





# Giving Businesses and Customers More Freedom

With Automated Showrooms



## The Business Problems

Companies in the home interiors market have a lack of showrooms to display their products

Showrooms are expensive due to high cost of establishing and manning

Businesses that could expand, stay in their local area

## The Customer's Problems

Customers can buy furniture and other interiors online, but can't always experience them first

Existing showrooms have short opening hours and are often in few locations, far away

31% of Danish customers want to visit showrooms outside 9-18 and on Sundays, but almost none are open

Wanted to see that kitchen? Too bad you couldn't come Tuesday between 9-14..

## The Solution

### Automated Showrooms

Our technology keeps showrooms open 24/7/365

Automation allows showrooms to run unmanned

Businesses can man their showroom as they wish, our aim is to make products available to experience 24/7

Subscription model makes showrooms affordable for businesses



Freedom in the

# Customer Experience

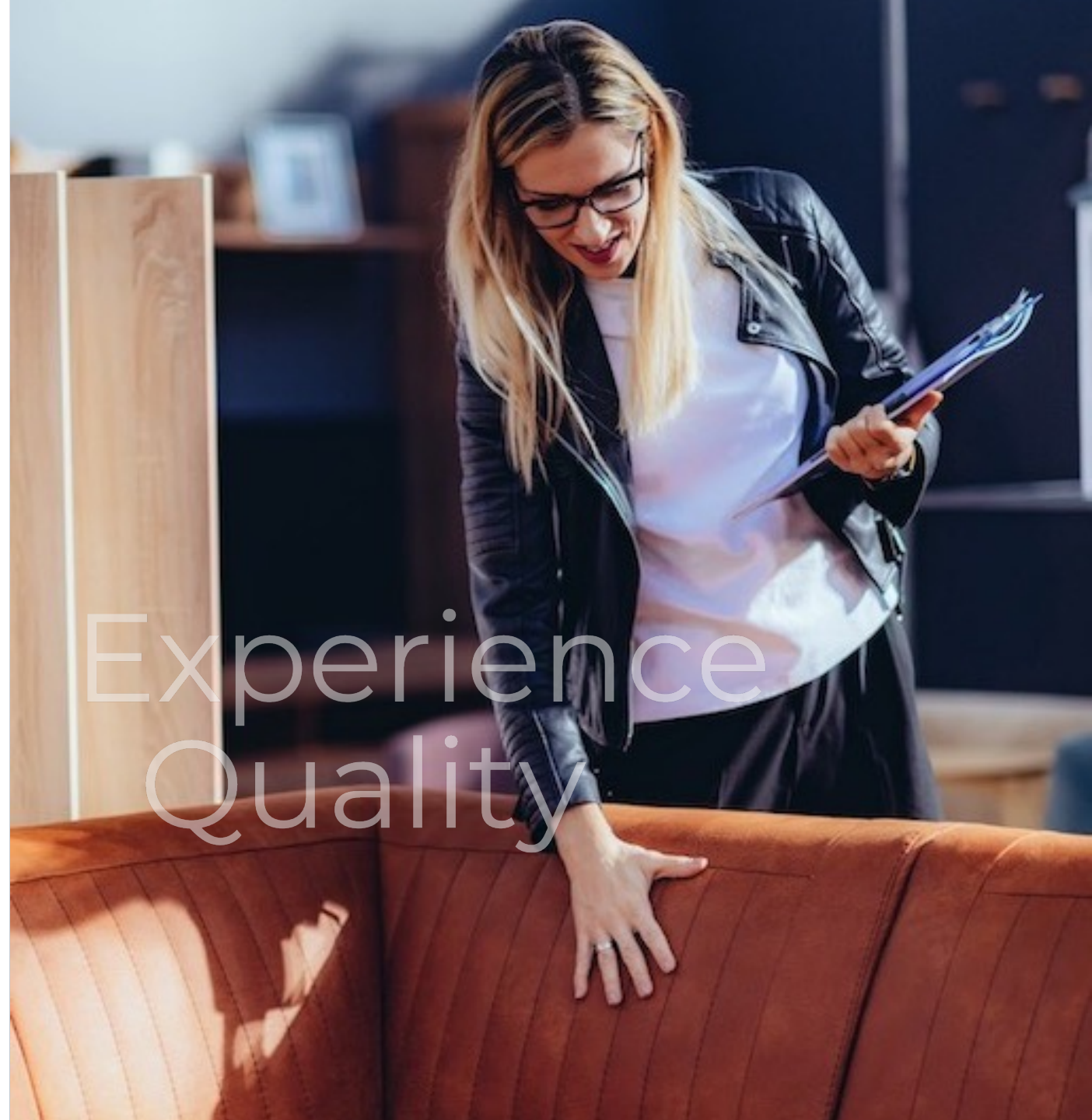
Our service allows customers to fully experience physical products on their own premises.

