



reno

# Mission Statement

To make the home improvement process easier and more transparent. Saving homeowners time and money by using technology to create and manage their projects in a headache free way.



# Problem

**Price** is an important concern for homeowners planning a renovation

**No easy way exists** to design and personalize your space digitally

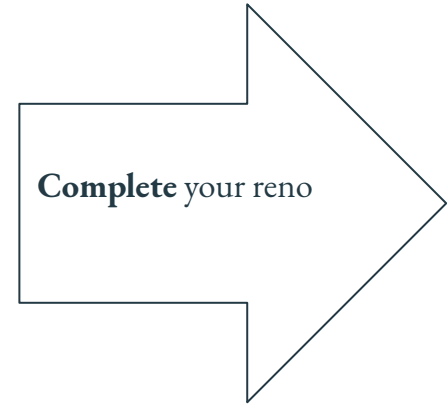
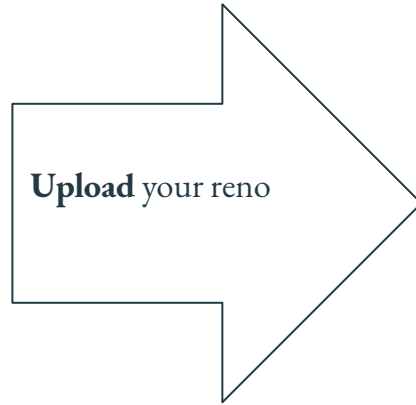
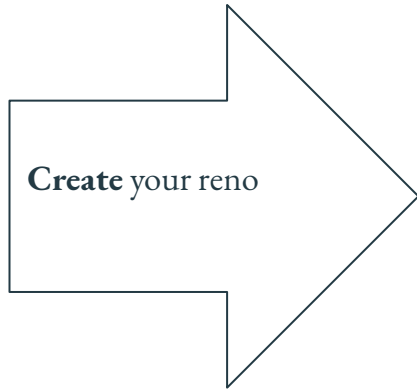
**Contractors** are hard to **find, unreliable** and **untrustworthy**



# Solution



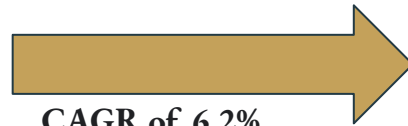
A web platform to remodel your space and connect with a contractor to complete your virtual design



