

BEYOND COMMON

HOME DÉCOR E-COMMERCE

MILLENNIALS

CONVENIENCE
MINIMALISM



GEN Z

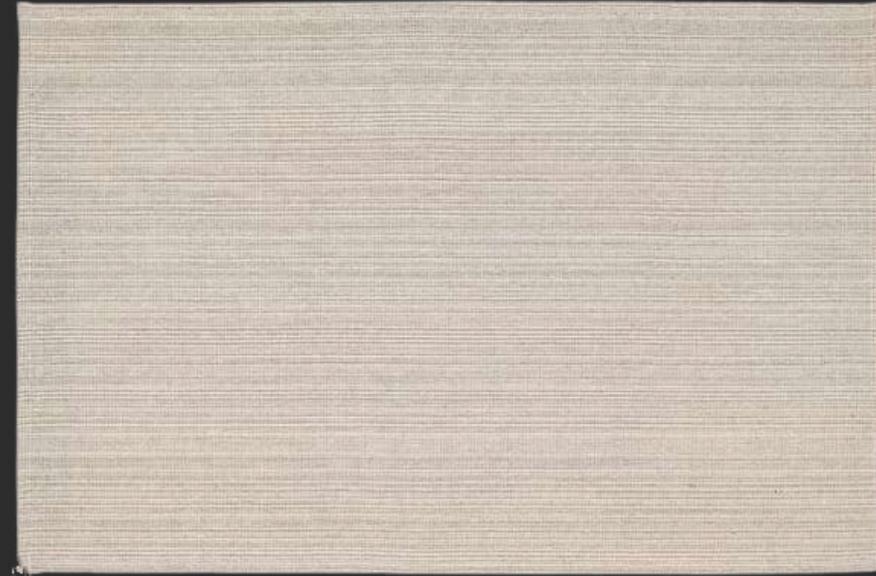
SELF-EXPRESSION
MAXIMALISM



THE MARKET GAP



AED 6,000



AED 400

STATEMENT RUGS



ARTSY



VIRAL

CONVENIENT



AFFORDABLE

MARKET



Mia, NY

Age: 23

\$45,000 - \$60,000

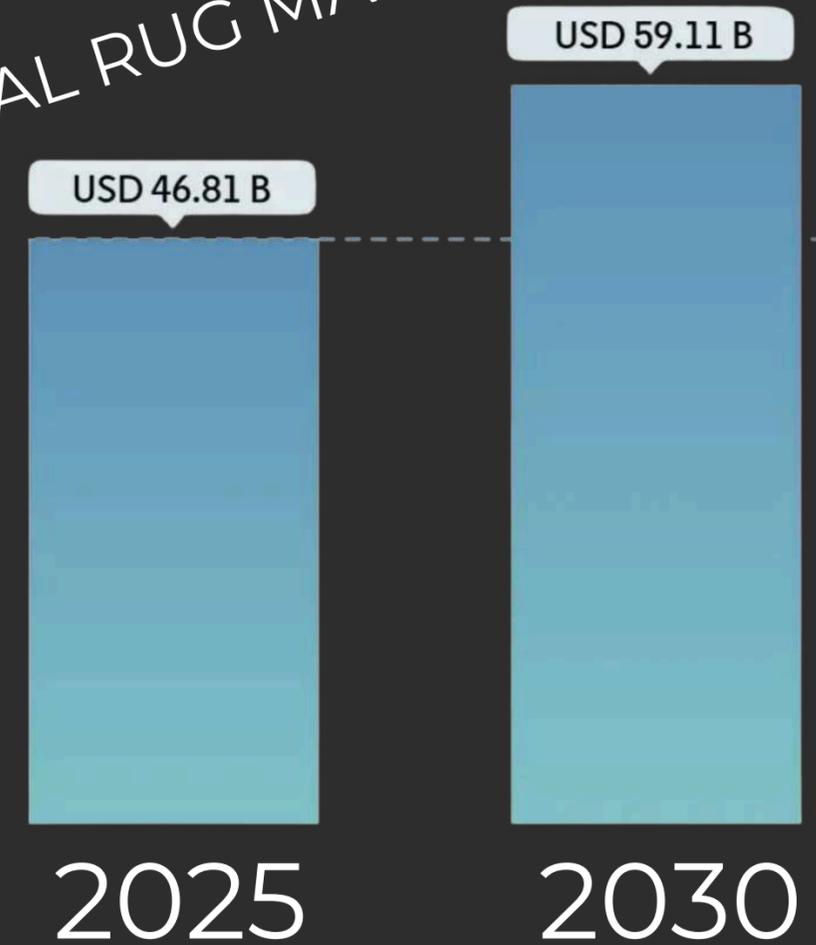