## Feel the products

Touch and try products in an environment that inspires you.

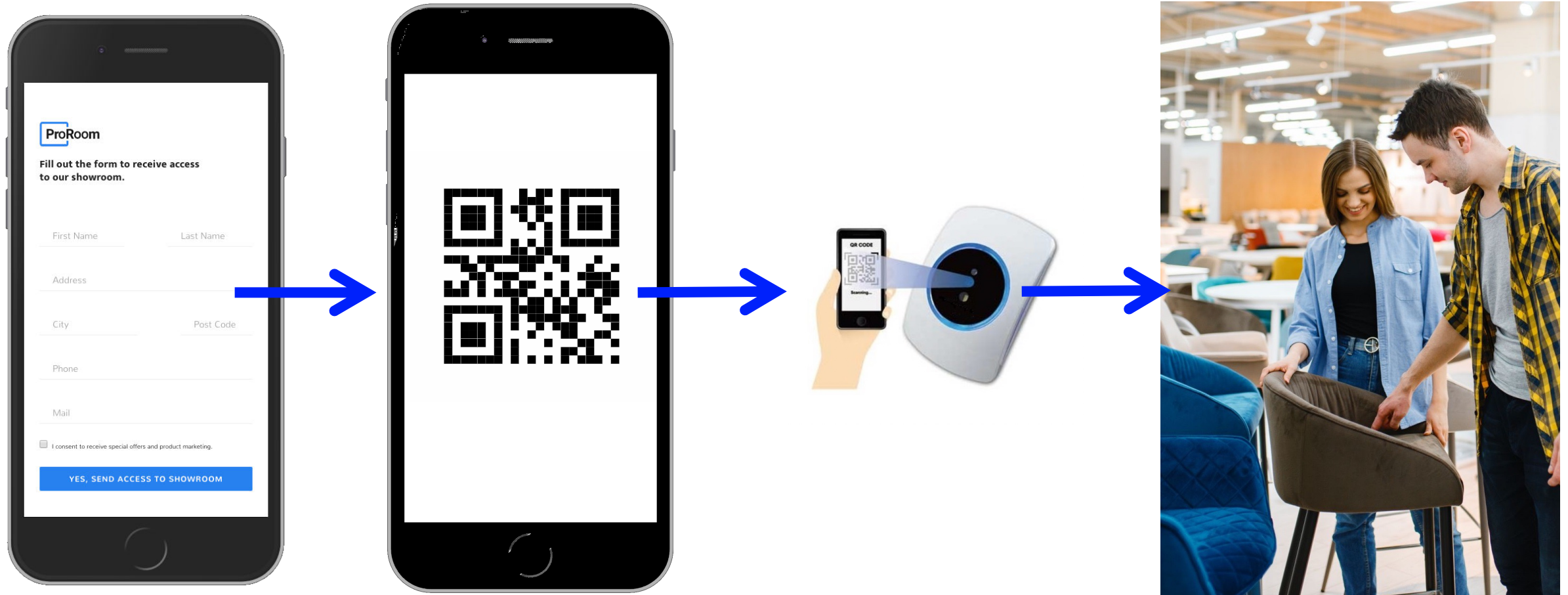
## In your own time

Go when it fits your schedule and shop without interruptions.



# Experience Quality





Sign up to visit

Receive QR

Scan at the door

Try the product



# We Offer Two Services

## ProRoom-as-a-Service

Our technology keeps your showroom open 24/7



B2B & B2C

## Village (shared showroom)



Rent space in a multi-brand showroom

B2C





# ProRoom-as-a-Service

Monthly subscription that includes our app and hardware.

Prices from 3.000 DKK per month.

## Advantages

Increase opening hours by 3x

All visitors sign up and can be saved as leads

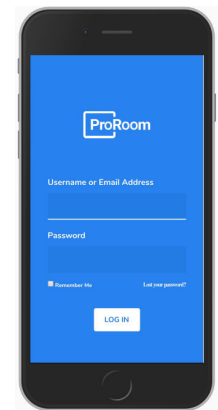
Welcome SMS upon entering  
Follow-up SMS message after visit

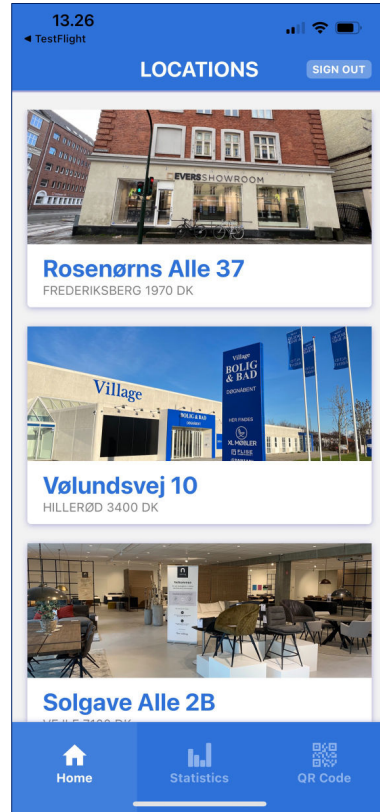
Everything automated, so you can open  
showrooms in new markets and sell products

