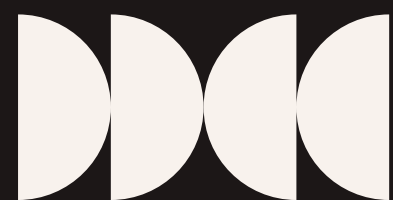




RnZ



Regulation-aware
3D renovation &
escrow marketplace

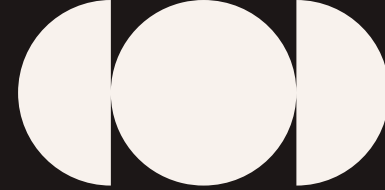




Problems with Interior Design Markets

1. Design Vision Communication Gap
2. Poor Consumer Protection
3. Fragmented Market

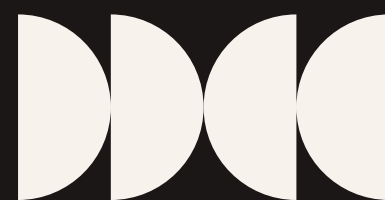


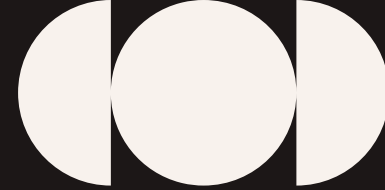


Target Customers

Tech-savvy urban homeowners renovating
in Southeast Asia

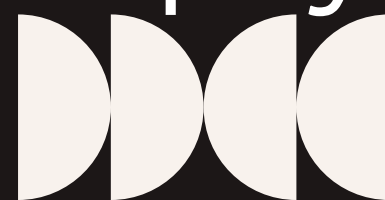
Beachhead: new BTO & resale owners in SG

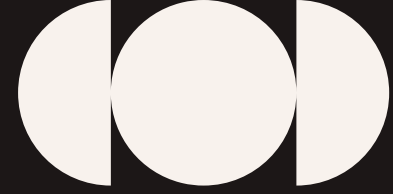




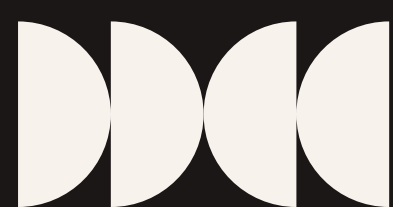
Value Proposition

1. Regulation-aware 3D design (HDB & local code rules built into the tool).
2. Data-driven contractor marketplace (screened vendors + transparent local pricing). A Curated Network of Trusted Contractors and Forum
3. Escrow-backed renovation workflow (milestone payments, workmanship assurance, dispute process).





Product Demo



Upload Your Floor Plan

Upload a photo or scan of your floor plan. You'll be able to sketch over it in the designer.



Click to upload

JPG, PNG, or PDF (image only)

Continue to Designer



TAM (Total Accessible Market)

~S\$8-9 Billion / year

**Southeast Asia Residential Renovation & Interior Design Market
(Singapore, Malaysia, Indonesia)**

SAM (Serviceable Available Market)

~S\$3.0 Billion / year

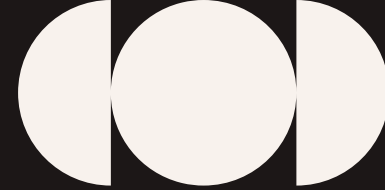
**Urban, Online-Reachable Renovation Market in SG, MY & ID
(digitally active, mid- to high-income homeowners)**

SOM (Serviceable Obtainable Market)

~150-200 Million

Beach-Head:

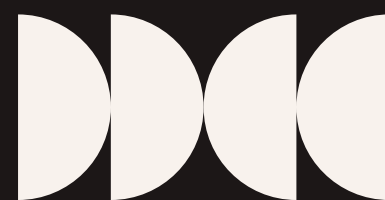
New BTO Owners



Market Sizing - Annual TAM

Renovation is a multi-billion-dollar yearly market in SEA

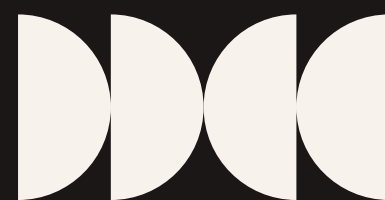
Country	Annual Renos	Average Spend	Annual Market Size
Singapore	50-55k	S\$50-55k	S\$2.5-3.0B
Malaysia	70-90k	S\$25-30k	S\$2.0-2.5B
Indonesia	250-350k	S\$10-15k	S\$3.0-4.0B

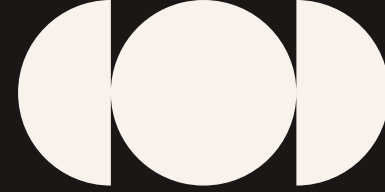




Why Southeast Asia?

