VR Nest

STARTUP PITCH DECK

We make VR visualizations for builders/construction companies
to aid them see their vision live before execution

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VR Nest

MEET THE TEAM

YUVRAJ SINGH

VR, 3D TECH EXPERTISE

OSHIN ARORA

LAW & FINANCE

SOUMITRA SHENDYE

PRODUCT MANAGEMENT

SWATI SINGH

SALES & MARKETING

ANGELA PRINCE

PUBLIC POLICY & ECONOMICS

CONTENT

PAIN POINTS

In the real estate industry, builders create sample flats to showcase to their customers. Typically, builders offer a wide range of flats with different carpet sizes, furnishings, flooring variations, etc. Constructing each variation is expensive, so they usually only build 2 to 3 models. As a result, customers often can't see a real sample of the specific flat they are interested in buying.

Realitors unable to showcase their full inventory

Unability to realitors to showcase all their offrings leads to unsatisfied customers and they find it difficult to convert their leads.

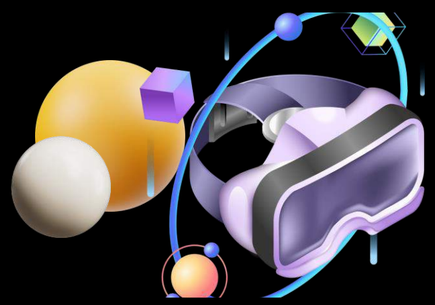
Unsatisfied Customer

Since customers are not able to actually see how their future flat will actually look. The over all customer experience remains unsatisfactorry

Unability to show large number of customisation options

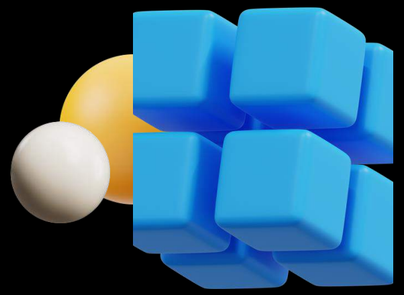
The high cost and extensive space required to construct sample flats limit realtors' ability to showcase the numerous customizations they offer across their various products.

PRODUCT & TECHNOLOGY OVERVIEW



VR visualizations

The product will aid builders and construction companies to have a realistic VR model which they can walk through and experience enabled via Virtual Reality Technology. They can also use this for their potential clients to experience the sample homes instead of actually spending money to create one.

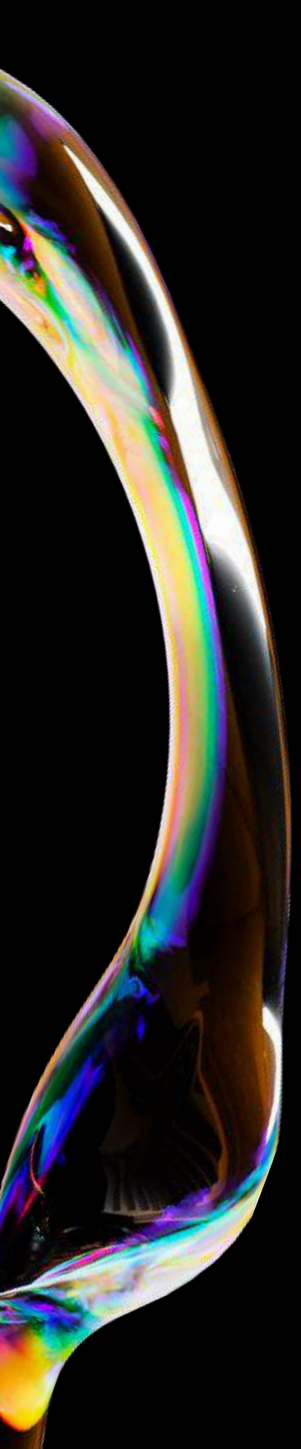


Realistic 3D models

Exact replicas of the vision of the builder can be simulated via 3D models using technologies like Maya & Unreal-Engine which would look realistic.

Look & Feel of Materials

The textures & materials of the building can be customized along with the furnishings to make it look appealing to different individuals according to their taste and appeal.
Textures can be readily changed according to the situation of who is having the walk-through.