# Market Size



\$316.8 Billion



CAGR of 6.2%

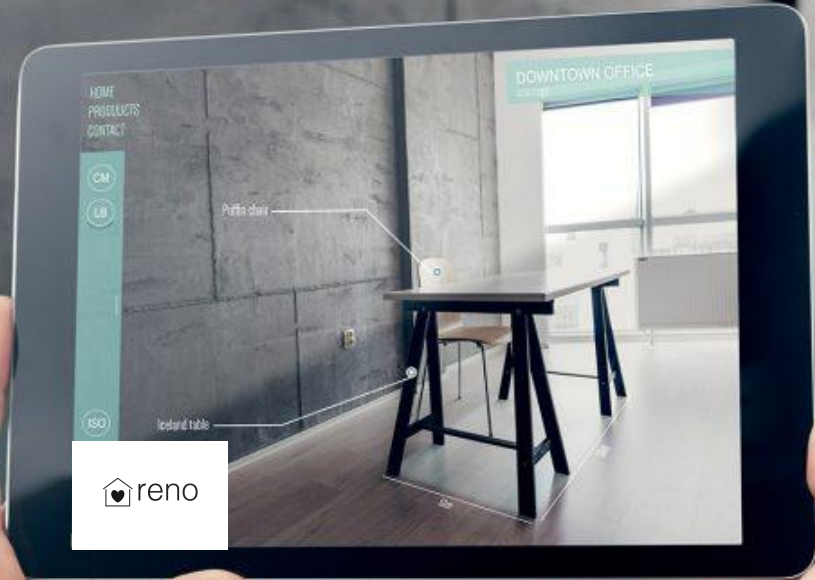
\$585.3 Billion

**Spent by Homeowners on Home Improvements in 2020**

**Expected Spent by Homeowners on Home Improvements in 2030**

\*Source: Harvard's Joint Center for Housing Studies

\*Source: Allied Market Research



# Product

# Scan your room



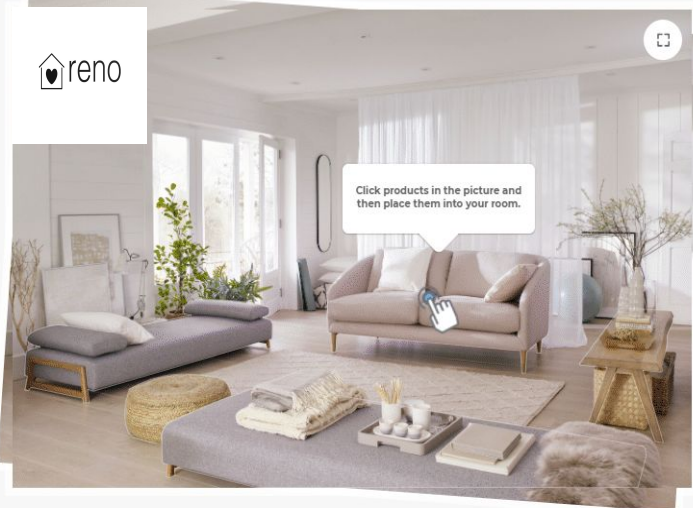
# Design your room

- Little Greene Wall Paint
- Flooring

## Spring Living Room Wellbeing

Select All

Use These Colors



More Rooms

- Hide Labels
- Save Project
- Share
- Product List

✔ Checklist



2D

3D

Wall



Modify Floorplan



Redo



Undo



Lighting



Dimensions



Lock All



Delete All



# Upload your room



+ New Project

📁 My Projects

📁 Save Project

📁 Save Project As

⚙️ Settings

🛒 Add to Cart

🔗 Share

[🔗 Learn More](#)

[About](#)

👁️ Hide Labels

📁 Save Project

🔗 Share

📄 Need Help?

🛒 Add to Cart



**Connect with a contractor!**



# Competitive Advantage



**All digital process**

**Customize your plans**

**Access to thousands of different materials**

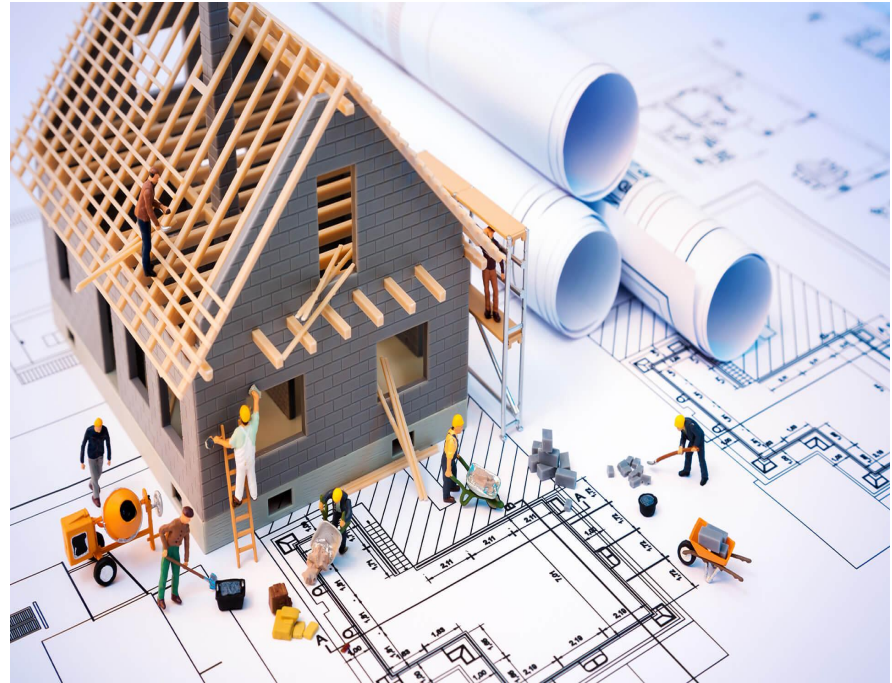
**Option to consult expert interior designer**

**Access to local contractors**

**Financing options**

**Fixed quote**

**Fixed timeline**



# Competition



**Features**



**Online Process**



**Fixed Quote**



**Fixed Timeline**



**Customize Design Virtually**

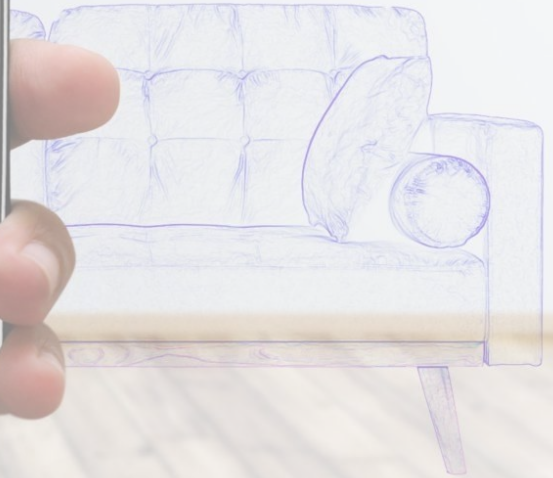


# Business Model

We take a 5% commission on each project

## Breakdown

- Homeowner pays a 5% service fee
- Homeowners will get quote from contractor including the service fee



# Team



Rising junior at the University of Maryland,  
Smith School of Business, studying Finance  
and Information Systems