Add-ons available: Music, Security

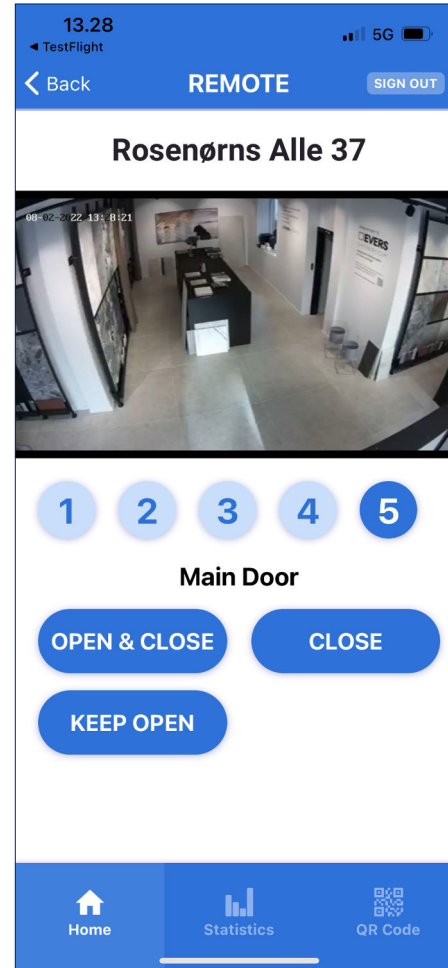


QR scanner at the door and camera monitoring  
all control from our app





Overview



Live video  
User friendly controls



Statistics



“We are very satisfied with ProRoom, who we have had a showroom with for one year now. It has been easy for our clients to visit themselves and see our products. And there have been more visits than we expected. We look forward to continuing with our new showroom in Copenhagen South.”

**PETER BECHMANN**, HEAD OF SALES AND MARKETING  
KPK DØRE OG VINDUER A/S  
FROVIN VINDUER & DØRE A/S



Installed ProRoom-as-a-Service  
Copenhagen South in March 2021



# Village (shared showroom)

Choose a space in a shared showroom and get all the synergy effects.  
Prices from 13.000 DKK per month for 100 m2.



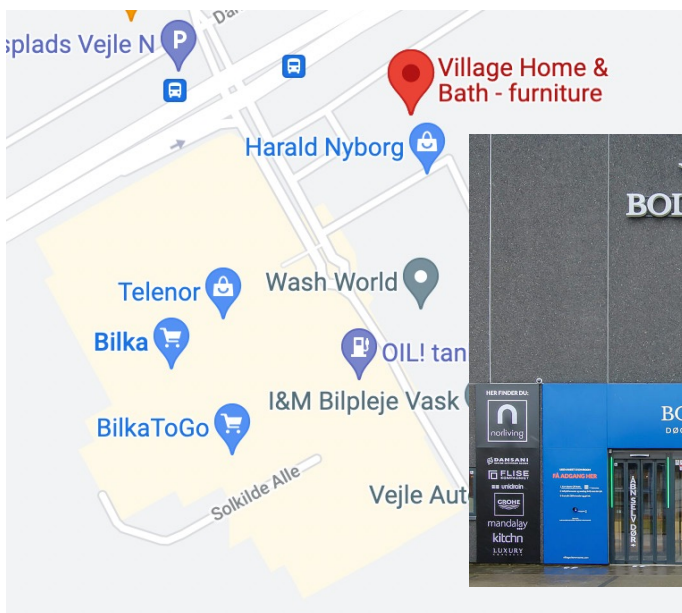
## Advantages

- Lowest possible cost & commitment
- Good locations in large markets
- Other brands bring potential buyers
- All-inclusive subscription



