





iFurniture®

#CarpinteríaDigital

Online platform for customized products and furniture  
using digital fabrication

## **E-COMMERCE**

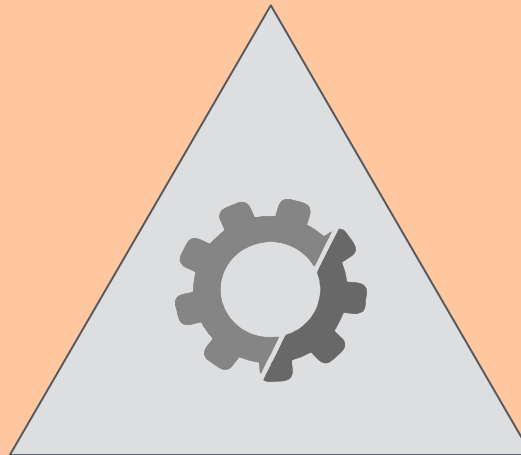
online multi-channel sale  
and delivery  
3D customization

## **DIGITAL CARPENTRY**

Network of digital carpentry, local  
manufacturing places

## **PERSONALIZED DESIGN**

Community of architects and  
designers + Academy





# FAMILY HERITAGE

History  
Traditional crafts  
Informal job  
Experiential experience

## ? PROBLEM

traditional outdated carpentry  
Rigid furniture  
Standard measures

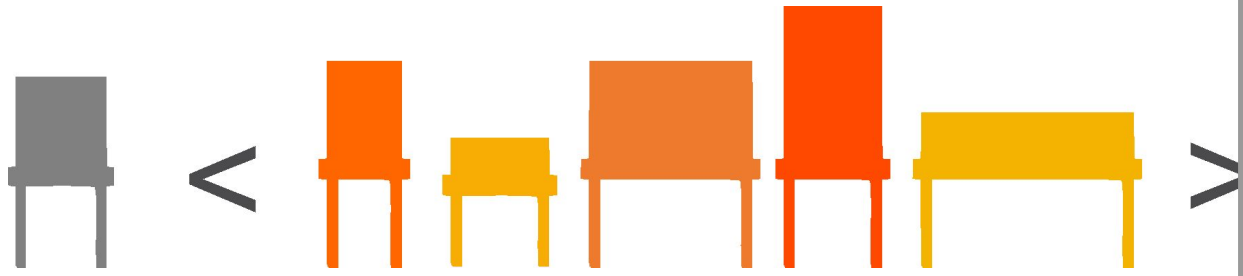
- World trend to reduce spaces in housing
- Need for space optimization





## SOLUTION

online platform  
to personalize. to choose



flexible modular  
Easy armed  
puzzle 3D

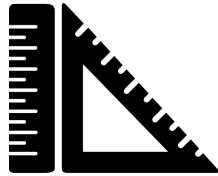


## The user



### Select

Visit our products



### Personalize

Get a custom-made piece  
of furniture



### ask for it

Request your  
product



### Delivery

receive it at your  
home

## iFurniture



VectorStock® VectorStock.com/20878411

### Reception

we receive the  
request



### Re-design

we adjust the  
parameters



### To distribute

we derive digital  
fabrication



### Delivery

we deliver the  
product locally





## CNC TECHNOLOGY



PARAMETRIC design  
Prototype láser cutting machine  
CNC Router machine







## CUSTOMIZATION

<http://tienda.ifurniture.pe>



993 000 441 [hola@ifurniture.pe](mailto:hola@ifurniture.pe)



Tienda Talleres Nosotros Contacto



### Mesa Octopus

Una mesa creativa diseñada para optimizar el espacio de oficinas y trabajos en grupo



S/. 1400.00

- 1 +

Dimensión


Material

Espesor

Altura: 0.70 m.

Profundidad: 0.55 m.

Ancho: 1.45 m.

