

Home Virtual Assistant

HOMVA

New furnishing experience



HOMVA

It is a platform that uses artificial intelligence to sell furniture by generating interior designs that suit the customer's taste, needs, and budget.

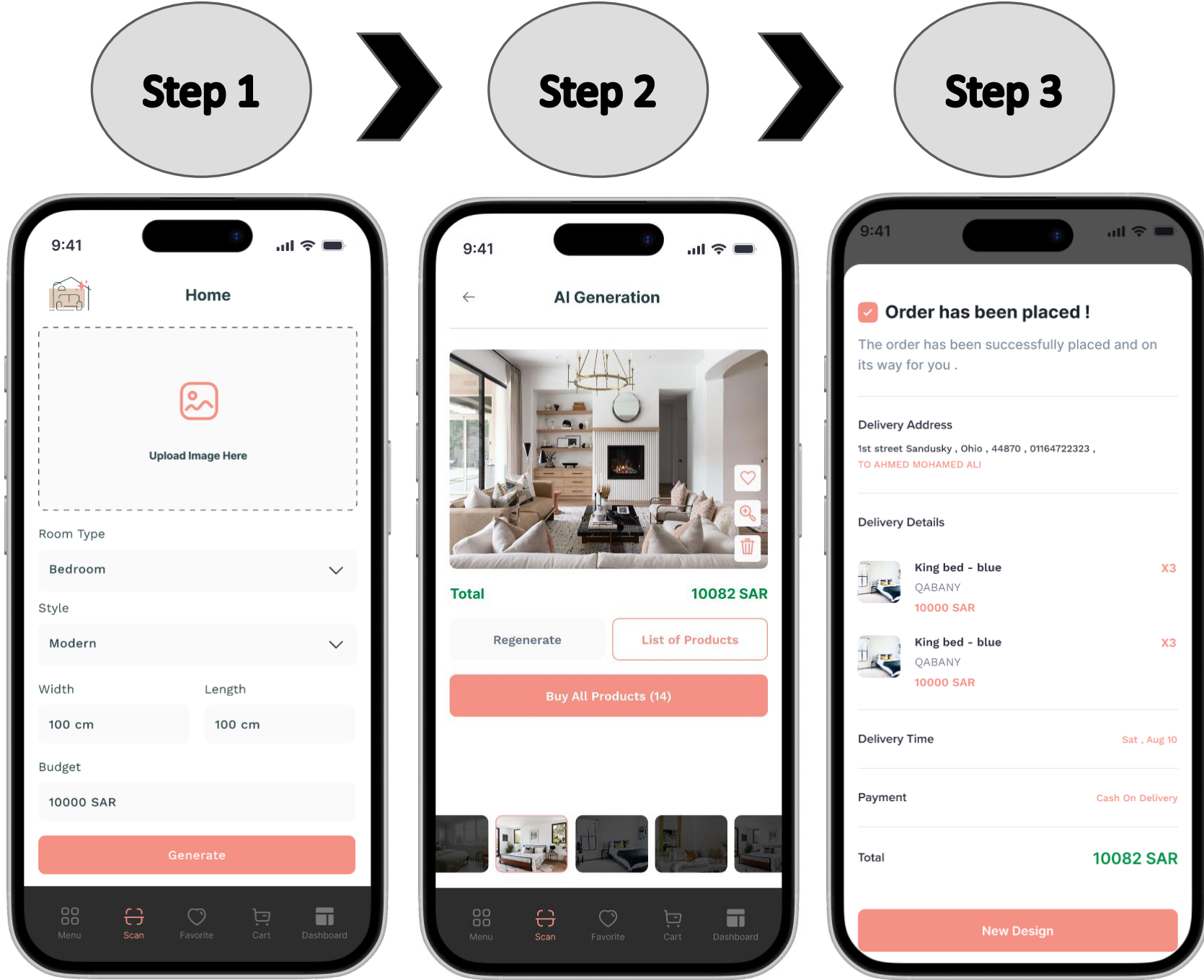
The problem to be solved

1. Reducing the cost of interior design from tens of thousands to zero riyals.
2. Enabling the customer to choose and coordinate furniture pieces like an expert.
3. Saving time and effort for the customer.

App Description

1. The client enters some information such as a picture of the current room and the budget.
2. The application generates suggested interior designs for the customer.
3. The customer purchases the furniture directly.

Prototype



Competitive advantage

1. Possibility of purchasing the same furniture pieces shown in the design.
2. Possibility of setting a specific budget.
3. Create unlimited interior designs for free.

Unfair advantages

1. The ability to customize the outputs according to the taste of each country around the world by using different techniques from the competitor.
2. Keeping up with the latest trends in the world of furniture.

Target audience

Gender: Male and female.

Age: 25 to 40 years

Average Salary: 22K/month.

House type: New apartments.

Their budget: 60k – 100k SAR.

Marital status: Engaged and about to get married.

