



PRE-SEED INVESTOR PRESENTATION

Allure

Floor plan in, client-ready walkthrough out, with every object tracked across revisions. For interior design studios.

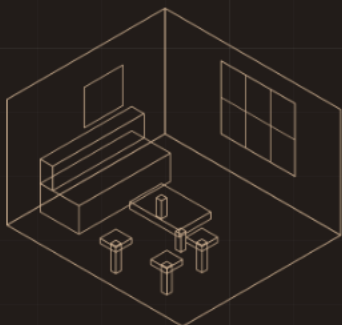
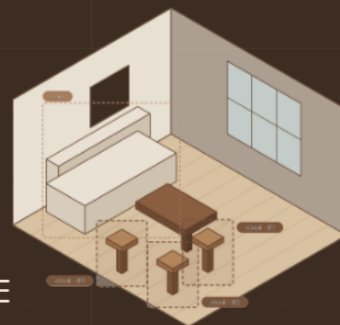
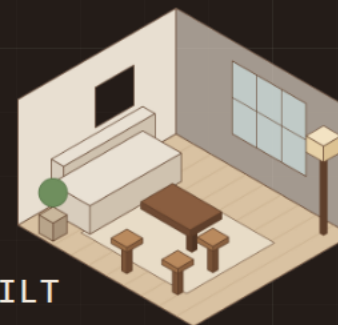
PRE-SEED • ₹50L FOR 5%

PRE-REVENUE

MUMBAI + DUBAI • LAUNCH NOV 2026

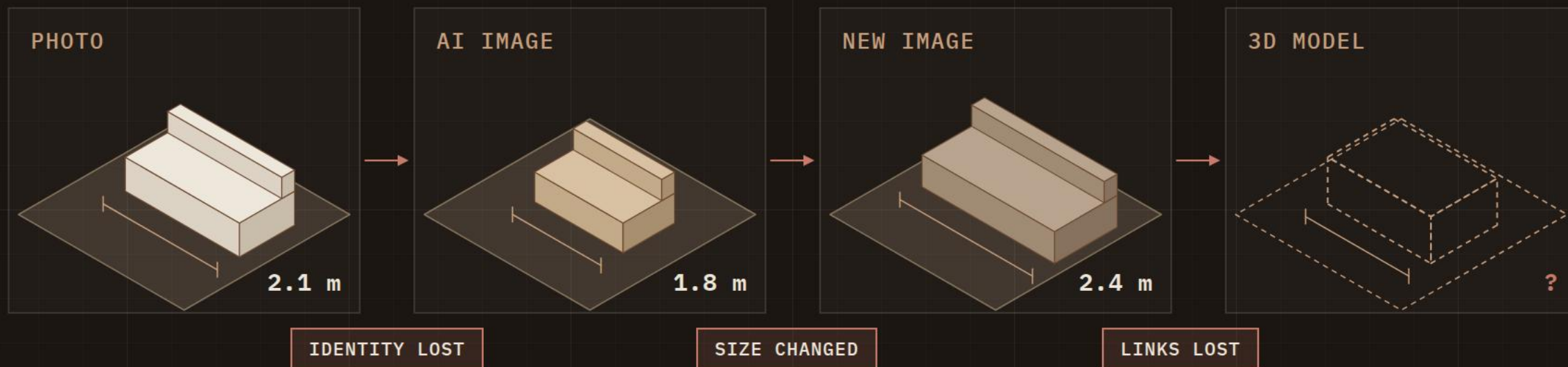
01

Floor plan in

**02**Structured
model**03**3D
walkthrough

Each AI step and each tool switch loses the object

A sofa that is generated, restyled and moved into 3D comes out as a different sofa each time.



What drops out at each step: identity, geometry, dimensions, relationships, provenance. Design tools keep catalogue items inside one project, yet nothing carries one object across photo, floor plan and CAD.

Hypothesis: studios lose designer hours redrawing the same space on every revision.