Recent Grad - Marketing

Rented Apartment

Aesthetic - Dopamine Decor

Values Self Expression

---GLOBAL RUG MARKET GROWTH--->



MORDOR INTELLIGENCE (2025)

PRODUCTS

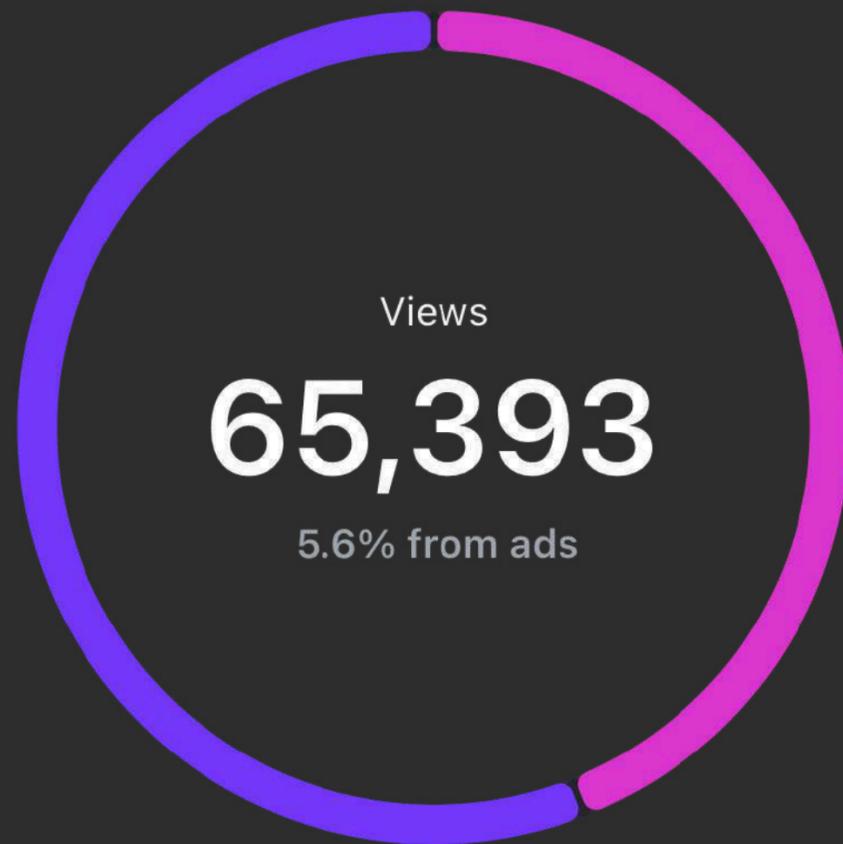


UNIT COST	AED 66
PRICE	AED 200
MARGIN	67%

UNIT COST	AED 3.6
PRICE	AED 36
MARGIN	90%

MARKETING

ORGANIC



(2 week period)

