INVESTOR DECK · 2026

10% GUARANTEED SAVINGS

Nirmaan deck

The Unified AI Construction Ecosystem — tap any tile to jump to that slide.

01 Title & vision

02 The problem

03 The solution

04 AI 3D design

05 Design-to-cart

06 4-pillar marketplace

07 Business model

08 Market

09 Moat

10 Roadmap

11 The ask

Start deck →

Lingeshwaran P · lingeshwarannp@gmail.com

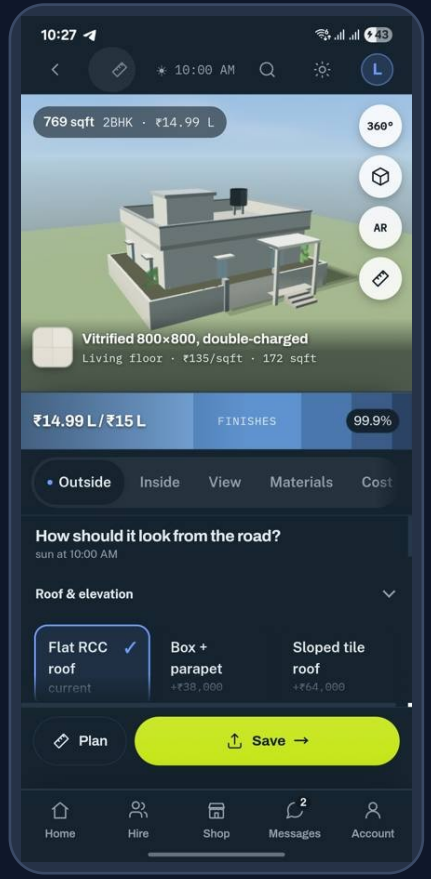
SEED / PRE-SEED · 2026

nirmaan

The Unified AI Construction Ecosystem

Design it. Budget it. Order it. Build it. One platform for homebuilders, engineers, shops, workers and transporters.

✓ 10% GUARANTEED SAVINGS



Lingeshwaran P · Founder
lingeshwarannp@gmail.com

01 · THE PROBLEM

Building a home in India is broken.

A family's biggest purchase runs on guesswork, phone calls and trust.

Fragmented industry

Designer, contractor, shop, labour and lorry are separate — nobody owns the outcome.

Opaque material pricing

Rates vary shop to shop; owners can't tell a fair quantity or price.

Middleman markups

Every hand-off adds margin the homebuilder silently pays.

Unreliable labour

Unorganised workers, no verified profiles, no guaranteed availability.

Constant budget overruns

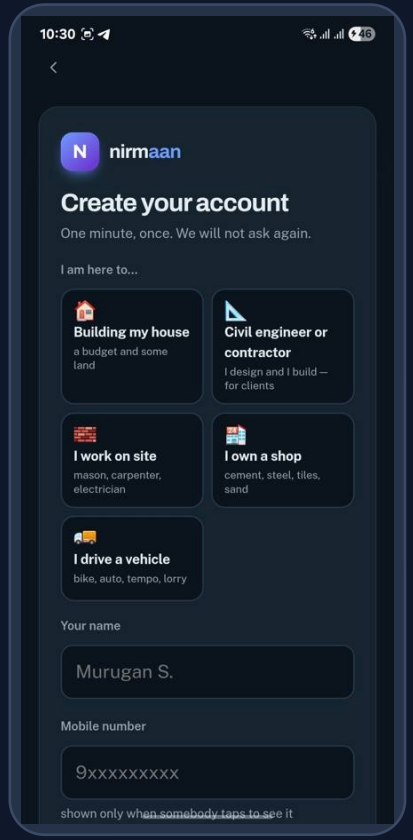
Rough estimates, untracked changes, and a final bill that surprises everyone.

02 · THE SOLUTION

One platform. Five roles. One minute.

Homebuilders, engineers, shops, labour and transport join through one unified onboarding.