100% rented out  
Located in shopping area

Strong brands & retailers





# Case: Village, Vejle

874.000

Monthly ad showings on  
Facebook & Google

12.000

Monthly organic views  
Google Search & Map

1.560

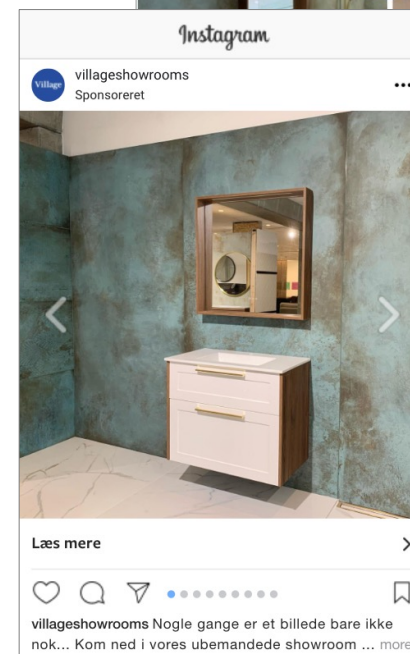
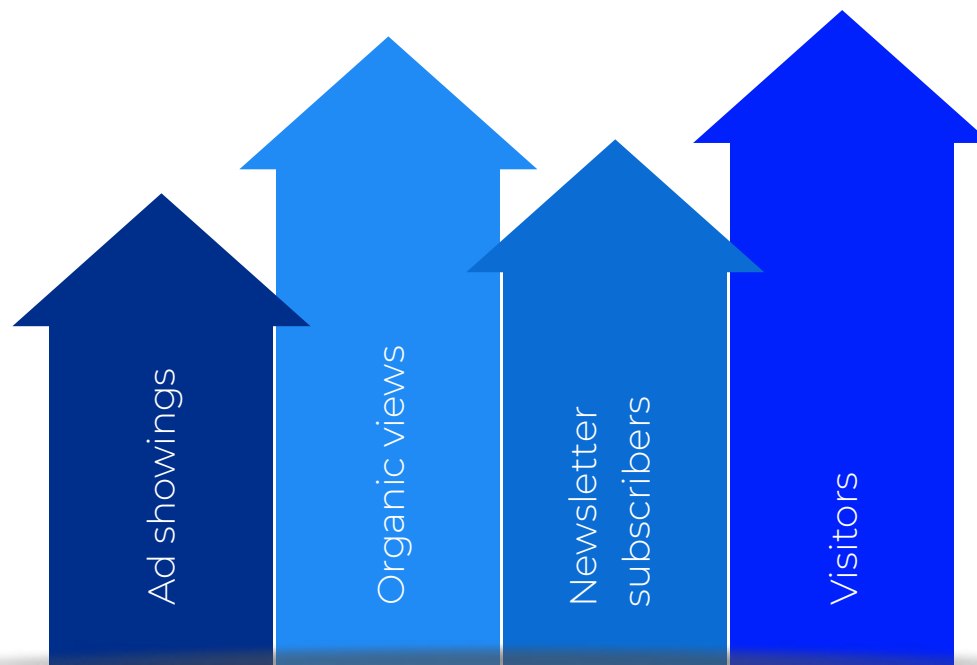
Newsletter subscribers

4.200

Registered visits

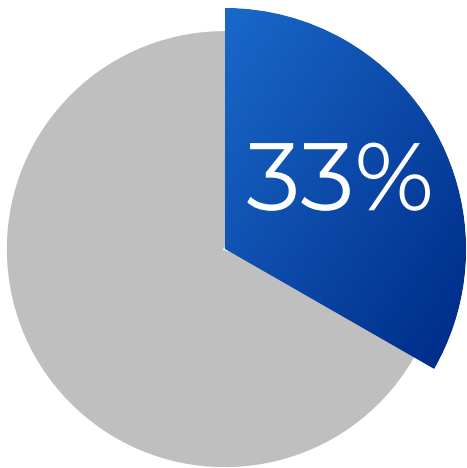
Village marketing campaign with  
funding from clients

34% of visitors subscribed to newsletter

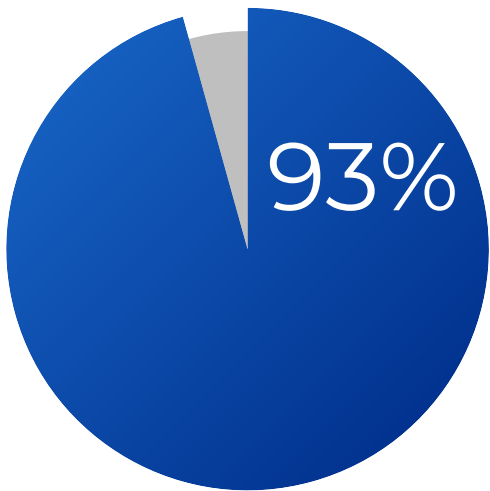




Village attracts strong buyers and delivers unmanned sales.

