



NEO LOCUS

Generative AI for Businesses



The Vision

- To help businesses place their products in custom environments using generative AI
- Focussing on the furniture industry, we aim to help businesses place their furniture products in beautiful custom environments using generative AI

Pain Points

For an e-commerce business, having an attractive listing of their inventory is crucial. Significant time and money is spent on:

- Photoshoots
- Mockups
- 3D renders

Pain Points

For an e-commerce customer, the user journey for buying a furniture product faces challenges such as:

- Long research to find the perfect product
- Imagining the product in their space
- Product's aesthetic fit with the rest of the space

Solution



- A generative AI powered tool that helps Companies **place their products in custom environments** (with no prior knowledge on generative AI)
- This is done by custom trained **diffusion models**

Showcase - Replace

Client Product



Environment



Output

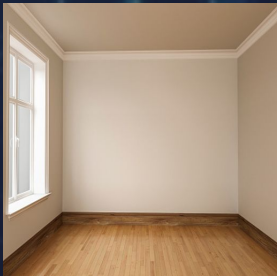


Showcase - Populate

Client Product



Environment



Output



Our Advantages



- First to B2B market with the technology
- Incubated by NextGrid and DLab
- Partnered with a VR startup to provide immersive checkout experience to end users
- Building a case study on our first client in India

A close-up photograph of two hands shaking in a firm grip, symbolizing a business agreement or partnership. The hands are positioned in the center of the frame, with the fingers interlaced. The background is dark and out of focus, featuring several warm, circular bokeh light spots. The overall image has a dark, semi-transparent overlay.

Business Details

- The global furniture market is projected to grow from \$500 billion in 2021 to \$720 billion by 2028. **Over 70% if it is still unorganised** in countries like India.
- India has a high growth rate and **low existing per capita investment in interiors** of their homes, which is changing rapidly with urbanisation. (9.12% YoY growth in furniture segment 2022-2027)

Revenue Stream

Subscription based API access to AI models fine tuned to each client's products.

Business Opportunity

- Rapid adoption of AI tools in Furniture E-commerce like IKEA
- Rapid development and adaptation of Generative AI tools

The Team

- **Nomaan** - Experience in Indian Furniture space. 2 years exp in running a tech startup with team of 15.
- **Francesco and Felix** - Masters AI students, with experience in Generative Deep Learning, writing a thesis on diffusion models.
- **Haider** - End to End Furniture factory setup, Paid Ads specialist.

Thanks!