- 🏠 **Building my house**
  a budget and some land
- 📐 **Civil engineer or contractor**
  I design and I build — for clients
- 🧱 **I work on site**
  mason, carpenter, electrician
- 🏪 **I own a shop**
  cement, steel, tiles, sand
- 🚚 **I drive a vehicle**
  bike, auto, tempo, lorry



"Create your account"

03 · CORE INNOVATION, PART 1

AI 3D design, live budget

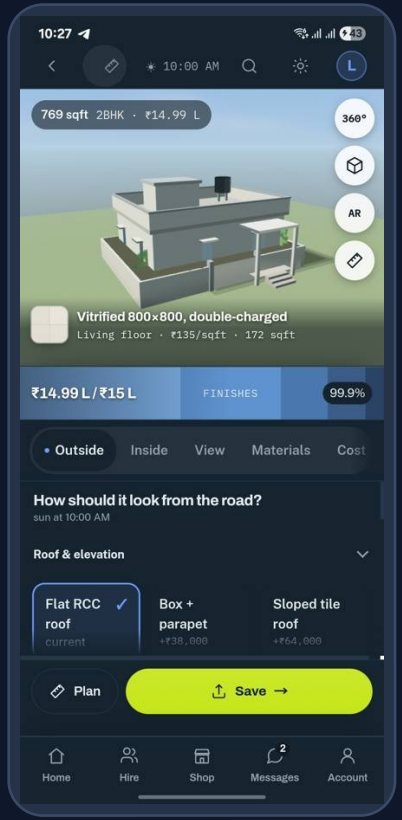
Generate or upload a plan, then explore it in 3D, 360° and AR. Every roof and finish change re-prices the build against the owner's budget.

769
sqft · 2BHK

₹14.99L
of ₹15L budget · 99.9% match

Roof: Flat RCC (current)
Box + parapet +₹38,000 · Sloped tile roof +₹64,000

Living 13'6" × 12'9" · 172 sqft
Vitrified 800×800, double-charged · ₹135/sqft



Outside



Looking inside

Design-to-Cart, one tap

The 3D design auto-calculates the bill of materials and fills the cart from local partner shops.

3,371 kg
Steel

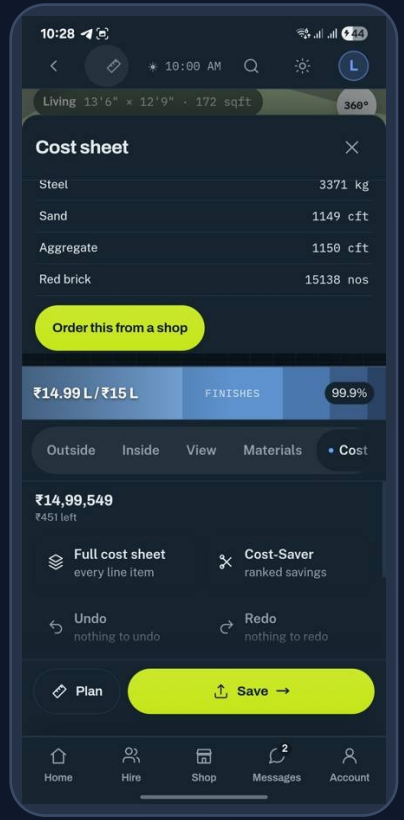
15,138
Red bricks

1,149 cft
Sand

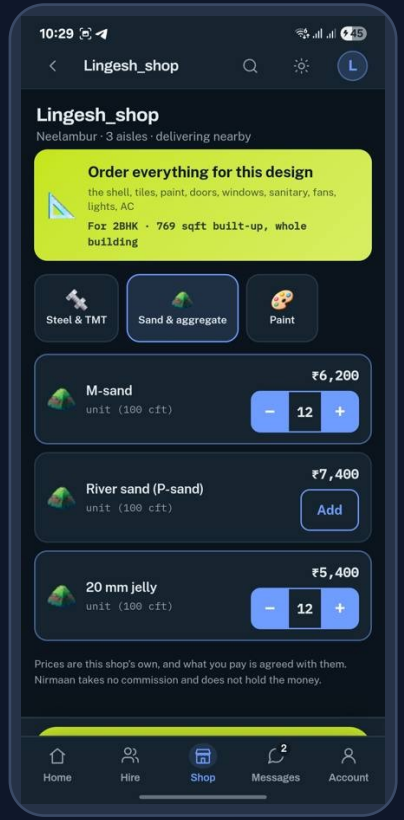
1,150 cft
Aggregate

Total ₹14,99,549 — ₹451 left of ₹15L
Cost-Saver ranks the savings

Lingesh_shop, Neelambur
M-sand ₹6,200 ×12 · River sand ₹7,400 · 20 mm jelly ₹5,400 ×12



Cost sheet



Shop cart

Every pillar wins through volume

Engineers & contractors
Contracted below market for customers; steady, guaranteed project flow for them.