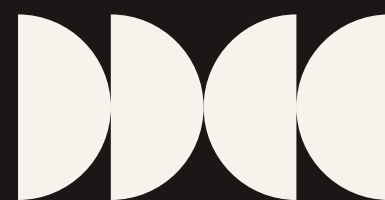
1. Rising homeownership & renovation spend in SG/MY/ID.
2. Young, mobile-first populations - strong fit for 3D web tools.
3. Fragmented contractor markets with low trust → strong need for escrow & vetting.
4. No incumbent offering rules-aware 3D + marketplace + escrow in the region.





Product Differentiation

1. Local rules & compliance baked into the design too
2. Price transparency with local cost models
3. End-to-end transaction & protection
4. Vertical focus on renovation execution. From floorplan → 3D design → contractor shortlist → contract → payments → defects liability.



























Existing Solutions vs RnZ

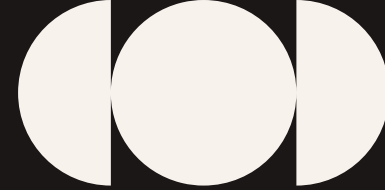
RnZ

Local ID Firms

 houzz

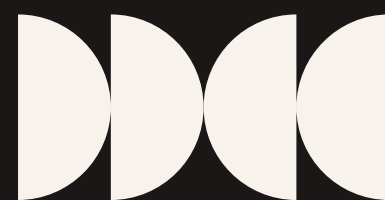
 QANVAST
MAKE IT HOME

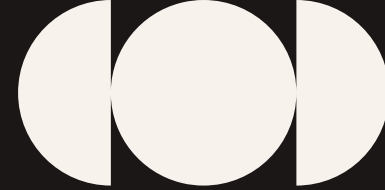
Local-code / HDB-rule validation in design				
Interactive 3D based on the <i>actual</i> floor plan				
Local cost estimator (per sqm / per room)				
Escrow & milestone payments				
Workmanship guarantee / standardized contracts				
Community reviews + dispute resolution				



Beachhead & Expansion

- Years 1-2
 - Singapore (HDB/condos)
 - Build 3D engine + HDB rules engine
 - Prove escrow & contractor marketplace
 - Years 3-4
 - Malaysia & Indonesia
 - Add MY/ID rule sets (condo & landed)
 - Onboard regional contractors & materials suppliers
 - Local language UX
-





Business Model

01

Commission Fees
Escrow Handling Fees

02

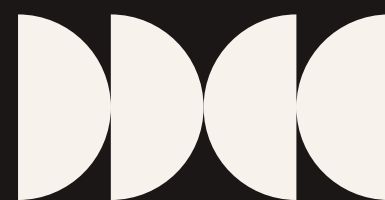
Premium Listing
Fees / Featured
Placement

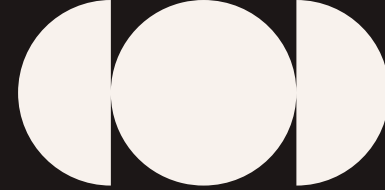
03

Design Tool Upgrades
/ Subscription Add-
ons

04

Affiliate Income
from Partner
Ecosystem





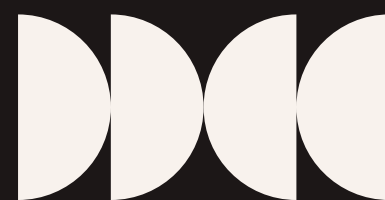
Marketing Strategy

1. Digital Marketing (Primary Channel)

- SEO (Blogs, Guides QnAs)
- Social Media Marketing/ Influencer Collaborations
- Targetted Ads and Emails

2. Community and Forums

- Active presence on popular forums such as Reddit SG, HardwareZone, Seedly
- Maintaining our own forum for clients to ask questions and write testimonials



PHASE ONE

SG pilot with 4-10 ID firms (BTO focus).

PHASE TWO

Full SG coverage - BTO + resale + condos.

PHASE THREE

Launch MY & ID (local rule engines + key cities).

PHASE FOUR

Scale SEA network & data; layer AI-assisted design & pricing models.

6 months

12 months

12 months

12 months

5-Year Revenue & GMV Projection

- Client Growth: Totaling 14,000 projects.
- GMV Ramp-Up: From SGD 25 M to SGD 275 M (assuming \$50 k/client).
- Revenue Streams:
 - Commission (5%): SGD 1.25 M to SGD 13.75 M.
 - Escrow Fees (1.5%): SGD 0.38 M to SGD 4.13 M.
 - Affiliate Income (0.2%): SGD 0.05 M to SGD 0.55 M.
- Total Revenue: SGD 1.68 M to SGD 18.43 M.
- Profitability Trajectory:
 - COGS (15%): SGD 0.25 M to SGD 2.76 M.
 - Gross Profit: SGD 1.42 M to SGD 15.66 M.