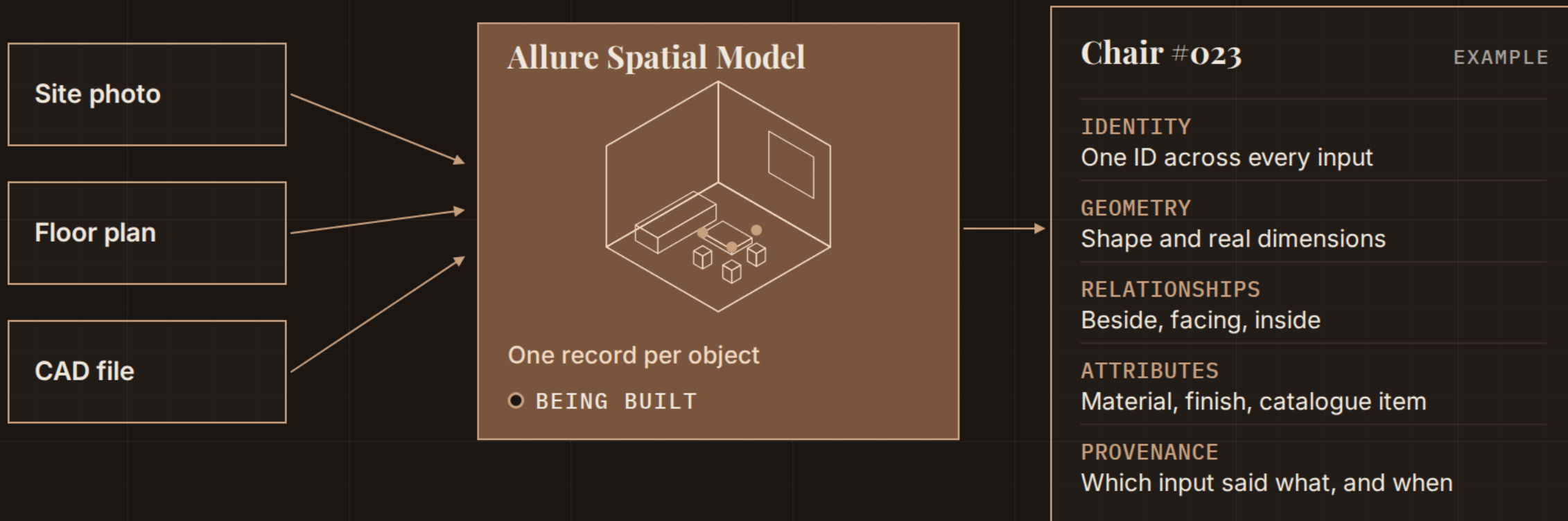
Discovery so far: $n = [X] \text{ studios} \cdot \text{median } [X] \text{ revisions per project} \cdot [X] \text{ hours per revision}$

NOT YET PROVEN

Studio pain is a hypothesis until discovery calls measure it. Sofa dimensions are illustrative.

Fix identity once and revisions become edits

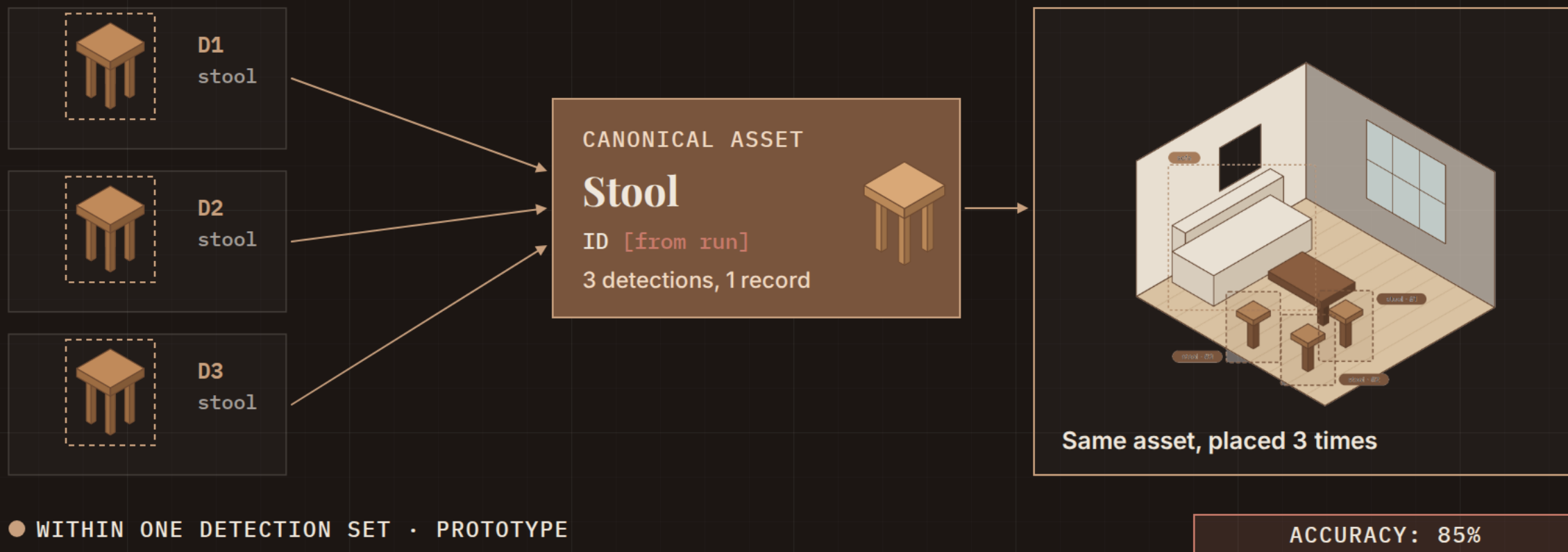
The Allure Spatial Model is designed to store each object once and link every observation to it.