Product shops
Bulk automated orders straight from designs — higher sales, lower material cost.

Hybrid labour
Contracted Nirmaan crews for guaranteed execution + open gig registration for masons, carpenters, electricians.

Transport & logistics
Bikes, autos, tempos, lorries contracted for volume — shop to site.

Live prototype: hyper-local discovery (Near Kulathur · within 25 km), verified Mason at ₹1,100/day, filters for Workers · Contractors · Transport, and "Post a job".



Workers · Mason ₹1100/day

⌂ Menu

06 · UNIT ECONOMICS & BUSINESS MODEL

Customer saves 10%. Nirmaan earns on volume.

Illustrative 2BHK · 769 sqft build.

≈ ₹16.65L
Traditional build

₹14.99L
Nirmaan build

≈ ₹1.66L
Customer saving (10%)

Supplier rebates

B2B volume rebates and subscriptions from partner shops.

Service margins

Contracted engineering & labour rate spread on guaranteed volume.

Dispatch fees

Logistics dispatch fee per trip on contracted fleets.

Premium AI tiers

Advanced designs, finishes, AR walkthroughs.

Users check out directly with shops — frictionless. Figures illustrative, based on the 10% savings guarantee.

07 · MARKET OPPORTUNITY

A huge market, still offline.

Indicative sizing; to be refined with market data.

TAM

India residential build

Construction & building materials: individual-home builds, materials, labour and logistics nationwide.

SAM

Tamil Nadu individual-home builds

Coimbatore plus Tier-1/Tier-2 hubs — mid-budget homes (₹10–30L).

SOM

≈ 300 homes in 18 months

300 × ₹15L ≈ ₹45 Cr GMV from launch cities.

Start Coimbatore → Tamil Nadu hubs → national expansion.

The only design-to-delivery stack

	Offline contractors	Material apps	Nirmaan
AI 3D design + live budget	✗	✗	✓
Auto BOM → cart	✗	Partial	✓
Engineers + labour + transport	Own crew only	✗	✓ 4 pillars
Transparent lifecycle cost	✗	Single category	✓
10% cost advantage	✗	✗	✓ Guaranteed

AI design-to-cart

Design data drives procurement.

Supply-chain lock-in

Contracted partners gain volume and stay.

Price advantage

Aggregated demand beats market rates.

09 · 18-MONTH ROADMAP

From prototype to multi-city

Phase 1 · Completed
UI/UX prototype & workflow validation

Phase 2 · Months 1–5
Office setup, hire core engineering/ops team, build full-stack & AI production platform

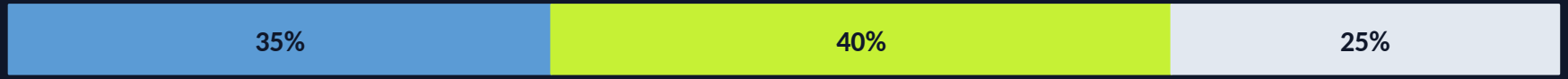
Phase 3 · Months 6–12
Onboard shops, engineers, labour, transport · launch first city

Phase 4 · Months 13–18
Multi-city expansion & scaling order volume

10 · THE ASK

Raising ₹2.5 Crore

₹2 Cr – ₹3 Cr Seed / Pre-Seed · 18-month runway · Equity / Convertible Note (SAFE/CCD) · Valuation open to discussion



₹87.5L

Product, AI & workplace ops (35%)

Dedicated office, rent, hardware and salaries for the core full-stack/AI engineering and operations team to build the platform from scratch.

₹1.0 Cr

Marketing & acquisition (40%)

Meta/Google campaigns, viral 3D estimator lead magnets, hyper-local outdoor branding in developing layouts, partner shop branding.

₹62.5L

Supply-chain & expansion (25%)

Field operations to contract civil engineers, hardware shops, transport fleets and hybrid labour crews in initial cities.

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