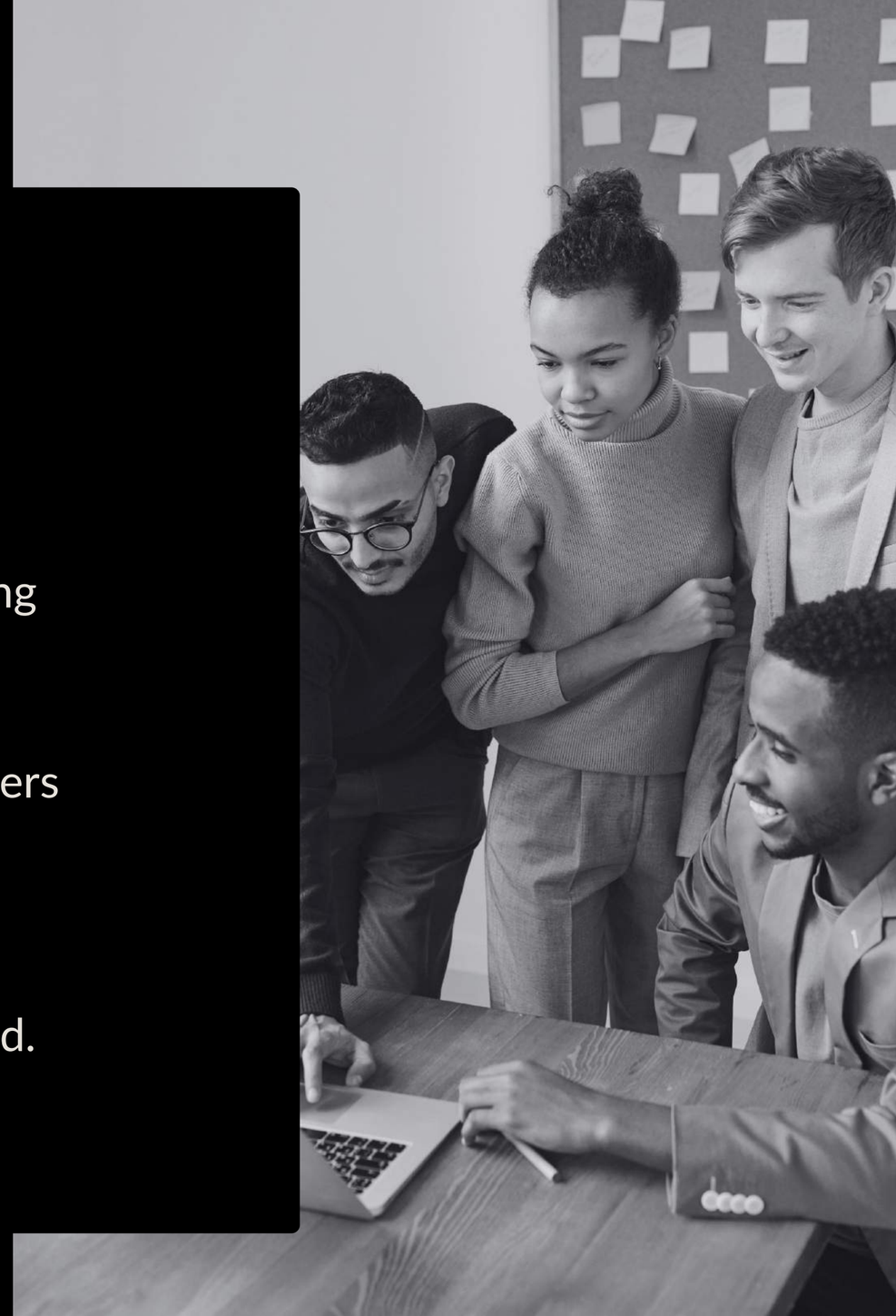


BUSINESS MODEL

We will provide services to design VR environment along with required physical models.

Realtors would be our primary customers other customers include architects & other designers.

Our pricing will be dynamic and will depend upon the customizations and complexity of the flat to be designed.



MARKET OPPORTUNITY AND TARGET CUSTOMERS

Target Market:

Initial Focus: Mid to large-scale real estate developers building residential projects, homeowners and commercial property developers (malls, offices, etc.) in Pune, India.

Expansion Plan: Urban and suburban areas in India, particularly in cities with high real estate activity like Mumbai, Delhi, Bangalore, and Hyderabad.

