

THIS IS NOT A PHOTOGRAPH

furnish

The future of Interior Design lives in a virtual world.



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**“The world’s first fully integrated 3d
furniture marketplace and collaborative
workspace - transforming how CGI
artists, interior designers and furniture
brands connect”**

The future of Interior Design lives in a virtual world.

THE 3D INTERIOR DESIGN REVOLUTION

Projected to double in value in next 4 years

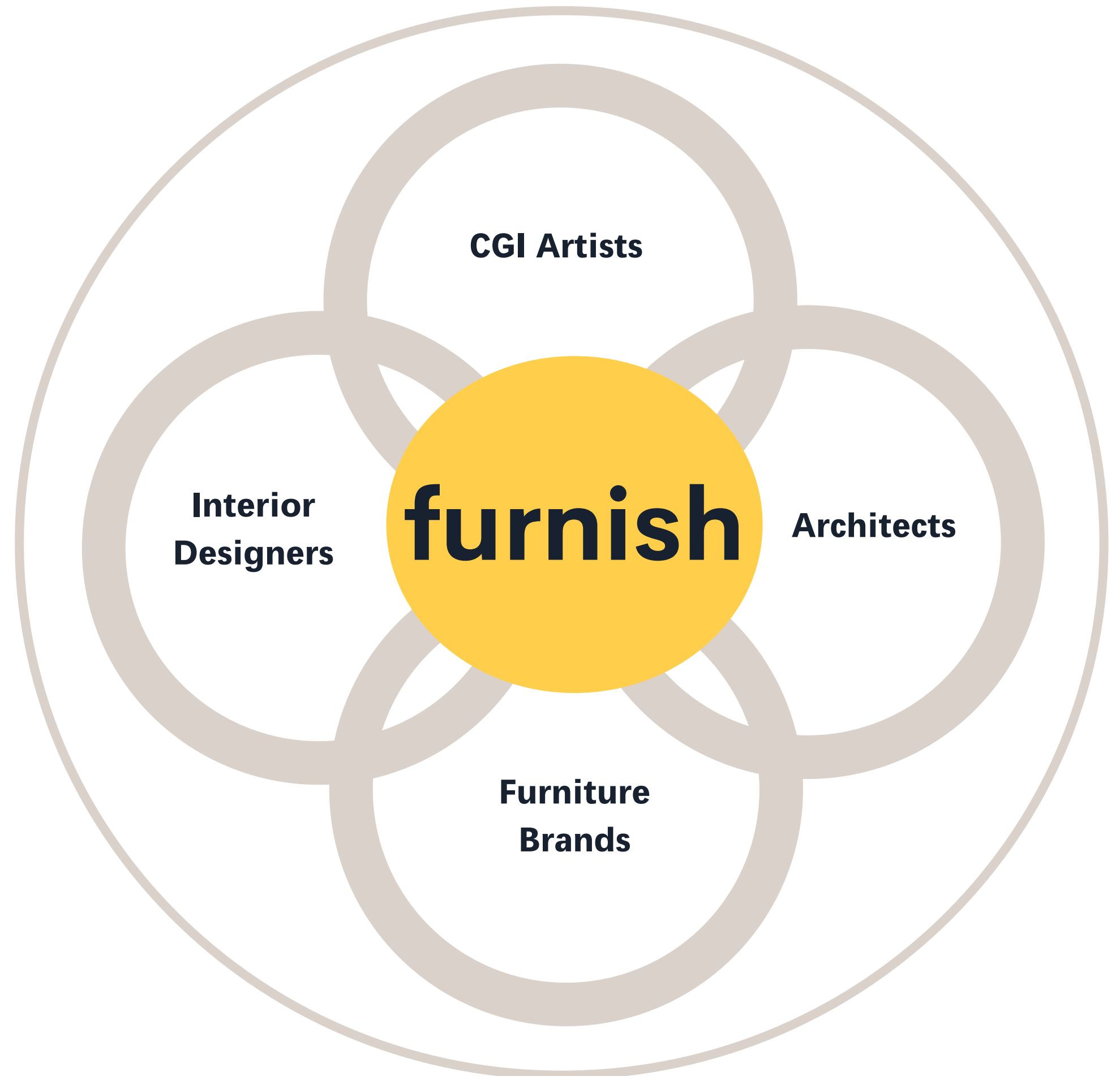
The global interior design software market, currently valued at \$4.3 billion will be worth double by 2028 driving innovation and expansion across the sector.