Income Projection SGD (millions)

Year	2025 (Yr 1)	2026 (Yr 2)	2027 (Yr 3)	2028 (Yr 4)	2029 (Yr 5)
Clients (annual)	500	1 500	2 500	4 000	5 500
Cumulative Total	500	2 000	4 500	8 500	14 000
Gross Merchandise Value (assuming \$50k per client)	25.00	75.00	125.00	200.00	275.00
• Commission (10%)	1.25	3.75	6.25	10.00	13.75
• Escrow Fees (1.5%)	0.38	1.13	1.88	3.00	4.13
• Affiliate Income (0.2%)	0.05	0.15	0.25	0.40	0.55
Total Revenue	1.68	5.03	8.38	13.40	18.43
Cost of Goods Sold (15%)	0.25	0.75	1.26	2.01	2.76
Gross Profit	1.42	4.27	7.12	11.39	15.66

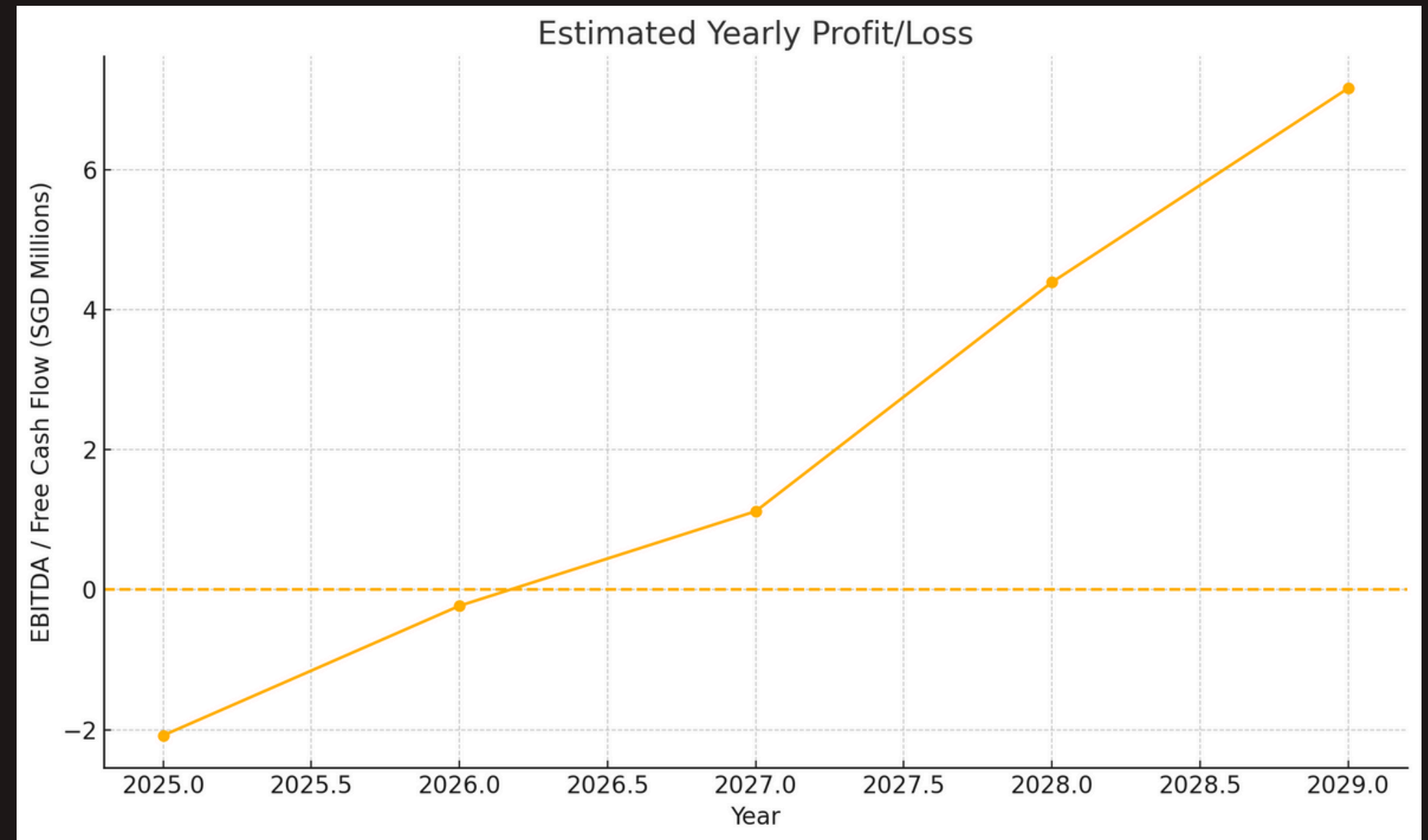
5 Year Operating Expenses

- R&D / Platform Development: Flat investment of SGD 0.5 M/year to develop core 3D engine and feature roadmap.
- Sales & Marketing: SGD 2.0 M → SGD 6.0 M to drive rapid user acquisition.
- General Overhead: SGD 1.0 M → SGD 2.0 M to support legal, finance, rent, and administrative functions.
- Total Opex: SGD 3.5 M → SGD 8.5 M
- Free Cash Flow:
 - Year 1-2: Initial investment phase, losses of SGD 2.08 M and SGD 0.23 M.
 - Year 3: Break-even and first positive cash flow (+SGD 1.12 M).
 - Years 4-5: Strong cash generation, reaching +SGD 7.16 M by Year 5

Operating Expenses SGD (millions)					
Year	2025 (Yr 1)	2026 (Yr 2)	2027 (Yr 3)	2028 (Yr 4)	2029 (Yr 5)
• R&D / Platform Dev	0.50	0.50	0.50	0.50	0.50
• Sales & Marketing	2.00	3.00	4.00	5.00	6.00
• General overhead (legal, finance, rent)	1.00	1.00	1.50	1.50	2.00
Total Opex	3.50	4.50	6.00	7.00	8.50
Free Cash Flow	-2.08	-0.23	+1.12	+4.39	+7.16

Funding

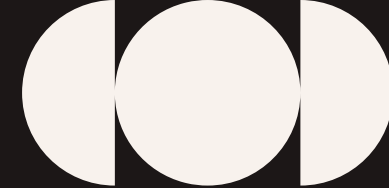
- Seed Round (mid-2025): SGD 1.5 M
 - 50% product & 3D engine development
 - 30% go-to-market (SEM, influencers, content)
 - 20% initial operations & escrow partnerships
- Series A (mid-2026): SGD 4 M
 - Scale platform, mobile app, AI-assisted design
 - Expand marketing to wider BTO and resale segments
 - Build out customer support, vendor success teams
- Runway: Seed + initial revenues support through Q2 2026; Series A extends to profitable breakeven in late 2026.



Risk/Mitigation

- Targeted Go-to-Market: Prioritize digitally savvy newlywed homeowners, leverage escrow-backed trust, and iterate rapidly on user feedback to stay ahead of incumbents.