Pricing Strategy:

3D Scanning and VR Imaging: Rs 1,50,000-2,00,000 per flat

Physical Modeling of Sample Flats: Rs 1,00,000-2,00,000 per flat

Realistic Market Capture in Year 1:

Potential Revenue in Year 1 (Pune):

Revenue from VR Imaging: ₹ 1 Crore

Revenue from Physical Models: ₹ 50 Lakhs

Total Revenue in Pune (Year 1): ₹ 1.5 Crore

Expansion Plan and Future Market Potential:

Potential Revenue in Year 3:

Revenue from VR Imaging: ₹1.7 Crore

Revenue from Physical Models: ₹ 90 Lakhs

Total Revenue in Year 3: ₹ 2.6 Crore

Market Size Estimation:

Number of New Flats Constructed Annually in 1 city: ~30,000

Estimated Realtors in Pune: ~200 major realtors

Estimated Number of Homeowners Designing Houses in a city in 1 Year: ~20,000

Total Market Potential:

Pan-India Market Size: ₹24,000 Crores annually

CURRENT TRACTION AND EXECUTION

Ideation Stage: Our business model is currently in the ideation stage, where we are refining the concept and conducting market research. We have identified a significant market opportunity in the real estate sector for VR modeling and physical modeling services.

Market Research: Preliminary research indicates a growing demand for immersive and interactive property viewing experiences among homebuyers and real estate developers. We have gathered insights from industry reports, real estate developers, and potential customers.

Concept Validation: Initial discussions with a few real estate developers have shown a positive response to the idea of using VR models to showcase properties. Developers believe that this technology can significantly enhance their sales process and improve customer satisfaction.

EXECUTION PLAN

Market Analysis:
Conduct surveys and competitor analysis.
Evaluate technological requirements.

Business Model Refinement:
Define pricing and USPs.
Create a detailed business plan.

Marketing and Sales Strategy:
Build an online presence and marketing materials.
Attend industry events and launch ad campaigns.

Prototype Development:
Develop and test a basic VR model.
Iterate based on feedback.

Pilot Project:
Partner with a developer for a pilot.
Collect real-world data and testimonials.

Scaling Up:
Secure funding and establish partnerships.
Invest in technology and expand the team.

OUR POTENTIAL COMPETITORS

smartvizx

Specialises in virtual reality solutions for real estate and architecture, offering tools for virtual walkthroughs and immersive property showcases.

Jio TESSERACT
Democratizing Mixed Reality
JioDive Jio Glass

Provides AR and VR solutions across various sectors, including real estate. They are known for their high-quality immersive experiences and user-friendly interfaces.

Offers AR and VR experiences for e-commerce and real estate, enabling virtual tours and interactive visualizations of properties.

scapic

Provides AR and VR solutions for real estate and other industries. Known for their innovative approach to creating realistic virtual environments.

DIMENSION NXG

holopundits

Develops AR and VR solutions for various industries, including real estate. Focuses on creating engaging and interactive experiences for property visualization.

Why VR Nest ?

VASTU AND FENG SHUI INTEGRATION

our platform will provide recommendations based on Vastu Shastra and Feng Shui principles, ensuring that the design aligns with the interests of the Indian audience.

USER-FRIENDLY INTERFACE

Our platform will prioritize ease of use, ensuring that both tech-savvy and less technologically inclined customers can navigate and utilize the customization features without difficulty.

INTEGRATION WITH BUILDER'S CATALOGUE

Seamlessly integrating our VR solution with the builders' existing catalogues and databases, providing a holistic view of all available options, including various layouts, finishes, and upgrades.

SCALABILITY

Our platform is tech-based so is easily scalable for clients word-wide once developed

CUSTOMER SUPPORT AND TRAINING

Providing excellent customer support and training for builders and sales teams to ensure they can fully utilize the VR solution to enhance their sales process.

CONTINUOUS INNOVATION

Committing to continuous R&D & Regular updates and new features will keep our solution relevant and competitive.

FINANCIALS (CURRENT AND PROJECTIONS)

VRNest		Financials Current and Projections		
Sr. No		Year 1	Year 2	Year 3
1	Revenue	₹ 1,00,00,000	₹ 1,50,00,000	₹ 2,60,00,000
2	Cost of Goods Sold (COGS)	₹ 40,00,000	₹ 72,00,000	₹ 1,04,00,000
3	Gross Profit	₹ 60,00,000	₹ 78,00,000	₹ 1,56,00,000
4	Operating Expenses (OPEX)	₹ 72,00,000	₹ 54,00,000	₹ 68,00,000
5	EBITDA	₹ 18,00,000	₹ 24,00,000	₹ 88,00,000
6	Capital Expenditures (CAPEX)	₹ 4,00,000	₹ 2,40,000	₹ 1,60,000