META ADS

3,128 REACH

3.82 CTR

AED 121 CAC

1.33 ROAS

NEXT STEPS

MONTH 1-3

Total Orders	Revenue	Net Profit
3	AED 488.37	AED -13.57

MONTH 8-12

MONTH 4

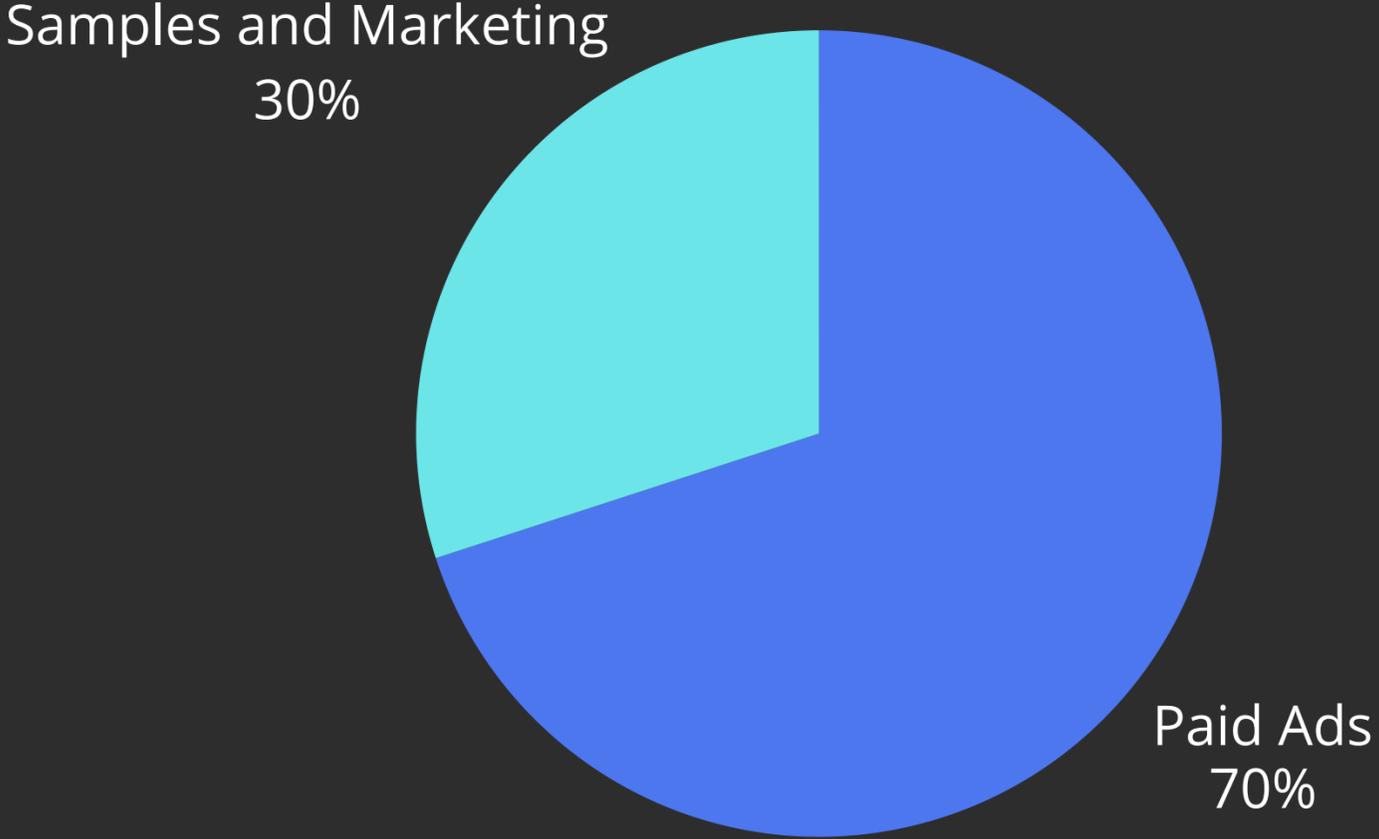
BREAK EVEN
+35% AOV
AED 5,500

MONTH 5-7

+AFFILIATES
ORGANIC GROWTH
CREATIVE OPTIMIZATION
AED 25,000

DRIVE RETENTION
MARKET DEVELOPMENT
DISTRIBUTION PARTNERS
AED 75,000

INVESTMENT REQUEST



AED 20,000



OUR TEAM



DON'T BE COMMON.
GO BEYOND.

**MARYAM
LAZRA**

**SHAURYA
GARG**

**ALAN
AYALA**

**SUHANI
MAKKAR**

**IVANA
MACIAS**

**PARANJAP
CHOPRA**



Marketing

Supply &
Finance

Tech &
Ads

Tech &
Legal

Marketing

Sales