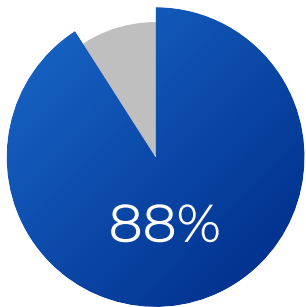


33% of visitors make a purchase

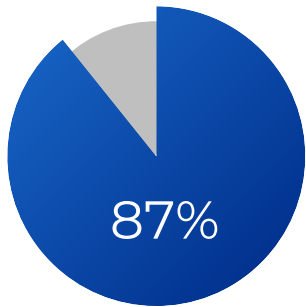


93% of visitors say they are likely to make a future purchase

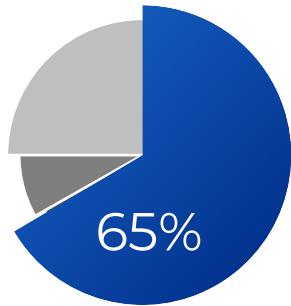
## Visitor Demographics



Couples



Aged 26-65



Household income 600.000+ DKK

## Company Overview

Our technology has operated 7 locations in Denmark with 22 satisfied clients.

We have contacted Danish companies and surveyed them to find those qualified and interested.

7

Locations  
in operation

2.388

Square meters  
in operation

1.794

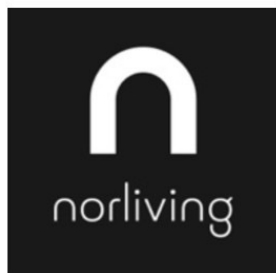
Contacts in  
CRM

590

Marketing & Sales  
Qualified Leads



# Clients



*Buchhaves  
Møbelmageri*



kitchn



ILDBORDET

Anker

mandalay<sup>®</sup>



**EVERS**  
RICCHETTI GROUP



XL MØBLER

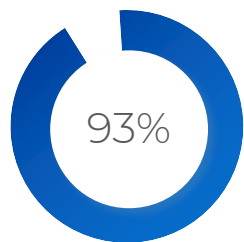


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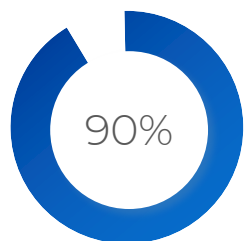
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Occupancy

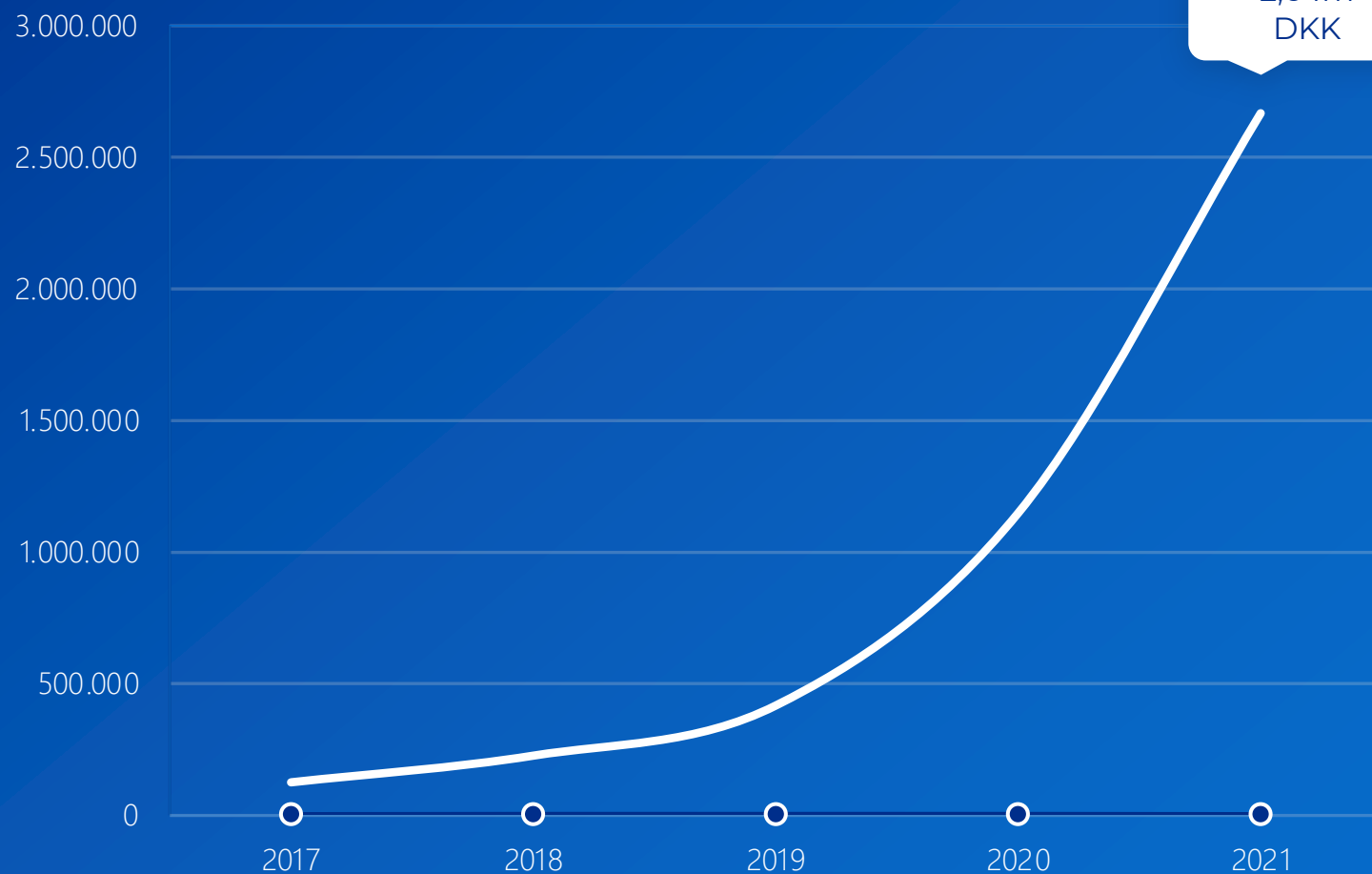
Showroom square meters



Customer  
Retention Rate

Single customers may  
rent multiple locations

## Company Turnover



110.000+

Hours in operation

0

Theft or product loss

# Our Team



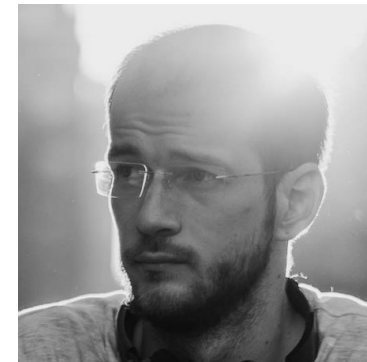
**Petter Rodin**  
Co-Founder & CEO



**Gregory Christensen**  
Co-Founder & CTO



**Louise Dubiel**  
Pre-Sales & Marketing



**Alex Popescu**  
Developer



**William Sørensen**  
Electricity & Security



**Michael Vater**  
Co-Owner & Board  
Member

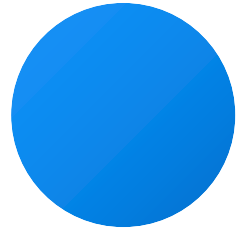


**Lars Najbjerg**  
Advisory Board  
(VP Star Air)

# The Market Size

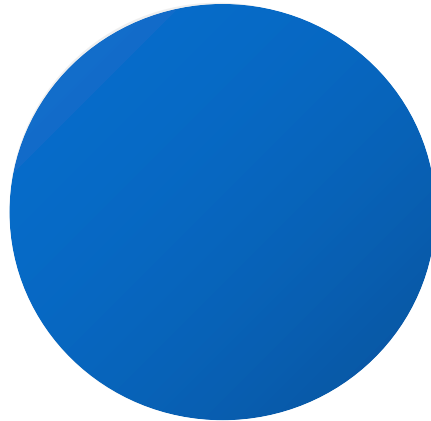