OPEX BREAKDOWN

CAPEX Breakdown			
Cost Component	Year 1	Year 2	Year 3
Salaries	₹ 10,80,000	₹ 7,20,000	₹ 10,80,000
Marketing	₹ 4,05,000	₹ 2,40,000	₹ 3,60,000
Technology & Equipment Maintenance	₹ 2,70,000	₹ 2,40,000	₹ 3,60,000
Administrative Expenses	₹ 2,70,000	₹ 1,20,000	₹ 1,80,000
Rent and Utilities	₹ 1,35,000	₹ 1,20,000	₹ 1,80,000
Additional Expenses	₹ 5,40,000	₹ 3,60,000	₹ 5,60,000
Total Operating Expenses	**₹ 72,00,000**	**₹ 54,00,000**	**₹ 68,00,000**

UNIT ECONOMICS

Unit Economics	
Metric	Value
Average Revenue per Transaction	₹ 10,000
Average Cost per Transaction	₹ 7,200
Contribution Margin per Transaction	₹ 2,800
Breakeven Transactions (Year 1)	2572

FUNDING NEEDS, USE OF FUNDS & PROPOSED VALUATION

How much funds we plan to raise?	**We are planning to raise an initial investment of 25 lakh rupees**	**We plan to raise a follow-on funding round of 1 Crore rupees**
What will the funds be used for?	• To create a team comprising of 3D modellers, VR developers & engineers • Invest in LiDAR Technology to optimize the measurement process • Software subscriptions for modelling and VR development	• These funds will be directed to make a marketing team • Expand the existing teams • Expenditure on social media marketing & making creative ads
How long will they last?	We expect these funds will last us for a 10 month period where we will create an actual working platform.	These funds will last us for another 6 months and we will start generating revenue in this period.
Valuation	We are offering 5% equity for this round for a valuation of 5Crores.	We will offer another 5% for this round for a valuation of 20 Crores.

EXIT STRATERGY

- **Investor Buy Back**

The company will offer its investors an option of “Investor Buy Back” at a pre decided company valuation.

- **IPO**

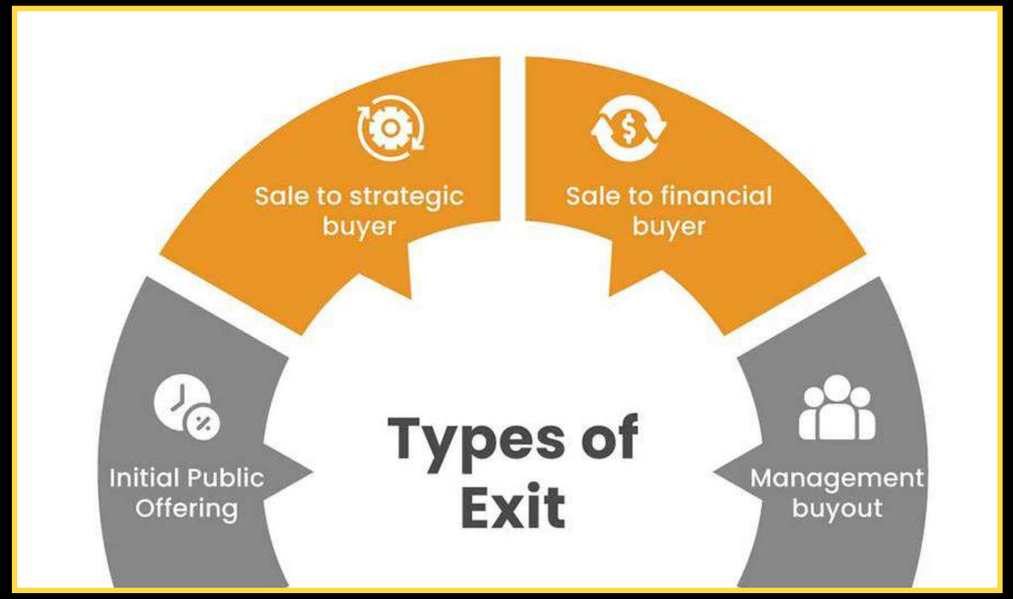
Investors can exit during at IPO stage.

- **Company Takeover**

Investors can exit if the company gets acquired by a some other company

- **Management Buy Out**

If company is bought by the management of the company



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THANK YOU

for your time and consideration