The 3D Boom in Interior Design

As demand for visualisation tools across sectors accelerates. Innovative immersive 3D technologies are rapidly transforming the industry,

Collaborative workspaces

While collaboration tools are thriving in tech, Furnish is pioneering this shift in 3D interior design—positioning itself at the heart of the industry's collaborative future.



PROBLEM

The current 3D Furniture marketplace and workflow process is not fit for purpose.



Complex, slow, expensive, repetitive with no guarantee of quality or cross platform operability.



THE PROFESSIONAL CGI ARTIST



PREMIUM SOFTWARE PACKAGES USED



IDEAL CUSTOMER PROFILE: Early Adopters (200,000)

Highly Targeted Premium software users

Our Professional CGI Artists work in high-end software packages

Super Geeks

Highly skilled artists. Takes years to perfect profession. Growth of CGI degree courses globally.

Contagious Tribe

Tight community. Power of word of mouth advertising and Life Time Value of loyalists.

Power of Influencers

The Master CGI artists command followers of over 150,000 CGI artists. Year on Year growth 30%.

Exponential Growth Globally

Massive growth in dedicated CGI studios and creative industries that use this software.

FURNISH Followers

We currently have over 5,000 Interior Design CGI artists following furnish on LinkedIn. (2.5% of SOM)


CURRENT 3D FURNITURE MARKETPLACES

The Competitive Landscape

KEY TAKE OUTS

- Five Key players: dominated by Eastern Europe.
- Highly fragmented marketplaces.
- Stand alone 3D repositories.
- WildWest of objects.
- Lack of branded photorealistic models.
- Hard Drive dependent.
- Antiquated business models & subscription plans.
- Expensive & time consuming for end-user.

Our professional CGI artist has no alternative.

<div>3dsky CGMOOD  DESIGNCONNECTED.COM  THE GREAT CATALOG DIMENSIVA</div>				
COMPETITOR	COUNTRY	MONTHLY VISITS	UNIQUE MONTHLY VISITORS	ESTIMATED ARR
3DSKY	Russia	1.75m	367K	\$120m
CGMOOD	Italy	250k	101K	\$20m
DESIGN CONNECTED	Bulgaria	100k	55K	\$10m
THE GREAT CATALOG	Ukraine	75K	45K	\$8.5m
DIMENSIVA	Romania	60k	23K	\$5m

Cracking the code

“Together, we’ve developed unique Drag & Drop technology, enabling 3D assets to be dragged directly from our cloud-based 3D Furniture marketplace into any end software. An industry first.”



Rocketmakers

**UK's leading software development agency
and experts in 3D object manipulation.**

SOLUTION

FURNISH 1.0. The one-stop 3D furniture marketplace

DELIVERING multiple game-changing innovations and industry firsts...

A.I. POWERED PLATFORM

A.I. Image Generation & model search. E-commerce potential..

UNIQUE DRAG & DROP TECH

Copyrighted Drag & Drop technology.

EVERYTHING IN THE CLOUD

Another industry first.

COLLABORATIVE WORKSPACE

Make instant changes with clients in the world's first collaborative 3D workspace.

NEW BUSINESS MODEL

Unlimited Access to FURNISH for one monthly fee is a massive disrupter in this space.

UPLOAD YOUR OWN LIBRARY

Another industry first.

THE "FURNISH" MARKETPLACE

Highly curated branded Furniture Library.

