

# It's a brand new house.

Luxurious design catalogues, those perfect Pinterest boards, hundreds of saved Instagram posts and innumerable design blogs citing the latest trends, are now a confused jumble of maybes and what if's.

Blue or Orange?

Open Kitchen or closed?

Dip ceiling or panel lights?

L shaped sofa or eclectic pieces?

Elegant Colonial or Breezy Mediterranean?





“

**First we shape our buildings,  
thereafter they shape us.**

# Good design is hard...

## No feedback

It is impossible to judge a design through imagination. 2D drawings don't give a clear idea of the simplest of designs. Picking materials & finishes based on 2"x2" swatches invariably leads to bad aesthetic choices. **Design choices have to be made blind, in total darkness.**

## Expensive

The average time taken to flesh out a single design, even for a profession interior designer is **1 week**. A typical new home owner is forced to finalise designs in 2-3 weeks. Aesthetic choices also need emotional acceptance which takes time. **The cost of exploring multiple designs is too high both in terms of time & money.**

## High complexity

Interior design is a creative process and like all creative endeavours, it is chaotic and complex. It takes a lot of thought, effort & love to find the right balance between aesthetics, ease of use, utility & cost. **Every choice multiplies the possibilities.**

## Feasibility

Constraints in production, unavailability of materials, logistic problems, lack of aggregated market catalogues, complexity in planning & errors in construction are some of the practical challenges in getting a good design executed.