Designed so new inputs update the record instead of regenerating the room, and every workflow reads from the same record.

Three stools, one canonical asset

A recorded prototype run: 3 detected stools resolve to 1 canonical asset, placed 3 times.



- WITHIN ONE DETECTION SET • PROTOTYPE
- PHOTO TO FLOOR PLAN • BEING BUILT
- CAD INPUT • BEING BUILT

The identity core runs in our prototype

What exists, what is being built, and what ships in November.

ELEMENT INVENTORY		
ELEMENT	DETECTED	ASSETS
Stool	3	1
Sofa	1	1
Coffee table	1	1
Window	1	1
Floor lamp	1	1
REVIEW SCREEN IN THE PROTOTYPE		

PROTOTYPE

Element detection

Validation

Canonical identity

Asset reuse

Inventory review

BEING BUILT

ASM engine

3D walkthrough

Project graph

Product graph

PLANNED

Specification

Procurement

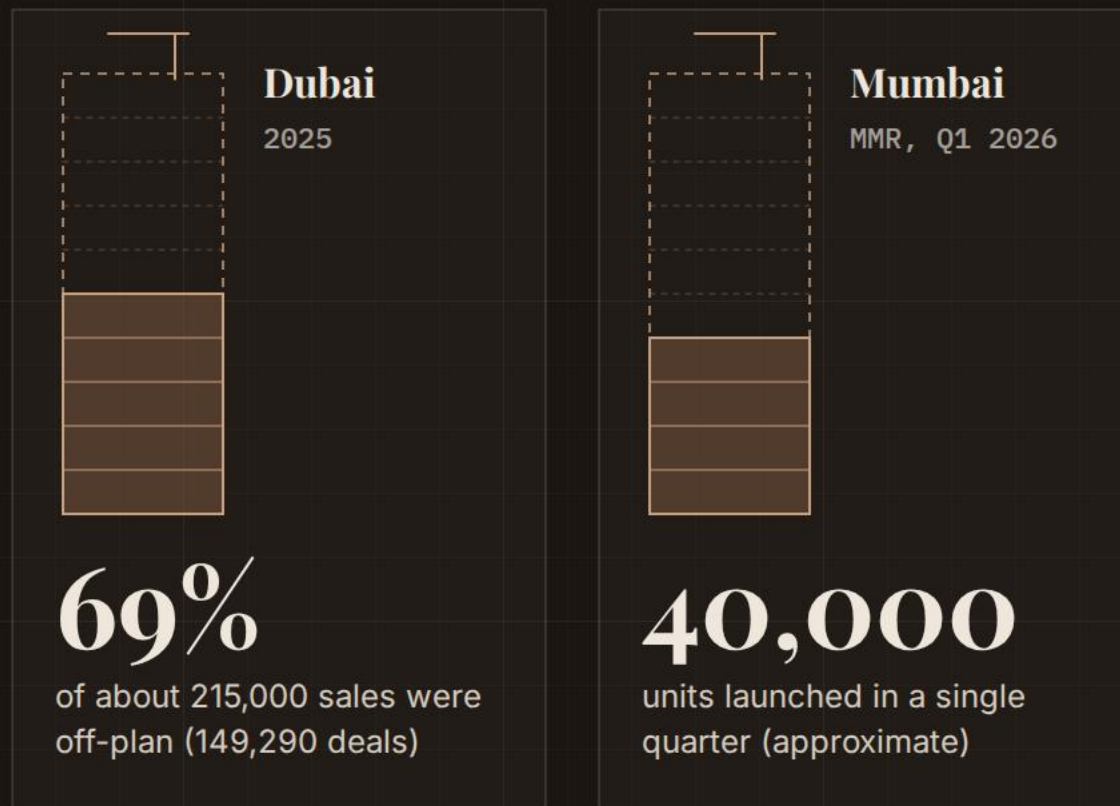
Execution

BOQ

Target: 30 min from plan to walkthrough. Not yet measured.

What changed for buyers since mid-2025

Homes are sold before they exist, and 3D object generation became a low-cost input.



ALLURE

Identity layer: one object, kept across every input



LOW-COST INPUTS

SAM 3D

Meta, Nov 2025. Image to 3D object

Hunyuan3D-2.1

Tencent, Jun 2025. Open weights

CAPITAL SIGNAL

AMD to acquire
World Labs

About \$8.2B, all
stock

⚙️ PENDING

We use open 3D models as inputs and build the identity layer that keeps one object consistent across them.

First buyer: premium interior design studios

One workflow, floor plan to walkthrough, for studios running several residential projects.

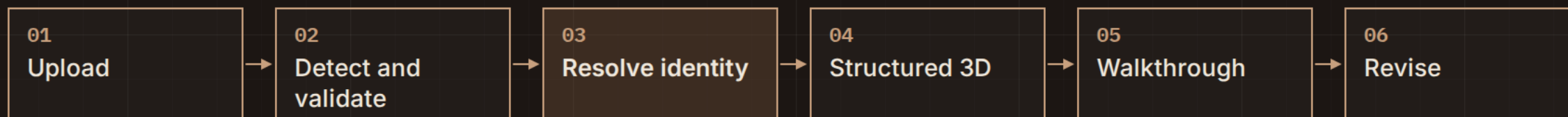


BUYER 1

Premium interior design studios

TRAITS TO TEST IN DISCOVERY

Repeat projects · frequent revisions · a monthly software budget



BUYER 2

Builders

Show units and buyer walkthroughs for Dubai off-plan and MMR launches. One fixed offer, capped slots.