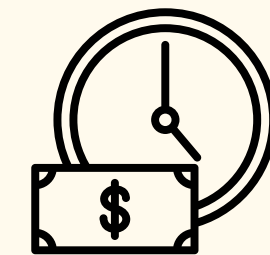
WORKSPACE & MOODBOARDS

A blank canvas to create before going to project and render.

CROSS PLATFORM CURATED LIBRARY

Guaranteed to work across any of the premium software packages used.

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DRAG AND DROP any 3D furniture piece straight from the cloud **DIRECTLY** to your project.

APPROXIMATELY 40 OBJECTS
\$50 monthly subscription
1 DAYS WORK = \$500

Project delivery is 5 times faster
and 80% cheaper.

GAME CHANGER

FURNISH 1.0

Alpha Version built and tested

PRODUCT DELIVERY



Unlimited Creativity

5x

Faster Project Times

80%

Reduced Costs



Guaranteed Quality

PRODUCT VALIDATION

200

end users researched

82%

would buy a subscription

18%

businesses would buy 5 or more licenses

60:40

B2C: B2B revenue ratio

£49

average monthly subscription

OUR UNFAIR COMPETITIVE ADVANTAGE

FEATURES	3DSKY	DESIGN CONNECTED	CG MOOD	DIMENSIVA	THE GREAT CATALOG	furnish
100 CGI ARTISTS USE	90%	25%	40%	17%	10%	
NUMBER OF MODELS	250,000	9,000	10,000	1,000	13,000	10,000
QUALITY OF PHOTOREALISTIC MODELS	7	8	7	7	6	10
EASE OF SEARCH out of 10	6	7	6	5	5	10
A.I.INFUSED PLATFORM	-	-	-	-	-	✓
EVERYTHING IN THE CLOUD	-	-	-	-	-	✓
DRAG & DROP STRAIGHT TO PROJECT	-	-	-	-	-	✓
INTERIOR DESIGN CURATED	-	✓	-	✓	-	✓
PERSONAL WORKSPACE & LIBRARY	-	-	-	-	-	✓
CROSS PLATFORM ENABLED	-	-	-	-	-	✓
INSTANT TEAM COLLABORATION	-	-	-	-	-	✓
UNLIMITED ACCESS BUSINESS MODEL	-	-	-	-	-	✓
UPLOAD YOUR OWN LIBRARY	-	-	-	-	-	✓

MARKET SIZE

How big is the current market for this product?

TAM

Total Available Market

The Interior Design Software market is worth £4.6bn and will hit £7.6bn by 2028. CAGR at 8.8%.

Market Value 2023
£4.6bn

SAM*

Service Available
Market

FURNISH 2.0: Evolve into an e-commerce channel of direct furniture sales from brands.

REVENUE
£460m

SOM

Service Obtainable Market

FURNISH 1.0: Target: Early Adopters: 200,000 CGI artists. Based on average £50 per month SaaS business model.

REVENUE
£120m

SAM* Hard to Guesstimate what combining the Service-led platform with direct sales could be worth. We settled at 10% of the total TAM

NUMBERS

FURNISH 1.0

SaaS Model

Average Monthly subscription £50.

B2C = 60% of income

B2B = 40% of income

Breakeven at 18 months

Market Share (Growth of SOM)

