



Build your Home identity

2024 Pitch Deck

OMers



Age range:
25-60 years



Tech savviness
Comfortable browsing and
shopping online



Life stage
Buying their first home or
moving to a bigger one



Emotional state
Excited but stressed about
buying and furnishing a home

SEARCH FOR A HOME ON TRADITIONAL PORTALS

Use Idealista or Immobiliare.it, but photos and floor plans don't clearly show spaces and real dimensions.

MAKE SEVERAL IN-PERSON VISITS

Schedule multiple visits to the same house to check details and measurements, which is time-consuming & costly.

CONSULT ARCHITECTS AND INTERIOR DESIGNERS

These professionals offer expensive services and don't always provide immediate and personalized visualization.

USE ABSTRACT FURNITURE CONFIGURATORS

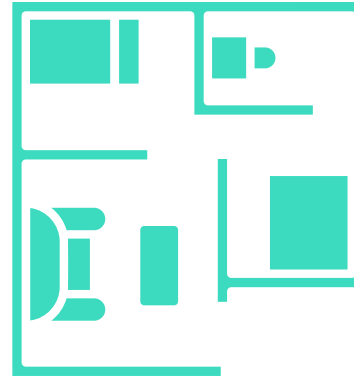
Try standard furniture configurators like IKEA's but struggle to visualize the furniture in the real context of the house.

OM challenge



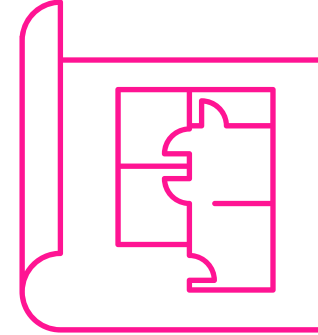
INTERACTION

Customers find it difficult to evaluate and interact with properties without onsite visits, often leading to less informed and secure decisions.



IMAGINATION

Customers struggle to visualize the potential of unfurnished properties, creating uncertainty and slowing down the decision-making process.



SPACES

Customers find it hard to understand the real layout, dimensions, and measurements of an apartment when relying only on the floor plan.

Our solution



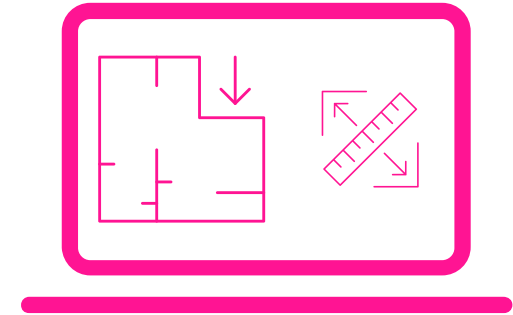
3D VIRTUAL TOUR

Immersive 3D virtual tours let buyers explore every detail of the property from the comfort of their home.



VISUALIZATION

Home staging allows digitally furnishing empty spaces with real furniture, facilitating property visualization and speeding up the purchase process.

