

# OnePlus 1: Virtual Reality

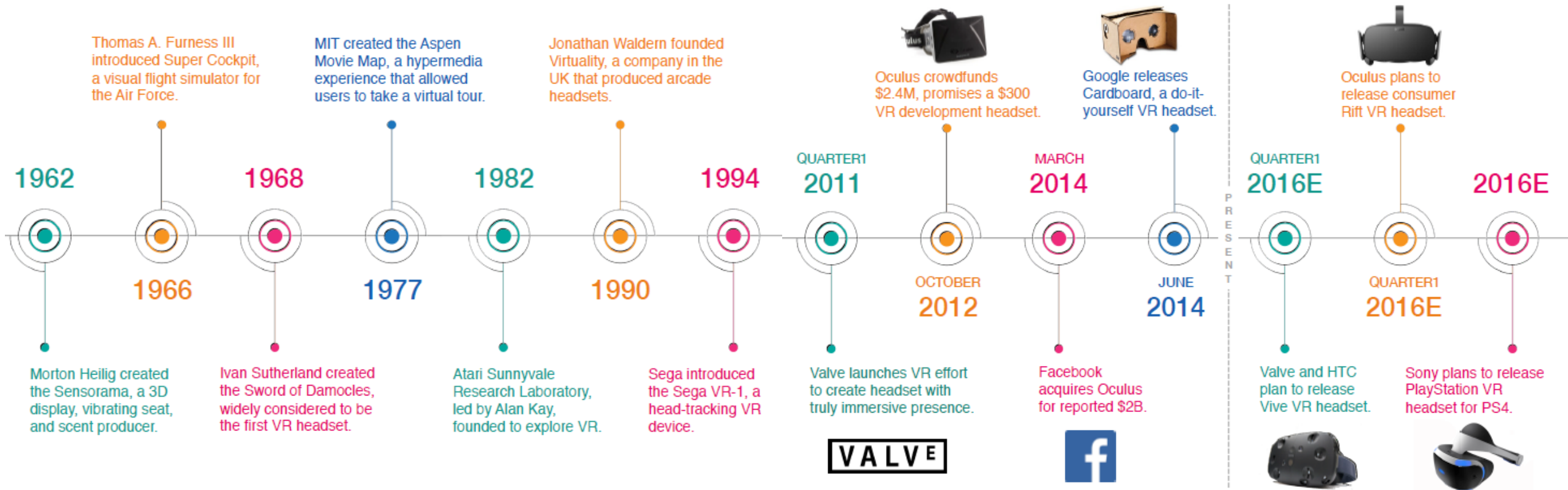


Revolutionizing the way people experience, in an  
**IMMERSIVE & INTERACTIVE**  
manner

# Evolution of VR Space

## Beginnings of VR

## Modern Era of VR



# VR & Real Estate: Untapped Technological Revolution

**\$180 billion** market size  
of Real Estate Sector by **2020**

**VR** is already a **\$2.6 billion** opportunity in  
Real Estate sector

**(Need for a Market Leader)**

Immersive & Precise VR Experiences will transform the property buying experience by enabling:

1. Full visualization of the real estate before construction
2. Showcasing properties to long distance clients
3. Allowing builders / property owner in staging their properties
4. Clients to customize homes before making the purchase

Resulting in,

1. Cost Saving for builders (as staging is very expensive process)
2. Better & More informed Decision Making by end customers

# OnePlus 1: Transforming property buying experience in an interactive & immersive way



360° Photo Realistic  
Virtual Reality



Cross platform &  
operating systems



Jump between  
Zones



Change Time &  
Lights setting

## Services currently offered by OnePlus One

- Architectural Designing
- Interior Designing
- VR Rendering
- 360° View
- Project walkthrough
- 3D Images
- 3D Modelling & Animation Videos

# Real Estate

## How?

Elaborate interactive tours showing all amenities & facilities.

Beautiful immersive apartment walkthroughs with details & info.

Photorealistic 360° VR experience to exhibit your property with unparalleled immersion.

## Where?

In-office displays & experience centers.

Short links or QR Code in print & banner ads.

Embedd on project website.

Digital advertising on social media, SMS, etc.

Next-gen showcase for expos.



**Enhanced User Engagement**



**Contextual Information**



**More Showcasing, Less Explaining**



**Accessible Anytime Anywhere**

Enhanced User Engagement



Compatibility Across Devices



Effective Spatial Representation



Interactive Multi-PoV Experiences



# Architects & Interior Designers

## How?

Interactive photorealistic visualizations of their designs in VR to show clients.

Next-Generation creative & interactive project presentation & showcase.

Guided tours of your designs with interactive details & pop-ups.

## Where?

Client meetings & presentations.

Design & Plan presentations.