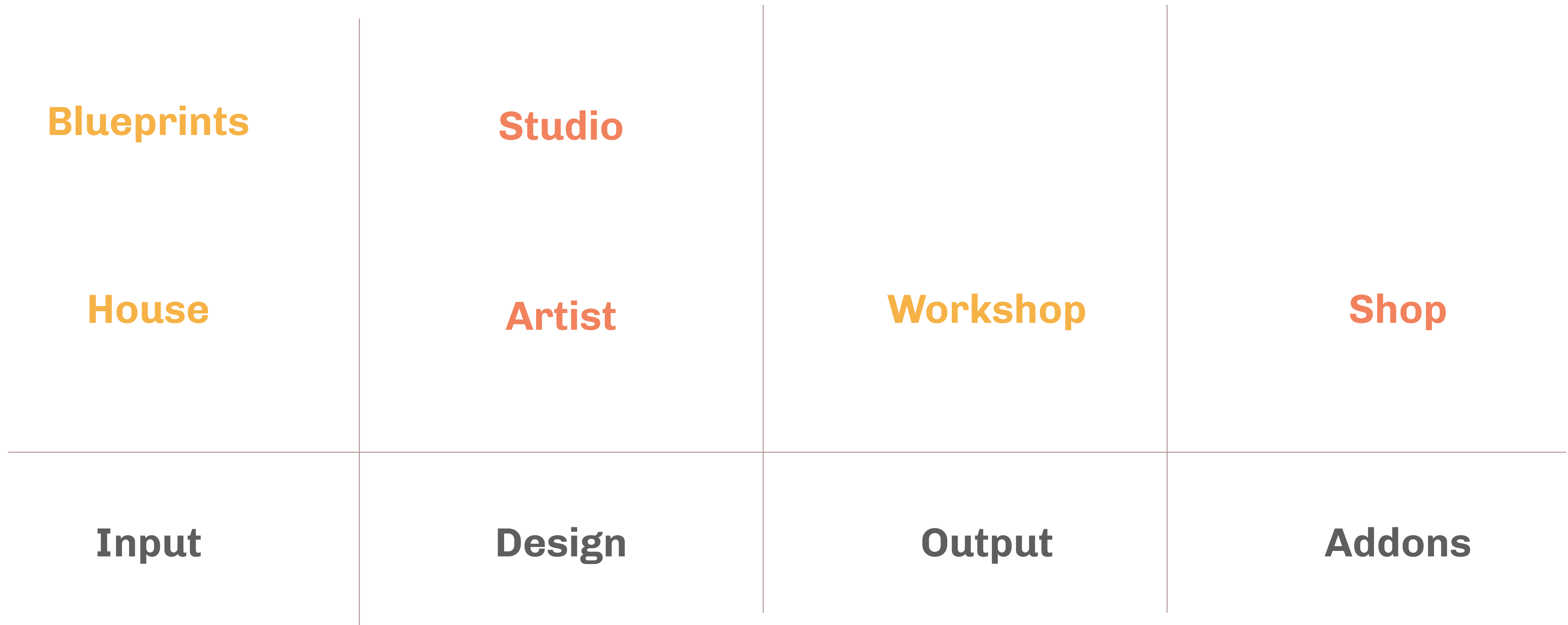


# EmptyCup

The interior design platform

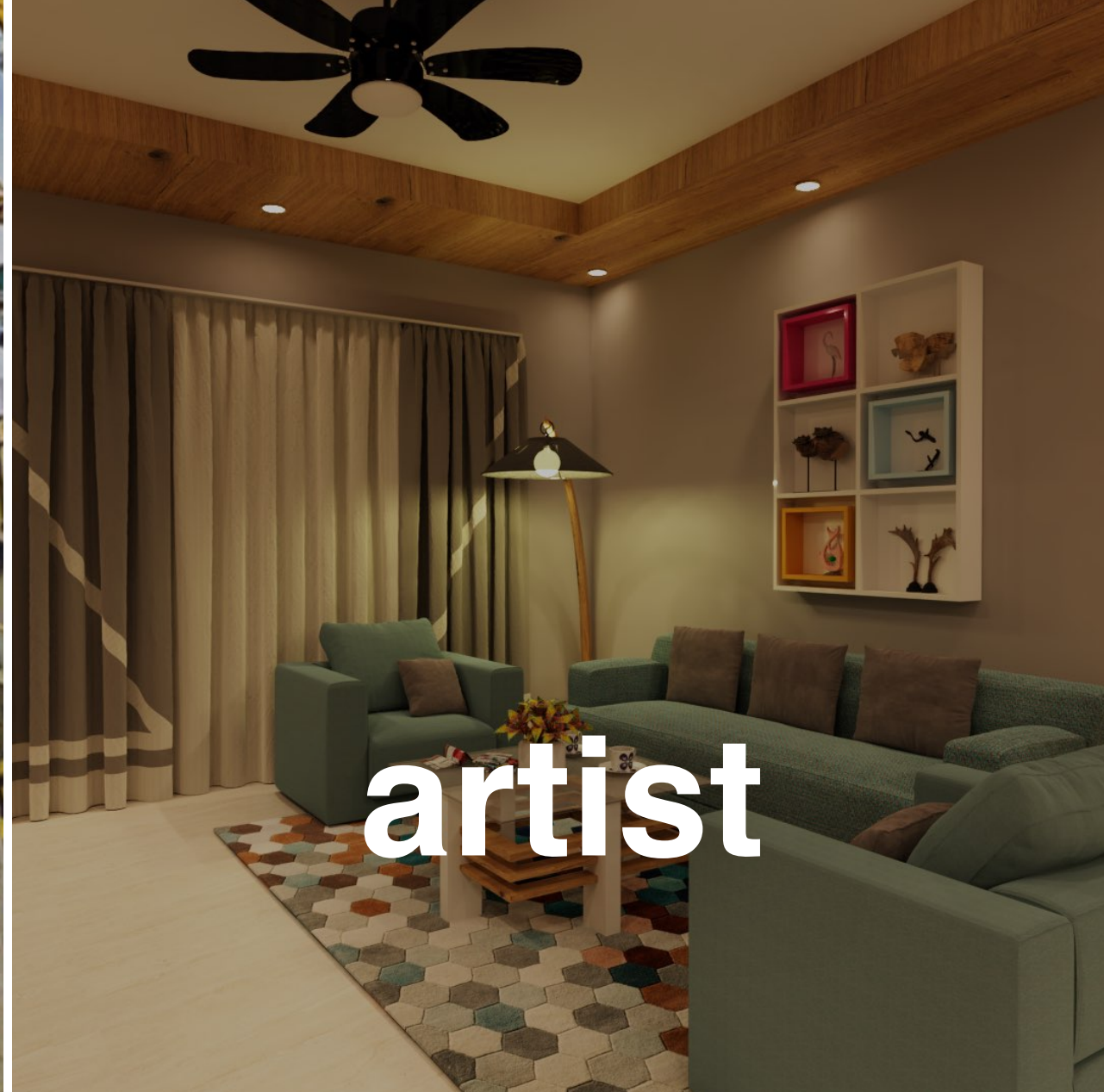


# Making **good design** accessible





house



artist



workshop



shop

### Builder

- House Customization
- VR & 3D tour with embedded designs
- Hi-tech Visual Aid for Sales Conversion
- Commissions (initially)

### Home Owner

- Web based Interactive 3D
- Easy DIY design /
- Home Furnishing Exploration
- Built-in Design Intelligence
- Built in Budget Planning
- On-time Delivery
- Quality Assurance & Warranty