 Añadir al carrito



# CUSTOMIZATION



993 090 441 | [hola@ifurniture.pe](mailto:hola@ifurniture.pe)



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iFurniturePE

[www.ifurniture.pe](http://www.ifurniture.pe)

## \$ Business Model

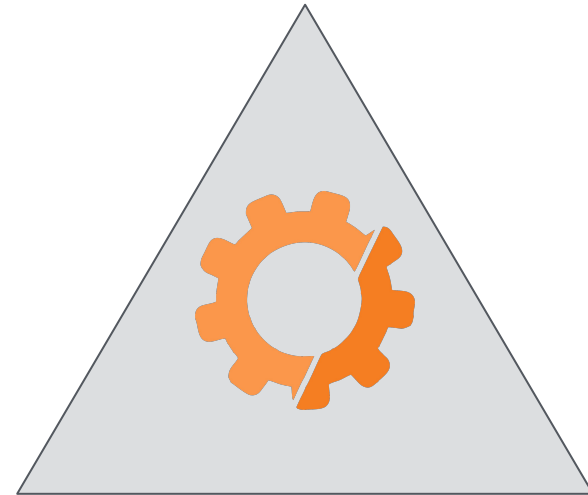
B-C

Online platform



**E-commerce**

%FEE for each sale of furniture



**Designers**

%FEE for each design  
download

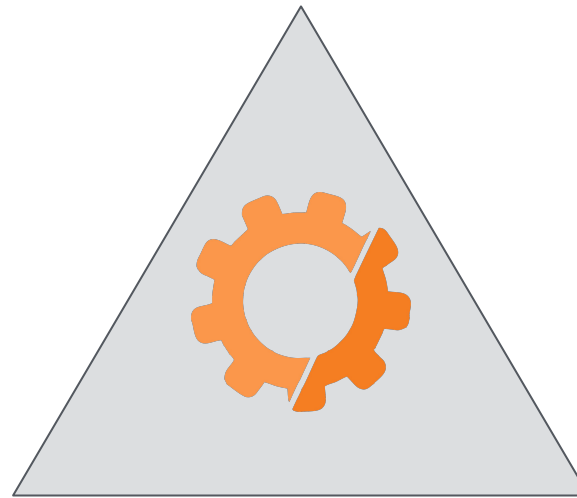
**Manufacturers**

by sub manufacturing  
contract

## \$ Our Value

### **iFurniture Store**

Applies Technology of customization of furniture online in 3D



### **iFurniture Academy**

Training of Designers in Digital Carpentry techniques adapted to CNC technology

### **iFurniture FAB LAB**

A franchise the model of industrial procedures of the Digital fabrication techniques



- 2000 Fab Labs around the world
- 300 Fab Labs only in USA







## Potential market

### UNITE STATES

327 millions inhabitants



➔ **US\$ 21,000 MILLION A YEAR IN FURNITURE AND PRODUCTS**

### EUROPE

740 millions inhabitants





## Competitions

MATERIALS AND MACHINING  
PROVISION SERVICE CENTERS

ENTREPRENEURS USE CUSTOMIZATION AND / OR  
DIGITAL FABRICATION



**iFurniture**  
STORE



*saga falabella.com*  
PERU



ONLINE SALE OF FURNITURE

DEPARTMENT STORES FOR FURNITURE AND INTERIOR  
ARCHITECTURE



iFurniturePE

www.ifurniture.pe

## **TEAM**

Specialized in **Fab Lab** . Multidisciplinary . full time

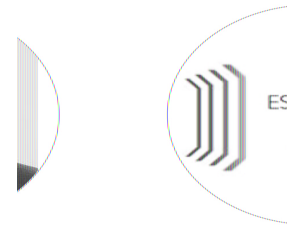


**Vaneza Caycho**  
CEO

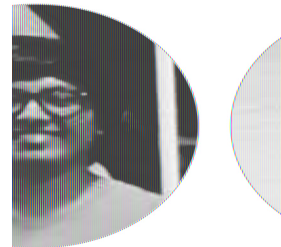


**Cristian Loayza**  
CTO

## CONSULTANTS



**Estudio Muñiz**  
Legal Advice



**Alvaro Echevarría**  
Financial advisor



**Incubadora Universidad  
Nacional Mayor de San Marcos**  
StartUp Advice



## INVESTMENT NEEDS

### INVESTMENT FINANCING USD \$250 000.000

- Development of the **e-commerce platform**
- **International** Takeroff
- **human resource** capital

### Showcase in private and state entities

- **Presence** throughout the national territory
- Main job and **investment generators**



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Supported by:

