

MyHouse Pro

An automated tool that calculates materials and labor of craftsmen.

ASOSCHI
Nodirjon Sobirov

UNIVERSITET
TATU Talabasi

TARGET FUNDING
\$60,000 (Pre-Seed)



MYHOUSE
Design&Calculate

| Problem & Solution

Addressing fundamental transparency gaps in the Uzbekistan construction and design market

⚠️ Pain Point: Broken Estimates

01

- ✗ **Inaccuracy Error:** Traditional manual estimates waste 20% to 30% of standard home building budgets.
- ✗ **Bazaar Chaos:** Homeowners spend days visiting fragmented physical hubs (Jomiy, Malika) to find pricing.
- ✗ **Zero Master Transparency:** Cost structures of local masters are volatile and non-standardized.

✅ Solution: Logic-Driven Calculator

02

- ✓ **Instant SVG Sizing:** Real-time estimation of building materials instantly scaled with visual masks.
- ✓ **E-Commerce Pipeline:** Integrated ordering system that directly lists products from bulk distributors.
- ✓ **Consolidated Costs:** Transparent pricing indices tracking both material purchases and labor fees.



Niche Market Valuation

Uzbekistan residential renovation size analyzed via standard Bottom-Up approach



TAM (Total Addressable Market)

150,000 yearly residential renovations across Tashkent
(Average cost \$5k/site).

\$750M

SAM (Serviceable Available Market)

30,000 smart apartments in newly constructed residential
blocks searching online.

\$150M

SOM (12-Month Expected Reach)

Onboarding 15-20 furniture & building brands to run initial 200
platform orders.

\$18K/Y1



| Identify / Profile Target Customer

Strategic segmentation of our primary ecosystem drivers and user pipelines



01

B2C Homeowners

Individuals who bought primary flats and desire a transparent tool to map calculations, compare styles, and order bulk supplies online without stress.



02

Tech-Savvy Youth

TUIT students and young Tashkent professionals purchasing primary real estate (novostroyki) who favor digital interfaces over manual marketplace visits.



03

B2B Supply Partners

Renowned furniture workshops, local masonry factories, and building material suppliers searching for high-intent, targeted sales streams.



Competitive Advantages

MYHOUSE PRO vs Traditional and Disjointed Local Estimating Methods

Ecosystem Features	MYHOUSE PRO (Our platform)	Legacy Paper Estimation	Professional Smetachilar	Bazaar Guesswork
Calculation Under 1 Minute	✓ Fast SVG Math	— No (Days Required)	— Slow Manual Slicing	— Inaccurate
Direct Material Checkout	✓ Automated Direct Buy	— No	— No (PDF Only)	— Offline Only
Dynamic Interior Themes	✓ Configurator Built-In	— No	— Expensive Extra	— Static
Consumer Service Price	100% Free to Use	Complex & Loose	High Fixed Fee	Hidden Markups

| Business Model

Highly scalable B2B commission structure driving zero-cost consumer adoption

Customer Segments

New residential estate buyers, local design workshops, independent masters looking to standardize client communications.

Main Partners

Reputable bulk material brands, local upholstery manufacturers, and modern building supply warehouses.

Cost Structure

Engineering scaling, backend microservices, real-time catalog API sync, and hyper-targeted ad acquisition campaigns.

Main Activities

Optimizing frontend room visual rendering, managing dynamic pricing APIs, and onboarding supply partners.

Revenue Streams

Flat 3% checkout commission paid by the material supplier. Completely free of charges for the end consumer.

Pricing Model

No monthly subscription fees. Platform earnings scale proportionally with e-commerce transaction volume.

| Stages of Project (Roadmap)

Clear technical milestones charting product roll-out and growth targets



Financial Indicators

Data modeling for first-year performance with B2B marketplace scaling

25K+

Target MAU

Projected active monthly visitors to the calculator.

\$600K

GMV Target (Y1)

Renovation transaction pipeline processed via platform.

3%

Marketplace Fee

Fixed commission processed on completed material checkout.

\$18,000

Net Revenue (Y1)

Direct marketplace transaction revenue in Year 1.

$$\text{Net Revenue}_{\text{Year1}} = \text{GMV} \times \text{Commission \%} = \$ 600,000 \times 3 \% = \$ 18,000$$

| Ecosystem Team

Passionate specialists coordinating digital modernization across design and software boundaries



Nodirjon Sobirov

FOUNDER & FULL-STACK DEV

TUIT Student. Architected the SVG masking math engine, backend APIs, and core platform structures at **\$0 Founder Salary** to optimize startup capital.



Hired Full-Stack Dev

ONBOARDING SPECIALIST

Responsible for supplier inventory API synchronization, high-frequency backend requests, and e-commerce integration. **(\$1,000/mo salary)**.



Hired UI/UX Designer

DESIGN & ASSET COORDINATOR

Tasked with high-fidelity asset rendering, SVG canvas slicing, and ensuring smooth interface scaling. **(\$1,000/mo salary)**.



| Offer to the Investor

Secure early-stage partnership and power our market penetration across Tashkent

Investment Requested

\$60,000

Strategic funding target allocated for a ****1-Year timeline**** to execute technical scaling and acquire active supplier contracts.

Equity Offered

10% – 15%

Negotiable company stake based on strategic mentorship, ecosystem guidance, and developer/supplier network introductions.

Target Milestones

- 🔗 Complete scaling to all residential apartments.
- 🔗 Secure 20 major B2B merchant pipelines.
- 📈 Prove unit-economics before next funding round.

Fund Allocation Percentages (over 12 Months)



Questions & Answers

Thank you for your valuable attention.

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LET'S DIGITALIZE THE CONSTRUCTION WORLD