- Regulatory Compliance: Partner with a licensed fintech for escrow, enforce PDPA-compliant data practices.
- Fiscal Discipline: Milestone-based hiring, lean MVP focus, and deferred non-core features mitigate cost-overrun and sales-cycle risks.
- Operational Expertise: Bolster the team with seasoned ops/finance leaders plus a legal/fintech advisory board.

Category	Risk / Consideration	Mitigation
Technology	<ul style="list-style-type: none"> • 3D engine performance or stability issues • Integration challenges with multiple floor plan formats 	<ul style="list-style-type: none"> • Rigorous QA, phased rollout • Modular architecture, import adapters for common CAD/BIM formats]
Market	<ul style="list-style-type: none"> • Slow adoption by traditional homeowners • Competition from established ID firms launching digital tools 	<ul style="list-style-type: none"> • Target digitally native newlyweds first • Emphasize escrow safety and transparent reviews • Rapid feature iteration based on user feedback
Regulatory & Legal	<ul style="list-style-type: none"> • No interior-design licensing regime could lead to fraudulent vendors • Data privacy & escrow compliance 	<ul style="list-style-type: none"> • Escrow partner with regulated fintech (e.g. licensed trustee) • PDPA adherence
Financial	<ul style="list-style-type: none"> • Cost overrun in engineering vs. planned budget • Longer customer sales cycle than anticipated 	<ul style="list-style-type: none"> • Milestone-based hiring • Lean MVP focus; defer non-core features until after product-market fit
Intellectual Property	<ul style="list-style-type: none"> • 3D modelling engine could be replicated • Floor plans and designs need data ownership clarity 	<ul style="list-style-type: none"> • File patents on novel engine features • Trademark brand • Clear Terms of Service granting platform usage rights while protecting user IP rights
Team & Execution	<ul style="list-style-type: none"> • Founding team gaps (no seasoned C-level ops/finance lead) • Operational scaling to support disputes & escrow management 	<ul style="list-style-type: none"> • Hire VP Operations & CFO with platform scale experience • Build an advisory board (legal, fintech, sustainability)



Our Team



Zackermax
Executive Head
Computer Engineering



Ryan
Technical Head
Computer Engineering