Broad market: Home interiors

Niche: Furniture



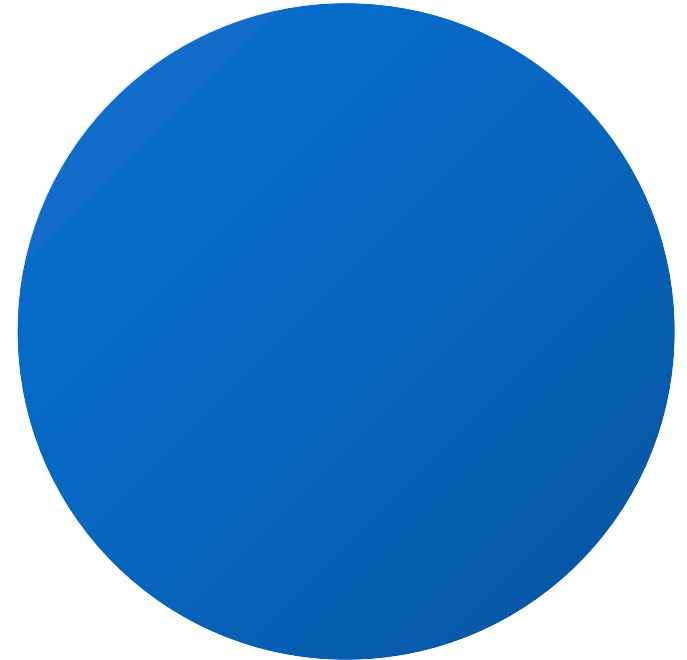
**119.700**

Number of **furniture**  
manufacturers in Europe



**€ 95.000.000.000**

European turnover  
furniture companies



**€ 289.000.000.000**

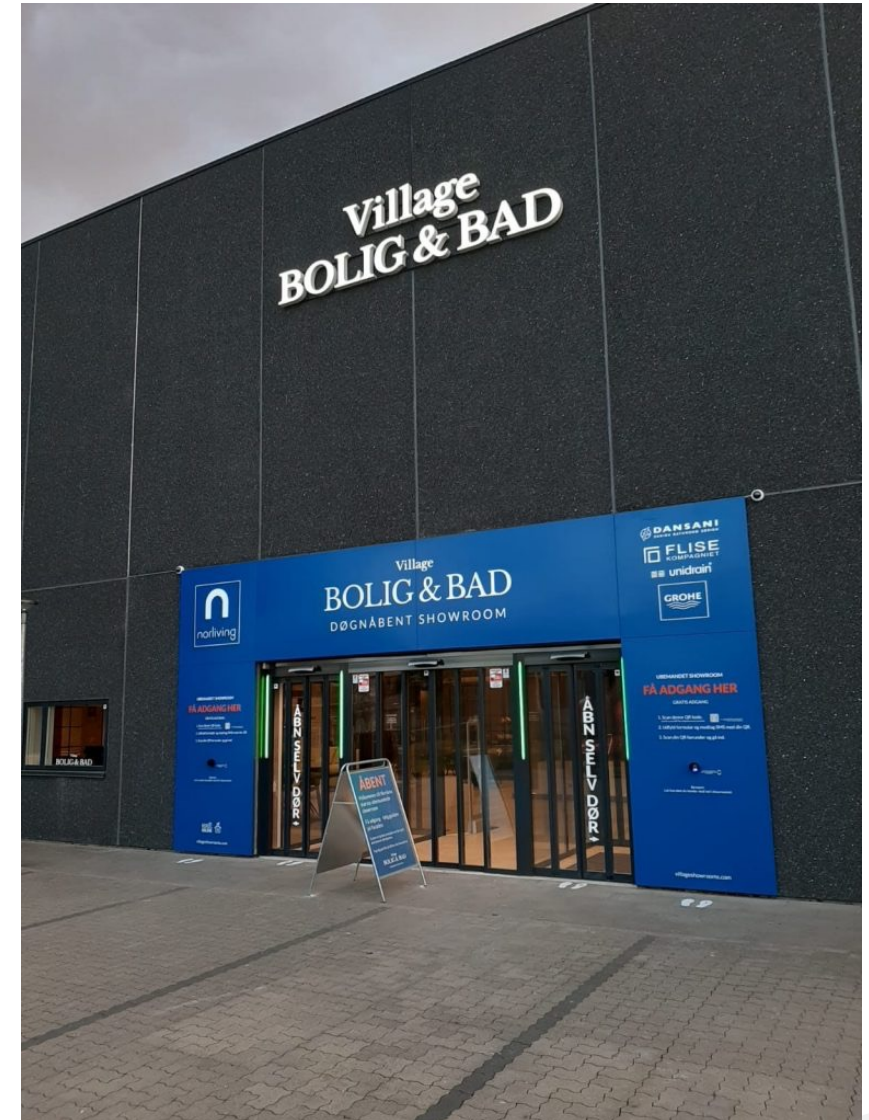
Global furniture market



## Three Year Plan

Opening 7 Village's and 100 ProRoom-as-a-Service in Denmark.  
Requires hiring to expand sales and delivery.

We already have signed letters of intent from clients on  
6 new Village locations.

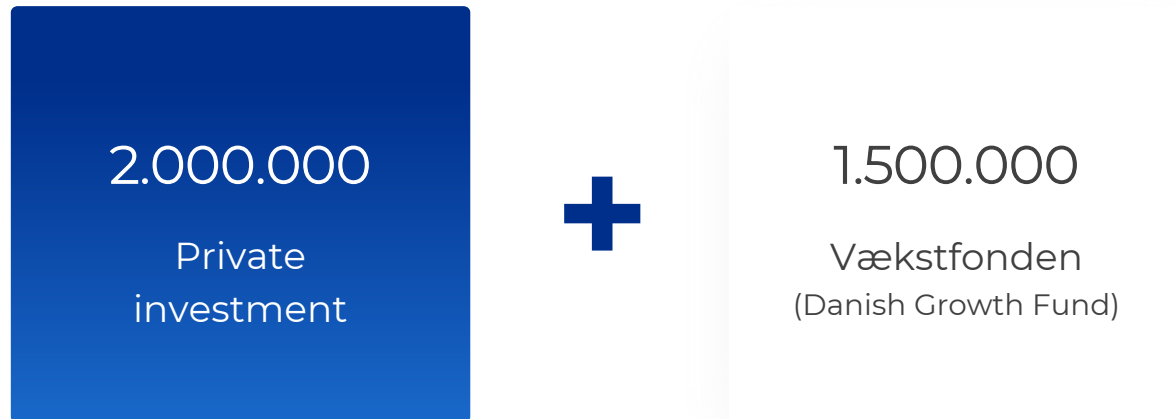


## Investment

The funding required to execute our three-year plan is 3.500.000 DKK paid out over the first two years.