Geographical areas: Riyadh, Jeddah.

Market size in Saudi Arabia

Number of marriage contracts in **2022:**
(170,000) marriage contracts.

Assuming the average apartment furnishing
for a person of average income is **(80,000)**

$$(170,000 * 80,000) = \mathbf{13.6 \text{ B SAR/Year.}}$$

Market size in Riyadh and Jeddah

	Riyadh	Jeddah
population	10 million people	4 million people
Number of marriages per year	55,420	21,539
Number of marriage per month	4,618	1,795
Market Size	4.4B SAR / year	1.7B SAR / year

Business Model

Getting a percentage of sales from every purchase.

Competitors

In Saudi Arabia:

- Decory.

Globally:

- Collov.
- Arch.
- Home Al.

Funding required

Technical Development: **5,218,125 SAR**

Business costs: **1,357,500 SAR**

Total = 6,575,625 SAR

Projected Revenue

Expectations

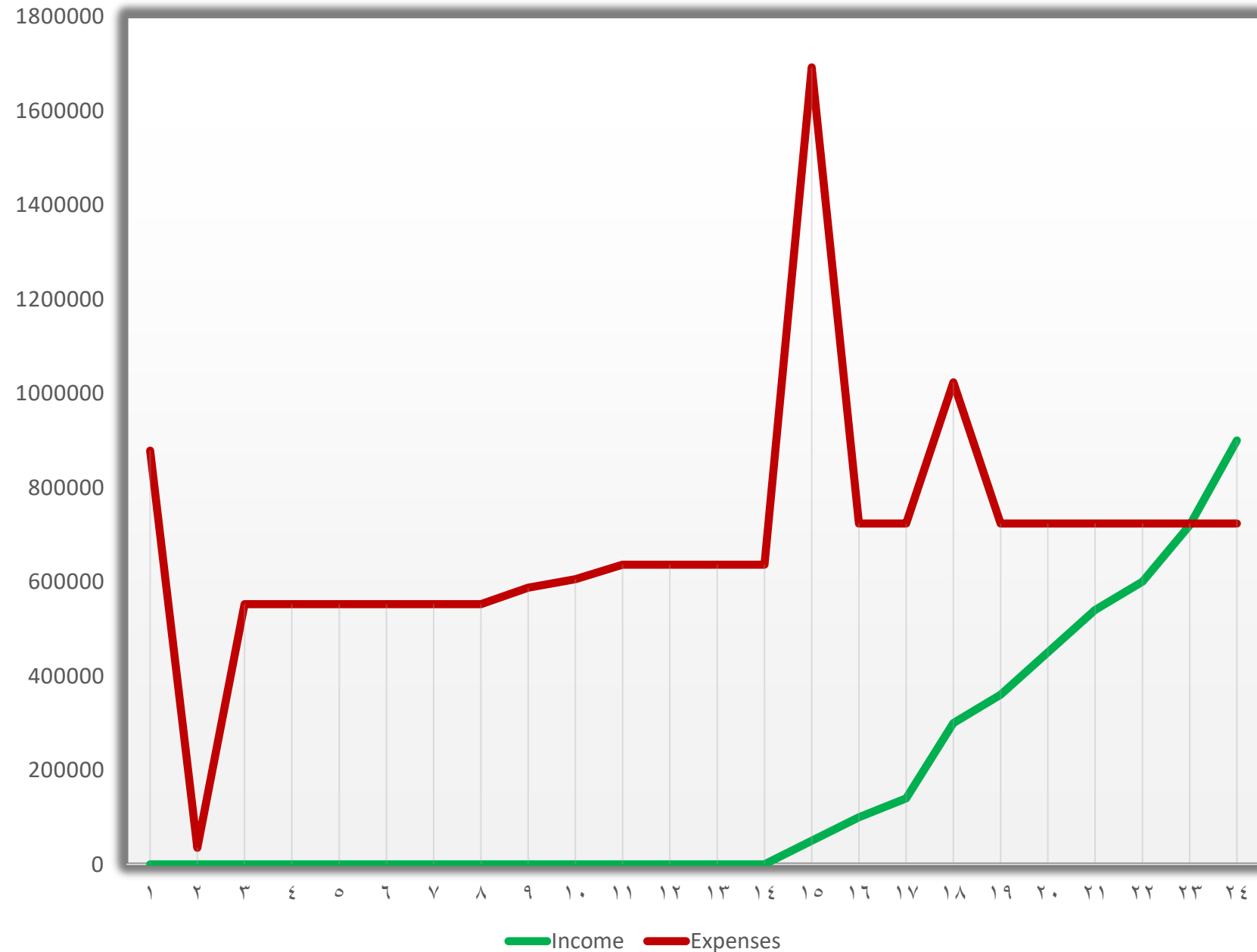
Revenue/2 years:

4.1 M

Breakeven:

After 23 month.

EXPENSES VS INCOME



For Contact

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THANK YOU