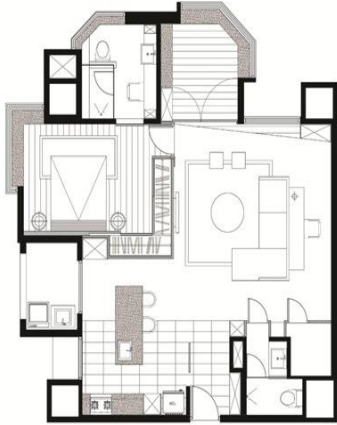
Embedd on studio website.

Digital Portfolios.

Interactive Showcase at expos.



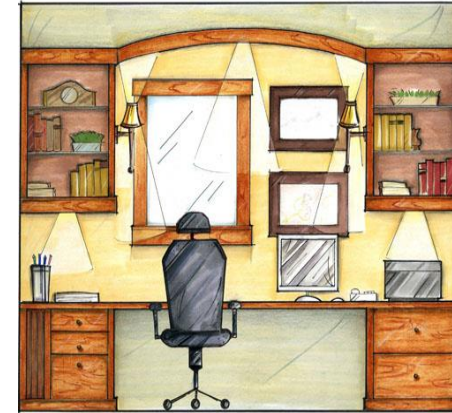
# How it works for Real Estate



**#1:** Project Setup



**#2:** Layout Planning



**#3:** Material Specification



**#4:** App Demo



**#5:** 3D View



**#6:** Final 360° VR view

# How it works for Architects & Interior Designers

Subscription Service for Architects from multiple cities.

Fixed Quotations as per the work requirement.

Turn around time of maximum 48 hrs for the completion of a project.

Final 360° view will take 72 hours from the beginning.

Embedding in the website.

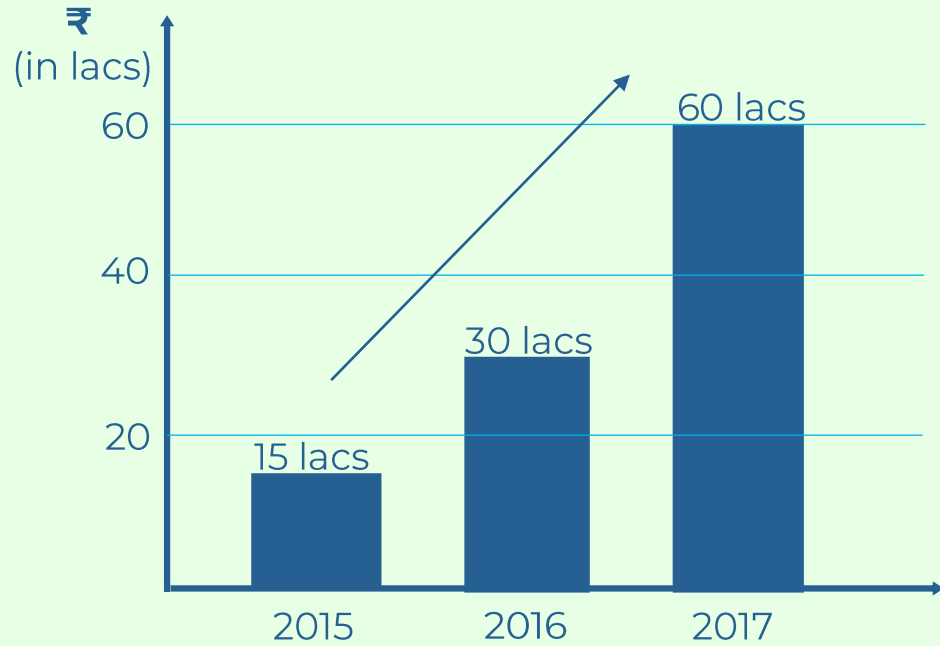
Mobile App in 7 days.

Client will have the flexibility of suggesting 2 iterations.





# Highly Scalable Business Model



**40+** Clients



**80+** Projects Completed



**3** months time to reach profitability

## Per Project Model

(Direct Customers)

Per Project Cost 1.5 to 2x higher than Subscription Model

## Subscription Model

(Architects & Interior Designers)

Annual Subscription + Per Project Cost  
**Rs. 10,000** + **Rs. 3,000 – Rs. 5,00,000**

**OnePlus One** expansion will be driven by its subscription model

Web based automated service will drive the subscription model

Project costs given by OnePlus One Experts after submission of the plan & other details

# Launching more verticals



Web based product for  
automated Services



Real Estate Marketplace  
for Interior Designers &  
Construction Materials



Retail Stores  
VR offerings  
& Analytics



Tourism & Spirituality  
Industry VR offerings



VR products for  
educational content

# Real Estate Marketplace

Marketplace for interior designers to showcase their designs to clients

Guided tours of the designs with interactive details & popups for client presentations

Tie ups with brands to integrate their existing products in Virtual Reality demo products (Branding in VR).