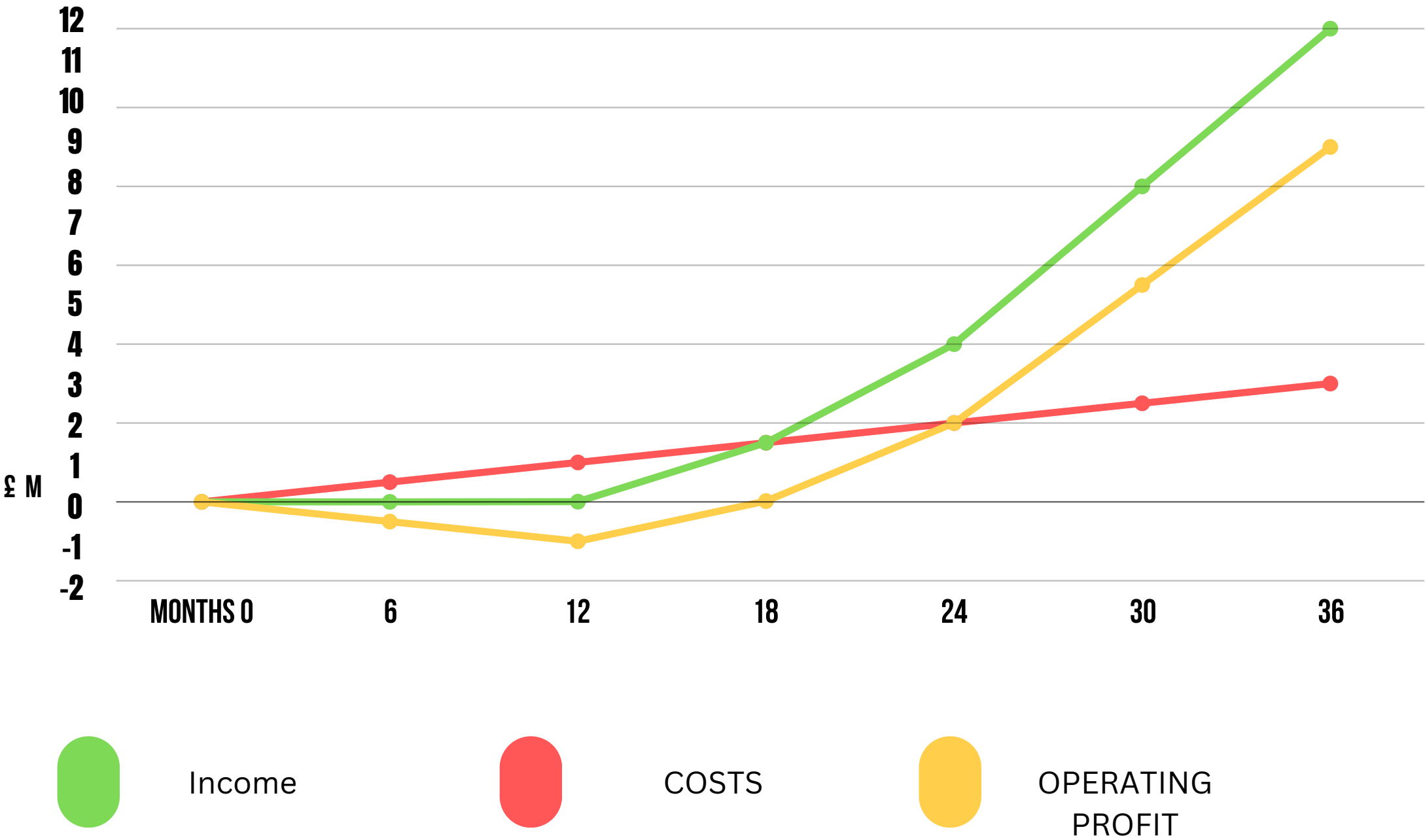
Annualised Run Rates

At 24 months: 4% (£4.8m)

At 36 months: 10% (£12m)

An in depth breakdown of cash flow and revenue forecasts can be requested.