DISCOVERY RULE

A city gets sales time after 10 calls with 3 or more ready to pilot or pay.

So far: 150 calls · 5-10 ready

Early validation and our first signed LOI

Status as of 10 October 2026. No revenue recognised yet.

	Builders · Mumbai and Dubai Founding Enterprise Partner offer	Still in progress ○ ONBOARDING
	Premium studios By invitation on Studio Professional	Still in progress ○ ONBOARDING
	Discovery calls Studios and builders, both cities	150 done · 5 to 10 ready ○ IN PROGRESS
	Jindal Power Spatial engine collaboration	Agreement in weeks ● IN DISCUSSION
	C.V. Raman Global University Institutional Partner · ₹6 lakh a year	Paid pilot at launch ● LOI SIGNED

CGU LOI · REVENUE PROJECTION

₹6,00,000 a year

Signed 10 Oct 2026 by CGU's Legal Officer and Allure.
Price locked for year 1 and one renewal year.

Booking fee, on signing	₹60,000
Balance, after 60-day pilot	₹5,40,000
Year 1	₹6,00,000
Year 2, locked renewal	₹6,00,000
Two-year value	₹12,00,000

Pilot starts at launch (Nov 2026); balance invoiced about Jan 2027 if CGU continues.

NO REVENUE RECOGNISED YET

Fee refundable if CGU cancels in the pilot or the platform is not live by 31 Mar 2027.

Amounts exclude GST. The LOI is non-binding except its refund, confidentiality and governing clauses. The founder is a current CGU student; this is disclosed in the LOI, which uses the terms offered to other institutions.

Sized bottom-up from buyers times price

India and UAE interiors only. Top-down figures are a cross-check.

DESIGNER SAM AT STARTER PRICE

24,900
designers with
web presence

×

₹4,999
a month

×

12
months

=

₹149 Cr
about \$17.8M a year

STUDIO SEGMENT
[studio count] × ₹1,79,988 a year = to estimate

TOP-DOWN CHECK
India interior design software: \$186.9M in 2024 (Grand View Research).