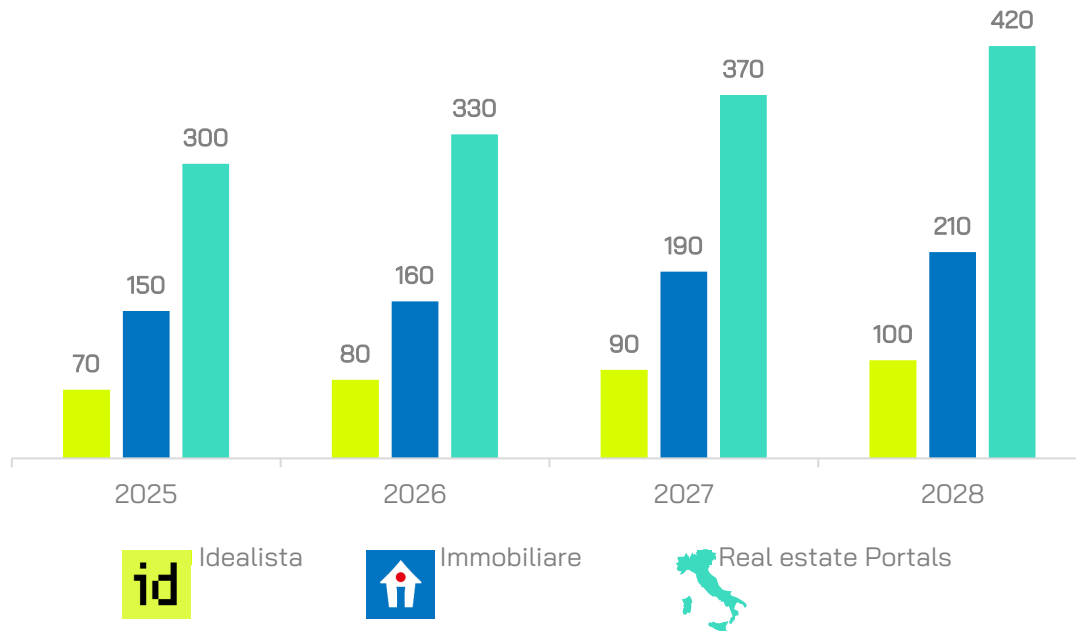


MEASUREMENT

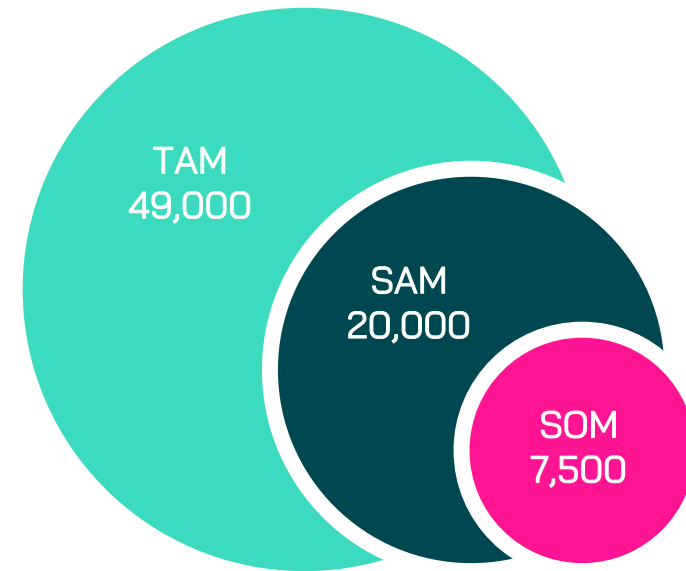
The 3D model of the apartment allows users to measure rooms, furniture, and distances in real-time directly through the platform.

Our market

OM aims to serve 30% of the market, equivalent to 7.5K agencies.



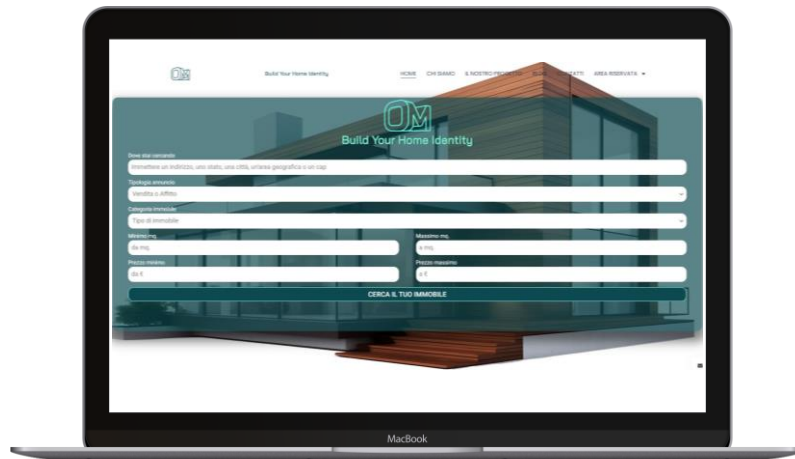
The online real estate portal market in Italy is currently worth €300M and is growing with a CAGR of 12%.



The Italian market has 49K real estate agencies, 20K of which are already present on online portals.

Our product

OM has developed a real estate platform that offers a complete experience: from searching for properties, virtual tours, interacting with spaces, personalized furniture options, and turnkey cost estimates for the dream home.



PROPERTY LISTING PORTAL

A real estate catalog with 3D virtual tours for each apartment.



FURNITURE CONFIGURATOR

Software that allows users to furnish, customize floors and walls, and measure spaces within the apartment.