Funds staff hiring, new locations & hardware purchases.

Partnership with Vækstfonden makes need for private investment 2m DKK.





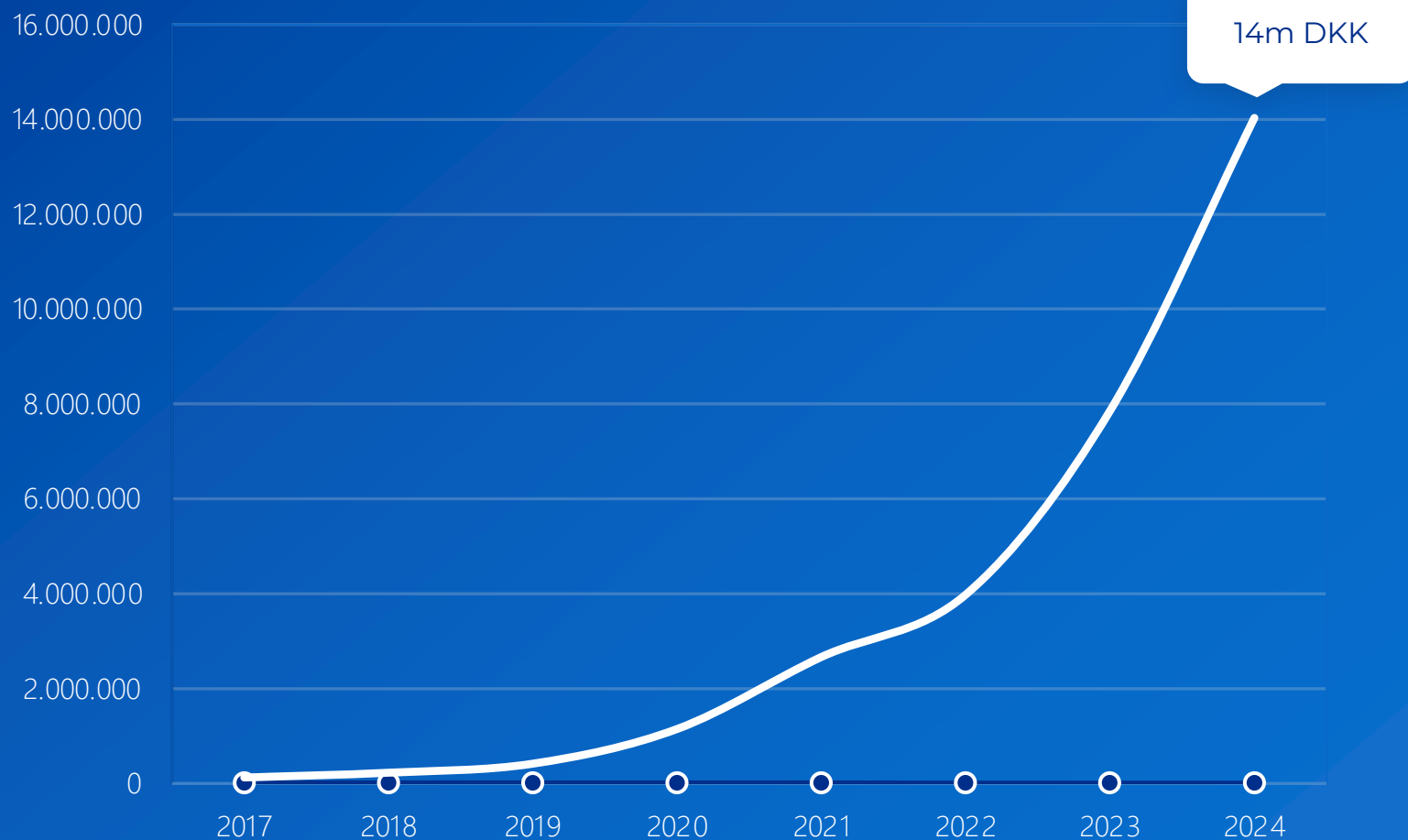
# Investment Outcome

After 3 years, we will be ready to enter Sweden, Norway, Germany as next mature markets.

We are likely to increase growth speed by new funding round at that time.

## Continued growth and profitable in 2024

Company Estimated Turnover



The future has automation everywhere in the buying process. We aim to provide the best customer experience and ROI for businesses, to win the market.

Amazon Go and others focus on automated in-store shopping of groceries etc.. That is not our target market.

Home interiors are sold and then delivered to homes by ever improving delivery services. Showrooms will always be needed for the experience of the product, before ordering.

We will be the number one provider of showroom automation and that alone can yield a €1bn turnover in the future.