BUILDERS • MUMBAI (MMR)
2,119
new housing projects registered, 2025

BUILDERS • DUBAI
252
developers with registered projects, Sep 2026

Path to \$10M ARR: about 4,700 studio subscriptions at ₹14,999 a month, or a mix with builder accounts.

24,900 is an internal directory scrape (Apr 2026), not externally verifiable; IIID lists about 10,000 members. MMR: MahaRERA via Free Press Journal. Dubai: Dubai Real Estate Data. ₹84 per \$.

Two subscriptions, one per buyer

Software subscriptions. Launch prices are being validated.

STUDIOS

Studio Professional

₹14,999

per month · ₹1,79,988 a year

Premium studios, by invitation at launch.

🔄 PRICE TO VALIDATE



Faster visualisation

TO MEASURE IN PILOTS

Fewer redesign cycles

TO MEASURE IN PILOTS

More projects per team

TO MEASURE IN PILOTS

BUILDERS

Founding Enterprise Partner



₹4,99,990

per year, quarterly in year one

- Up to 5 per city, max 2 per zone
- Lifetime price lock
- 30-day pilot, written success criteria
- Refundable ₹20,000 booking fee
- Offer valid to 15 Dec 2026

18-month plan: 150 studios × ₹1,79,988 + 10 partners × ₹4,99,990 = **₹3.2 Cr ARR** (about \$381K)

Unit economics, estimate: compute about ₹250 per project (3 GPU hours) · ₹1,500 per studio a month at 6 projects · target gross margin 75%

Targets, not results. 10 partners fills the cap of 5 per city in 2 cities; 150 studios is about 8 new a month. Prices exclude GST.

Where Allure sits among design and 3D tools

Compared on the studio's job: floor plan to walkthrough, then revisions. Public claims checked 4 Oct 2026.

	FLOOR PLAN	IN	WALKTHROUGH	OUT	SAME OBJECT ACROSS INPUTS
Status quo SketchUp or AutoCAD plus a freelance renderer	●		●		○
Design and render Foyr, Coohom (Manycore), Homestyler, Planner 5D	●		●		○
Image restyling RoomGPT	○		○		○
Capture and twins Matterport, Apple RoomPlan, Cupix	○		●		○
World generation World Labs Marble (Autodesk-backed)	○		●		○
Execution Livspace, HomeLane: potential channels	●		●		○
Allure Building all three, cross-input identity first	○		○		○

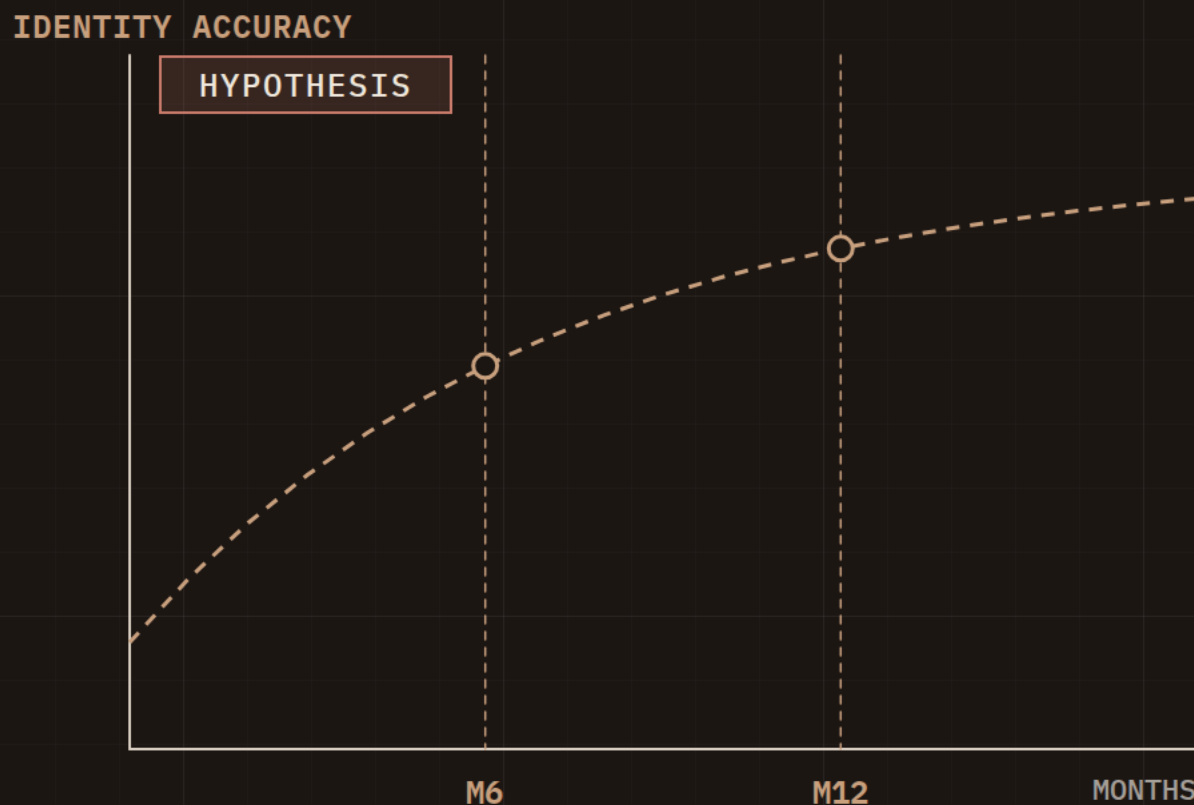
Gap: no public claim found of one object resolved across photo, floor plan and CAD and reused as an asset.