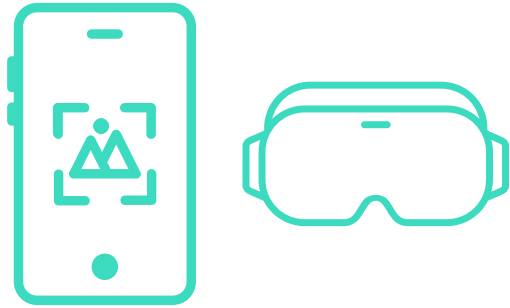


VIRTUAL COMMERCE

Users can get cost estimates, order furniture on the platform, and purchase it online or from a retailer.

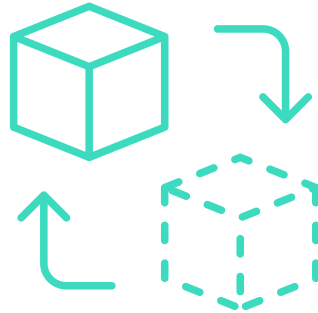


Our technology



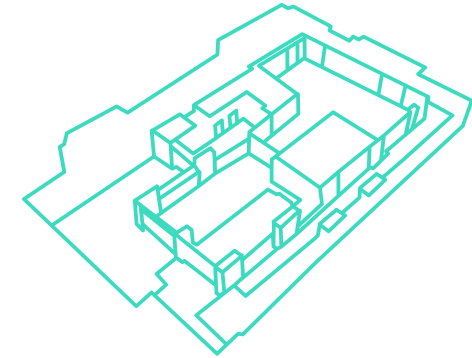
CAPTURE TOOL

Property image acquisition is done using traditional tools equipped with Lidar cameras, 360° technology, and by using a headset.



DIGITAL TWIN

Proprietary software that transforms the captured image file into a digital twin of the apartment, enabling the creation of a virtual tour.



3D CONFIGURATOR

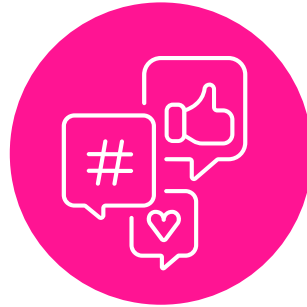
An intuitive furniture configurator developed in a gaming environment to offer users an interactive and highly realistic experience with the apartment.

Our strategy



PARTNERSHIP

- Real estate agency networks
- Architecture and design studios
- Furniture brands
- Interior finishes companies
- Banks and insurance companies
- Software houses



MARKETING

- Search Engine Optimization (SEO)
- Social media campaigns
- Tech/real estate-themed podcasts
- Furniture fairs
- Real estate conferences and events
- International expansion



INNOVATION

- Automation of manual rendering processes
- Integration of home renovation functionality
- AI for pre-furnished solutions based on predefined styles

Our business model

REAL ESTATE PORTAL

€3,000
per year

Annual subscription for real estate agencies includes:

- Up to 100 listings per year
- Virtual tour and furniture software
- 3D headset (promo first subscribers)

ARCHITECTS & INTERIOR DESIGNERS

€1,000
per year

Annual subscription for architecture and design studios includes:

- Uploading interior and furniture projects to the platform
- Use of the furniture software




FURNITURE BRANDS & INTERIOR FINISHES

10%
per transaction

Offer for furniture brands and interior finishes companies includes:

- Uploading product and service portfolios to the platform
- V-commerce for direct purchases

Our competitors

			
Listings live	1.5 million	100	1.2 million
Price for 100 listings	€4500	€3000	€7000
Virtual Tour in focus	—	✓	—
Furniture Configurator	—	✓	—
Virtual Commerce	—	✓	—
Integrated Measurement	—	✓	—
Interior Design Service	—	✓	—