36 Month Forecast: Profit & Loss (cumulative)



ROADMAP

1



MILESTONES

- **Nov 2022:** R&D of workflow problems.
- **April 2023:** R&D Sprint: "Drag & Drop" straight-to-project' feasibility study.
- **June 2023:** R&D Sprint: "Optimised cross-platform 3D model" curation study.
- **Aug 2023:** Prototype built.
- **December 2023:** Research prototype for product validation with 200 end users.
- **March 2024:** EIS/SEIS approved.
- **5000+** followers on LinkedIn. Robust Pipeline secured.
- **October 2024:** Investment & Partner search: FURNISH 1.0 "Build Ready"

2

LAUNCH FURNISH 1.0

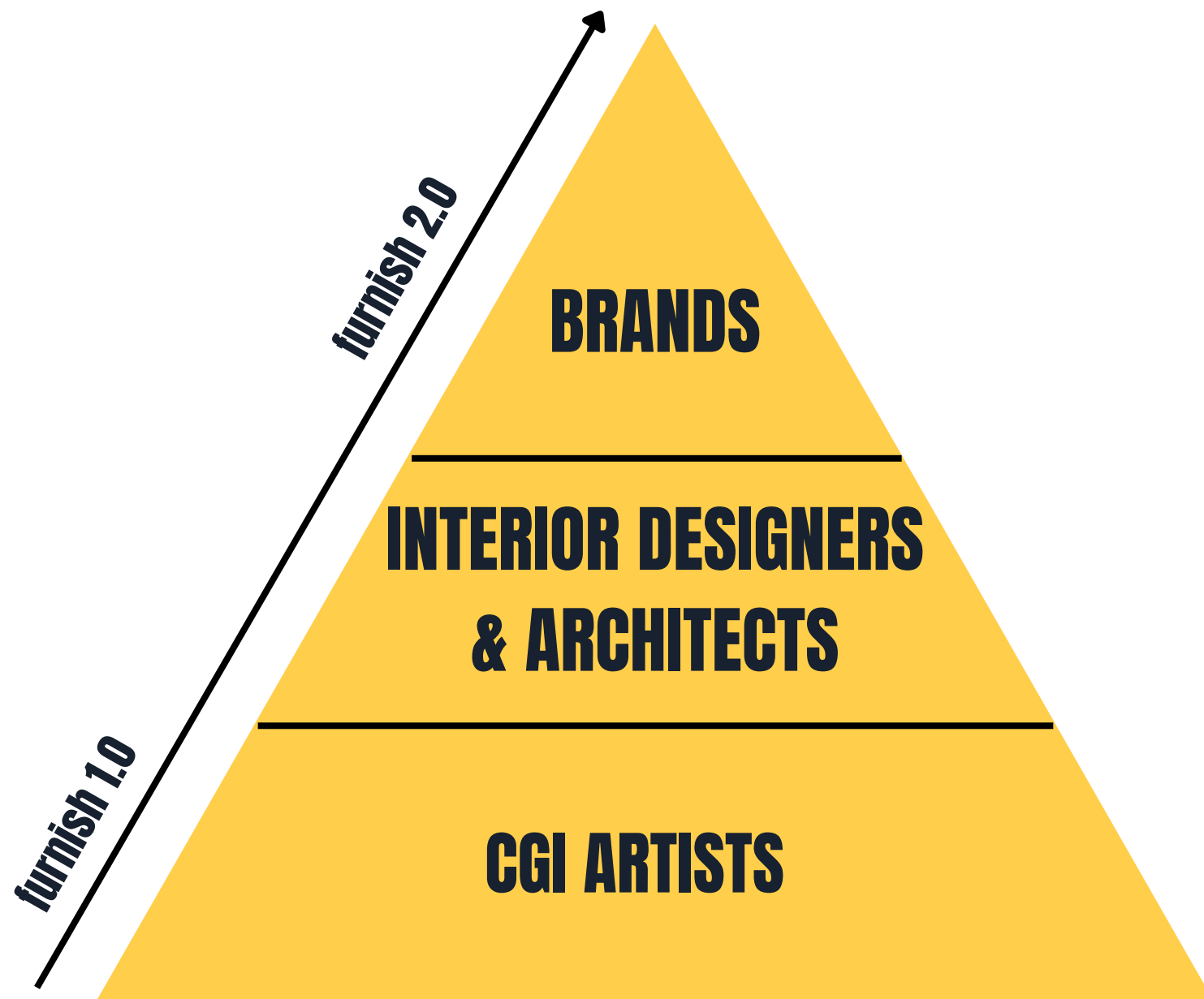
- **Raise finance** £1 million
- **9 month Platform build.**
- **Curate library:** Best in class furniture-centric library, onboarding best brands.
- **Secure Key Influencers** as key gateway to 200,000 end users.
 - Ander Alencar (263,000 Subscribers)
 - ArchViz Artist (127,000 Subscribers)(Year on Year growth of CGI artists @30%)
- **Expand Audience** to architectural firms, furniture brands and interior designers.