DASHED: BEING BUILT (TARGET)

Filled: publicly claimed. Self-reported: Coohom 3D home design in 10 minutes; Foyr 150,000+ designers; Homestyler 20M+, Planner 5D 100M+, RoomGPT 4M+ users. Capture walkthroughs cover scanned spaces only.

Moat hypothesis: corrected identity cases compound

Each real project adds cases where resolution failed and was corrected. A copycat starts without them.



Shape is a hypothesis; no data is plotted yet.

METRIC

Identity resolution accuracy on a held-out benchmark of real projects

TEST DATES

Report at month 6 and month 12 after close

SUPPORTING SIGNAL

Projects per studio account at month 6

STRATEGY

Build on foundation models now; an own spatial model is a seed-round plan

LATER

Larger spaces as capability allows

⚠ NOT YET PROVEN

If accuracy does not rise with corrected cases, we will say so in the seed deck.

Three co-founders and an operations director

DPIIT and Startup Odisha registered private limited company, India.



Saket Singh

FOUNDER AND CEO, DIRECTOR

Product and company

B.Tech CSE, C.V. Raman Global University. McKinsey.org Forward Program. Google I/O 2025 invitee. Finalist, Odisha Skill Championship.



Kajal Kumari

CO-FOUNDER

Core developer, engineering

B.Tech graduate.



Ayush Kumar

CO-FOUNDER

BD and fundraising

Chandigarh Engineering College, CGC Jhanjeri. VentureNest, CGC Jhanjeri TBI Association.



Mahwish Zeba

DIRECTOR

Operations, market research

BS-MS, IIT (ISM) Dhanbad. Analyst, 180 Degrees Consulting. Intern, 4K Earth Science and Space Era Germany.

ML and 3D lead: **first hire**

₹50 lakh pre-seed for 5%, at a ₹10 Cr post-money valuation

Draft allocation, to be replaced by a bottom-up monthly budget.

	40%	25%	20%		
■ Product and engineering 3D walkthrough, ASM engine, project graph	40%	₹20,00,000			
■ AI compute GPU for 3D generation, rendering, benchmark	25%	₹12,50,000			
■ Go to market Mumbai and Dubai launch, pilots, travel	20%	₹10,00,000			
■ Operations Legal, compliance, accounts, tools	10%	₹5,00,000			
■ Reserve Buffer for delays	5%	₹2,50,000			

THE ROUND

₹50 lakh

For 5% equity

₹10 Cr post-money · ₹9.5 Cr pre-money

About 10 months of runway, zero revenue

⚙ DRAFT ALLOCATION

Valuation: ₹50 lakh ÷ 5% = ₹10 Cr post-money. At ₹84 per \$, about \$60K at a \$1.19M post-money.

Runway assumes about ₹5 lakh a month of burn; the month-6 plan (₹0.74 Cr ARR, about ₹6.2 lakh a month) would cover it.
Grants (SISFS, Startup Odisha) extend runway if awarded.

Four gates in 18 months, then seed