Our achievements



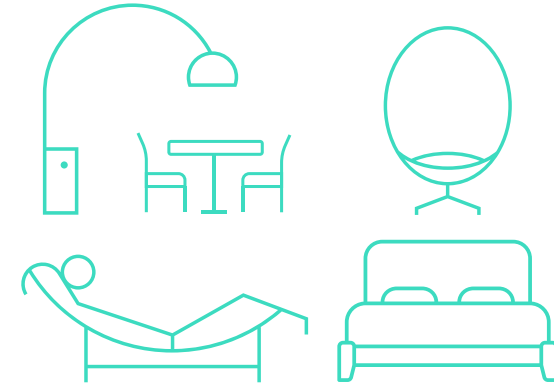
MVP

Real estate portal, v-tour
software, & furniture configurator



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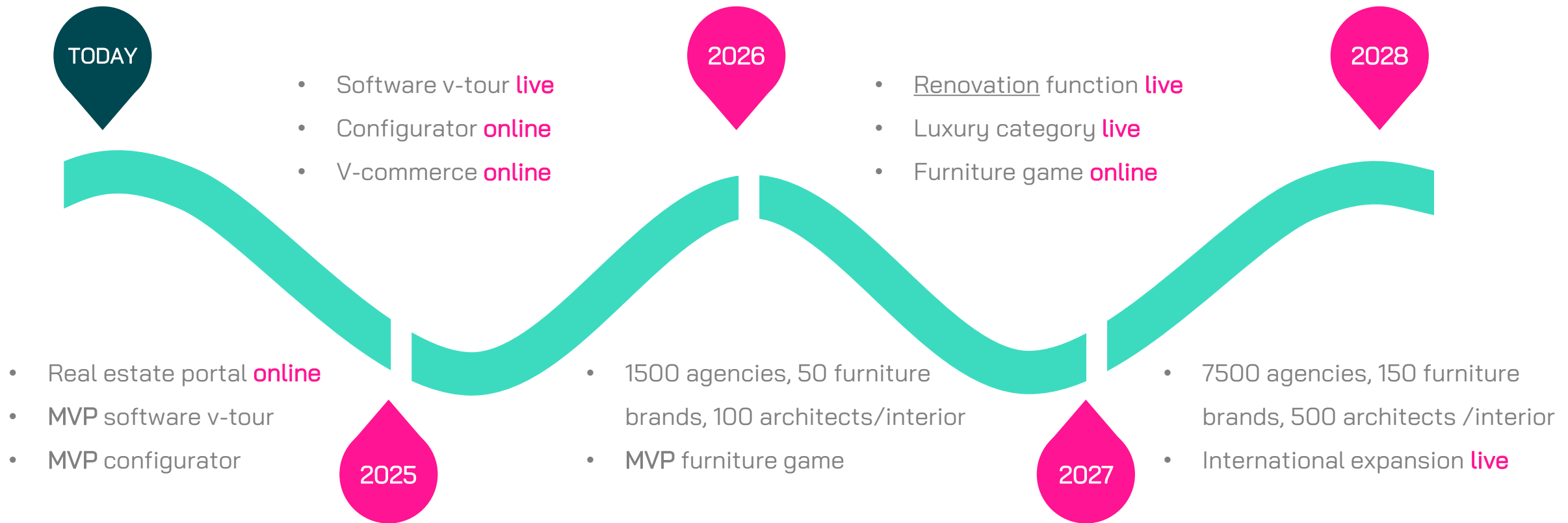
Partner real estate
agencies



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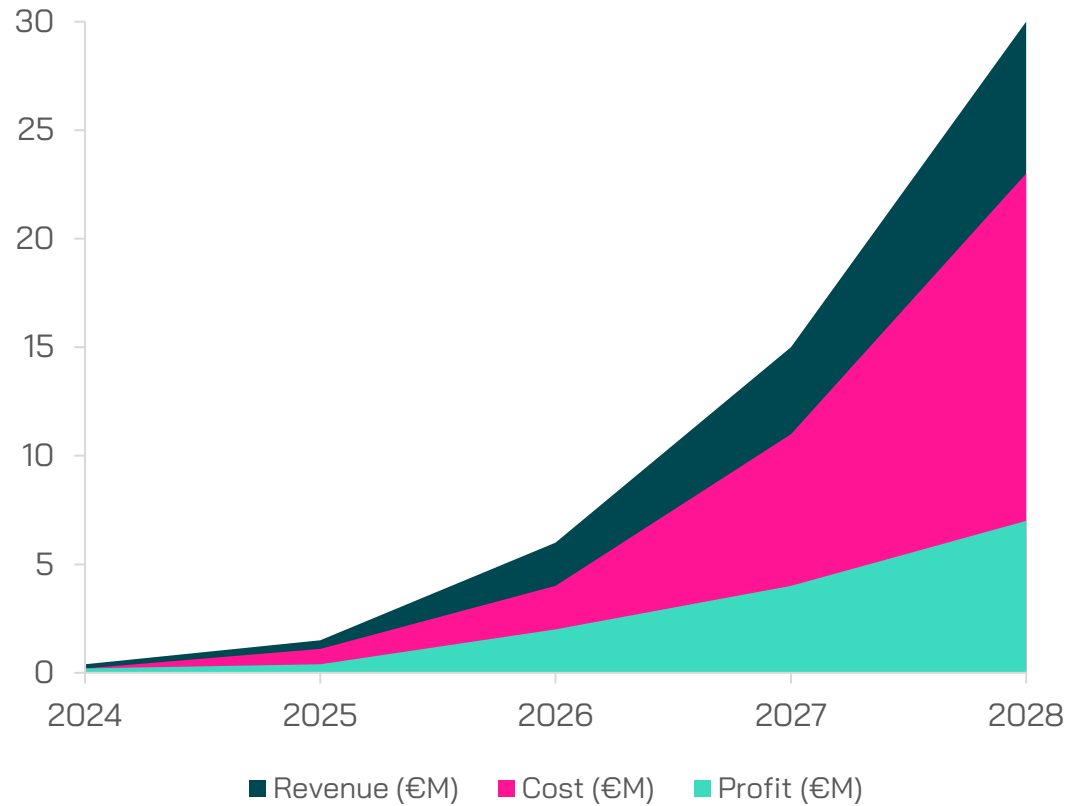
Partner furniture
brands