3

24-36 MONTH TARGETS

- **Multiple revenue streams.**
- Break even at 18 months.
- Achieve 4% of SOM @ 24 months = £4.8m T/O
- Achieve 10% of SOM @ 36 months = £12m T/O
- Reinvest profits in business to develop E.COMMERCE route.
- **Launch Furnish 2.0 with E-Commerce channel within 3 years.**
- Target: Double Market Share per annum.

THE FUTURE



SCALING UP: THE UNICORN

FURNISH 1.0: 3D MARKETPLACE & WORKSPACE PLATFORM

SaaS Platform targeting CGI artists.

Solving the current 3D marketplace and workflow problems that high-end CGI artists suffer in this space.

Collaborative Nature.

The unique collaborative nature of the Furnish 1.0 Platform allows us to quickly target other dependent user groups and generate further income streams.

FURNISH 2.0: THE ONE-STOP FURNITURE MARKETPLACE

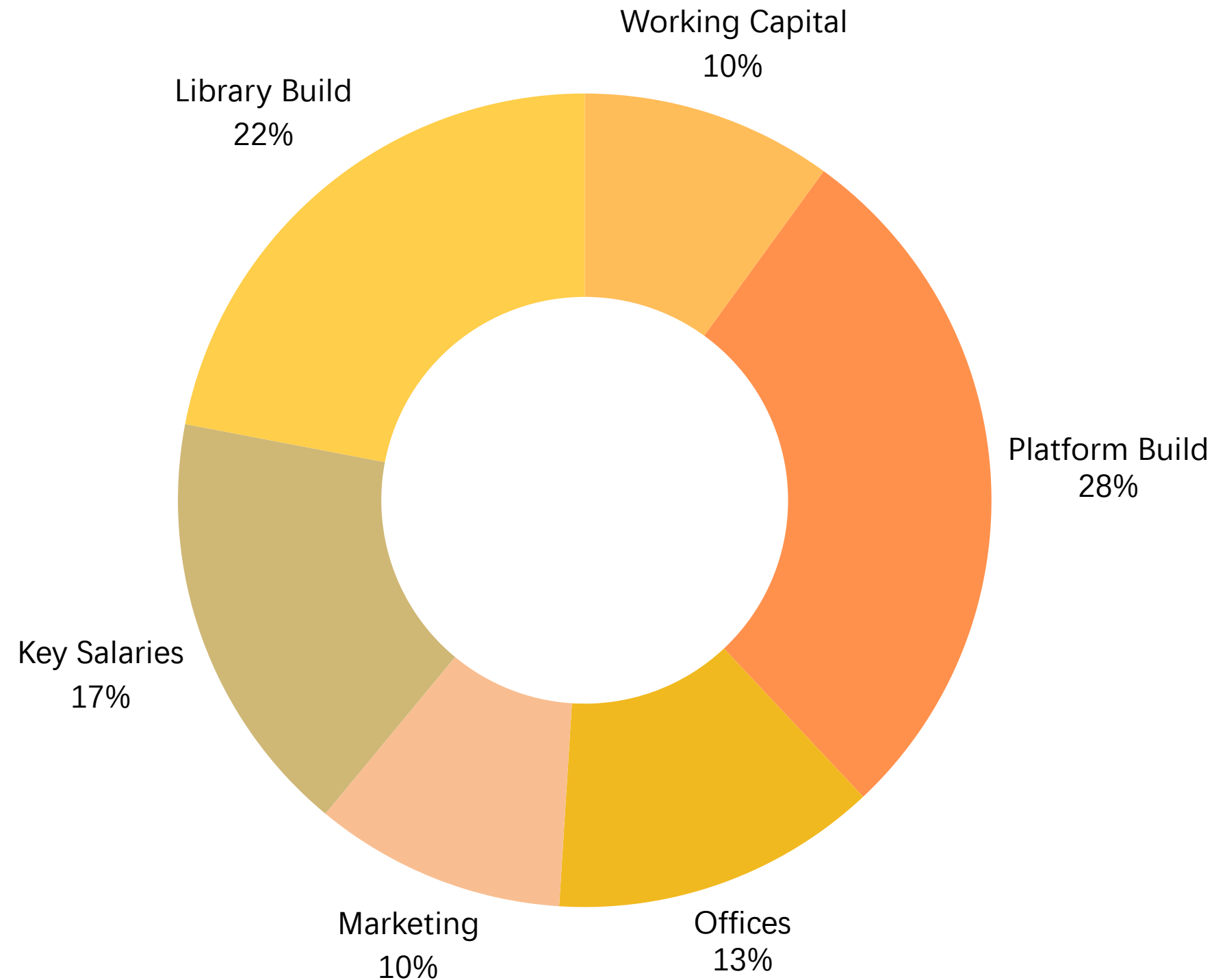
E.Commerce Marketplace.