On the go showcase of the changes in the interior.

One stop shop for interior decoration related materials purchase.



**Range of interior designers**

**Products for interior designing services**

**Effective Spatial Representation for clients**

**Better decision making for clients**

# Tourism & Spirituality

Immersive sneak-peak of the decor, ambience & arrangements of the property.

Detailed and beautiful walkthroughs to show all offerings, amenities & facilities.

Showcase special arrangements for festivals & pre-booked events.

Deep engagement in rituals & other devotional offerings.



**Contextual Information**

**Next-Gen Immersive Experience**

**Deeper User Engagement**

**High Quality Imagery**



# Projects Completed



Shivanta Palace



Cygnus



Olympia



Kaatyayani



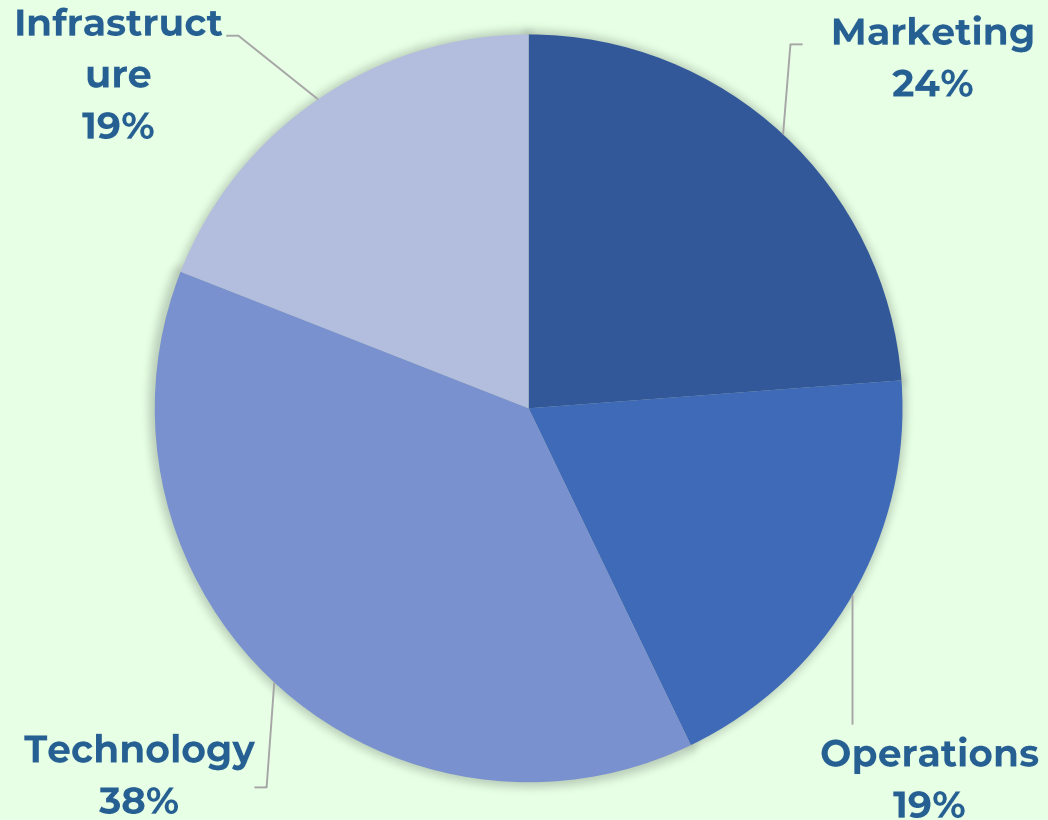
Cygnus



Expressions



# Raising Rs. 3 Cr for 18 months runway



**4** Tier I Cities Expansion: Subscription Model



**7+** Tier II Cities Expansion: Subscription Model



**500+** Projects Deployment



Upgrading **IT** Infrastructure



Growing **2** more verticals:

- Real Estate Marketplace
- Tourism & Devotional VR content

# Team



**Nikit Agarwal:** Co-founder & CEO

- **B. Arch SCET, Surat**
- **Business Head**
- **3+ years Work Experience**



**Harshit Sheta:** Co-founder & CDO

- **Int D. SCET, Surat**
- **Design Head**
- **5+ years of experience**



Passionate team of **12** members including technologists, urban planners, architects, interior designers 3D rendering artists

A man in a blue suit and white shirt is wearing VR goggles. He is pointing his right index finger towards the text 'Thank you!'. The background is dark grey with faint, glowing white lines and shapes, suggesting a digital or futuristic environment.

**Thank you!**

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