Our roadmap

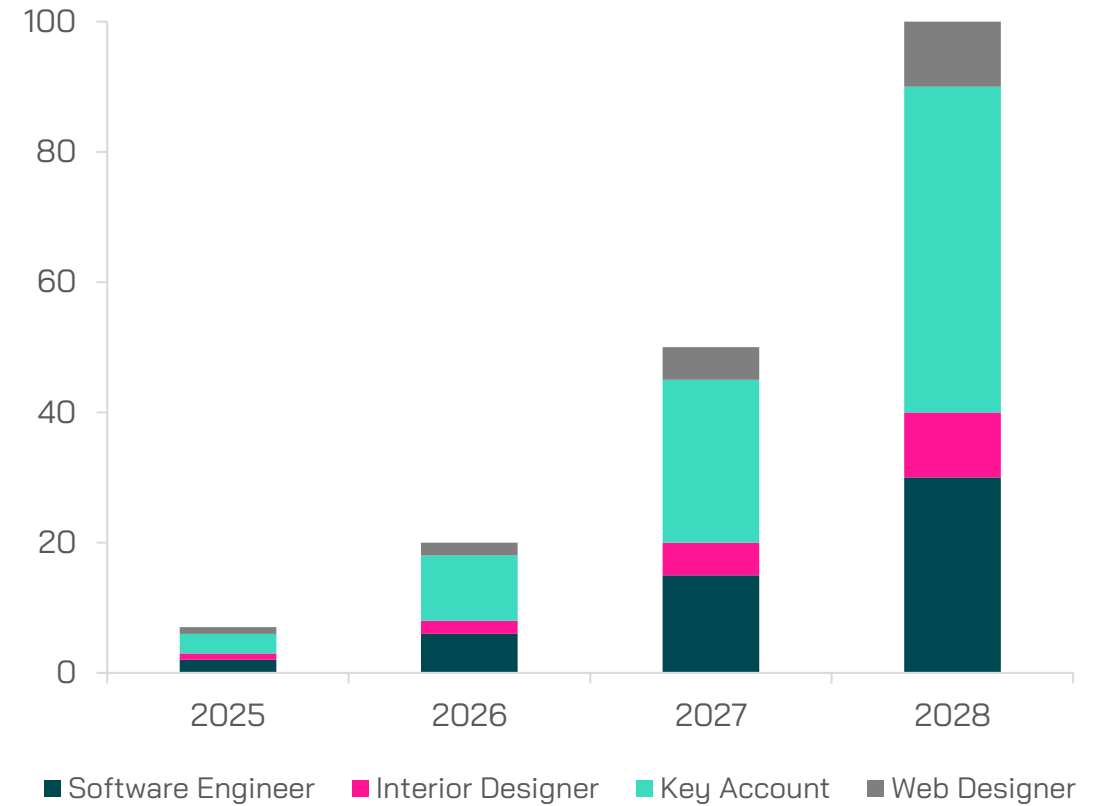


Our numbers

Financial forecast



Staff projections



Our team



Gianluca Capuano
CEO

10+ years real estate agency owner,
VR expert, and gamer



Cinzia Schillirò
CMO

10+ years real estate agency owner,
marketing expert



Alessandro Capuano
CTO

10+ years in real estate auctions, IT
expert

Fabio Giulietto
Business Advisor

Alessandro Pellino
Legal Advisor



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