Attracting global furniture brands to showcase their catalogues in 3D to the world's leading architects and interior designers delivers the UNICORN e.commerce opportunity. Buy direct from the brand at trade prices.

THE ASK

SEIS/EIS : Primary Share Offering

Seed Round. £1million Primary Share Offering



We are “Build ready”.

We have the team in place.

**Investment will enable
income generating launch
in 9 months**

**An in depth breakdown of cash flow and
revenue forecasts can be requested.**

THE TEAM

A curated team of senior experts in their field. FURNISH + RocketMakers:

furnish

Led by seasoned founders Rupert Wakefield and Maria Moreno, furnish boasts a talented team with deep expertise in 3D Visualization and business development, and are supported by an esteemed Advisory Board.



RUPERT WAKEFIELD
CEO & CO-FOUNDER

With 25 years of experience across leading advertising agencies, interior design, and tech, he has a proven track record of launching and scaling global brands.



MARIA MORENO
CREATIVE DIRECTOR & CO-FOUNDER

CGI Studio CEO and Senior CGI artist, User-centric expert, Chief Modeller & published Interior Designer.



IVAN GOMEZ
CTO (HEAD OF 3D)

Head of 3D Visualisation, asset modeller and industry expert in 3ds Max and Unreal Engine. Renowned 3D teacher.



UK Dev Awards & Global Business Tech awards 2024.
UK's leading software development agency and experts in 3D object manipulation.



RICHARD GODFREY
ROCKETMAKERS CEO



PHIL MOWER
HEAD OF UX DESIGN



ADAM WALKER
CIO & UK DEV AWARDS
Developer of the Year 2024

ADVISORY BOARD



RICHARD GODFREY
ROCKETMAKERS CEO



MARK TAYLOR
BRAND DEVELOPMENT
EXPERT



MATT MCKNEILL
TECH ENTREPRENEUR AND
ADVISOR

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The future of Interior Design lives in a virtual world.

"FURNISH is a disruptive UK tech company poised to become the world's leading 3D furniture marketplace, transforming both interior design project delivery and furniture sales. This is your chance to invest in the future of the industry."

Contact: CEO Rupert Wakefield. Mobile: 0794911631. LinkedIn: <https://www.linkedin.com/in/rupertwakefield/>