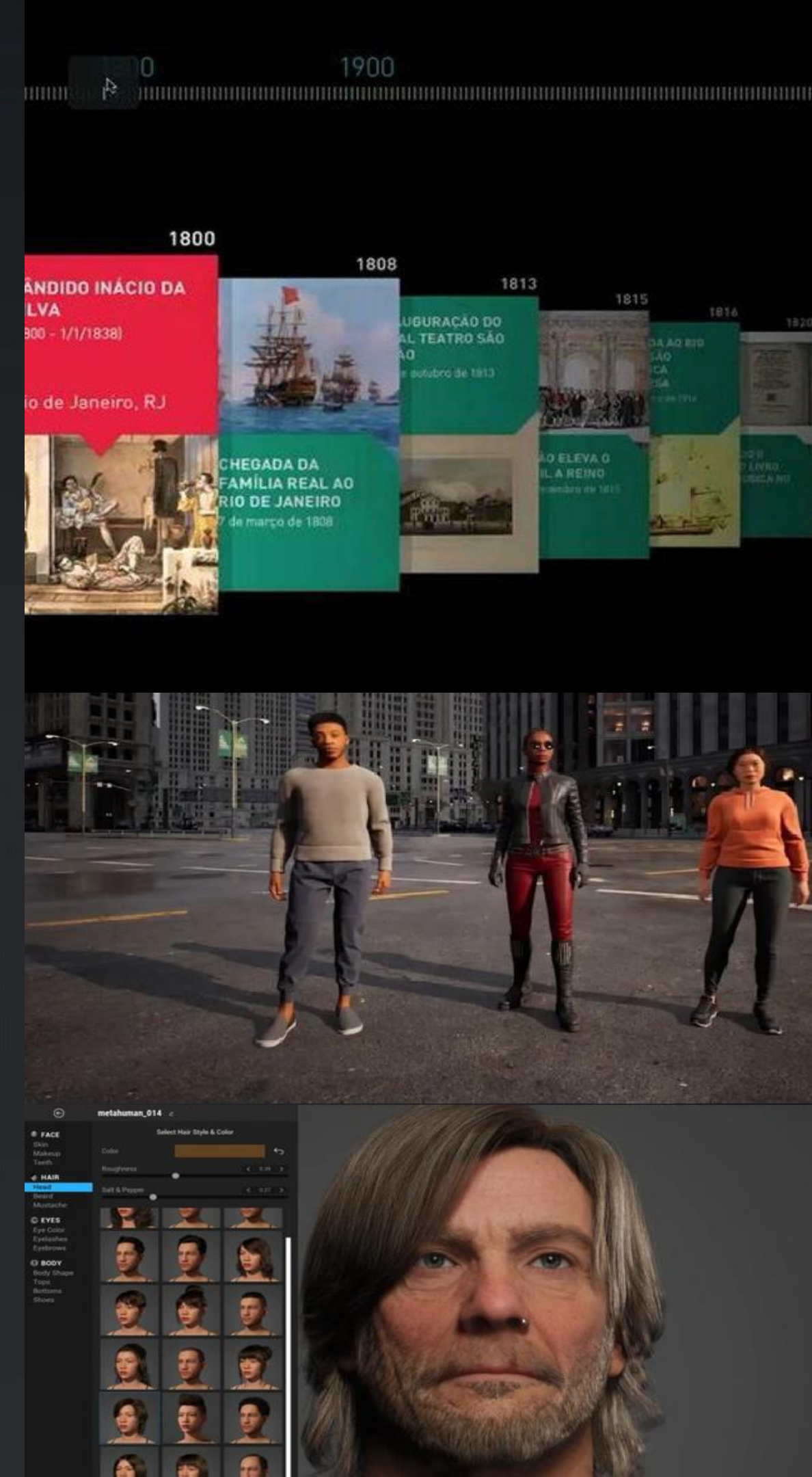
- Premade Environments and Functionalities ready to use.
- Access to Diverse Asset Libraries
- Easy Customization and Integration
- Affordable Costs and Licensing
- Active Community and Support

Overview

Currently the the services which we are providing are unique to our company.

Businesses will be able to boost their production while saving the excessive cost and time spent on developing environments and functionalities.

Small scale studios will benefit the most and in India, the Game development industry is currently blooming.



PRODUCT OFFERINGS

A library of pre-made assets along with custom made levels.

- High-quality, customizable assets compatible with major 3D software
- High-resolution custom made projects for Game studios.
- High-resolution images or short videos of featured 3D kits
- Architectural visualization for real estate purposes



BUSINESS PLAN

Flexible Pricing Plans

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- Multiple pricing tiers (e.g., single kit purchase, subscription plans, enterprise licenses)
 - Custom orders from real estate vendors.
 - Tie-Ups with companies.

Market Opportunity

India:

- Total Number of Registered Companies in the related field : 2000
 - As there are no current competitors we can aim for Target Market of (15%): 300 companies
 - Average Price per Year: ₹100,000
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Based on the target market of 15%, we aim to reach 300 companies. Considering we earn ₹100,000 per annum on average from each company, the revenue potential would be:

- Market Potential in India:
 - 300 companies x ₹100,000 per year = ₹30,000,000 per year (₹3 crore per annum)

Funding Needs

Pixel Construct is seeking to raise **₹2 lakh** by offering **5% equity** in our company. This funding will play a crucial role in accelerating our growth and expanding our innovative digital solutions in game design, augmented reality (AR), virtual reality (VR), and architectural visualization.

The offer of 5% equity for ₹2 lakh values Pixel Construct at ₹40 lakh. Our unique positioning in providing high-quality game levels, environments, and AR/VR functionalities, along with our architectural visualization services, sets us apart in the market.

The funds raised will be strategically allocated to several key areas:

- **Product Development**
- **Marketing and Sales**
- **Team Expansion**
 - **Talent Acquisition:** Hire skilled professionals in game design, AR/VR development, and architectural visualization to support our growing portfolio of services.
 - **Training and Development:** Invest in training programs to ensure our team remains at the forefront of industry trends and technologies.
- **Operational Infrastructure**
 - **Infrastructure Enhancement:** Upgrade our operational infrastructure to support increased demand and ensure seamless service delivery.
 - **Customer Support:** Strengthen our customer support capabilities to provide exceptional service and foster long-term client relationships.

Exit Options

1. Increase Personal Salary and Bonuses:
 - Gradually increase your salary and bonuses leading up to the exit.
 - Ensure the company can still meet its financial obligations.
2. Sell Shares to Existing Partners:
 - Upon retiring, sell your shares to existing partners.
 - Receive money from the sale and leave the company.
3. Liquidate Assets:
 - Sell all company assets at market value.
 - Pay off obligations and keep the remaining funds.
4. Initial Public Offering (IPO):
 - Sell company shares on the public market.
 - Generate substantial funds and provide liquidity for shareholders.
5. Merge or Be Acquired:
 - Merge with another business or be acquired by a larger company.
 - Receive payment for shares from the acquiring company.
6. Sell the Company Outright:
 - Sell the entire company to an interested buyer.
 - Receive a lump sum payment for the sale.
7. Pass on to a Family Member:
 - Transfer ownership to a family member.
 - Ensure business continuity within the family.



THANK YOU

2024