### Interior Contractor

- One click Production Export
- Minimum Wastage Guaranteed
- Automated Coordination / Project management
- Assured Margin

### Home Retail

- Integrated Home products Platform
- Easing the Supply chain Integration
- Consumers visualise products in hyper-real 3D environment



GET THE VISION RIGHT

MANAGE TIME AND RESOURCES

KNOW COMPARABLES AND BUY RIGHT

**Some outputs from the platform...**

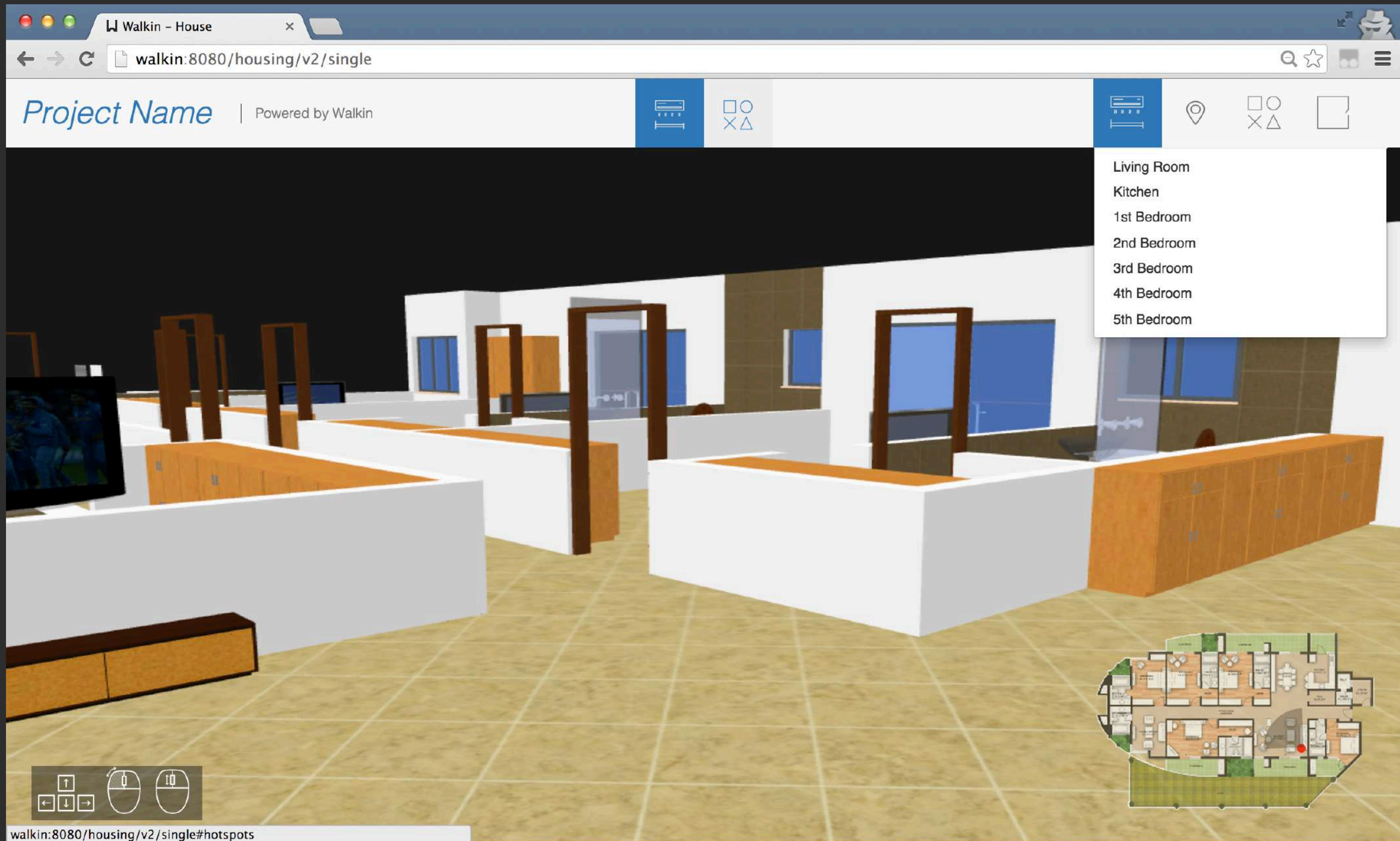








**The journey so far...**



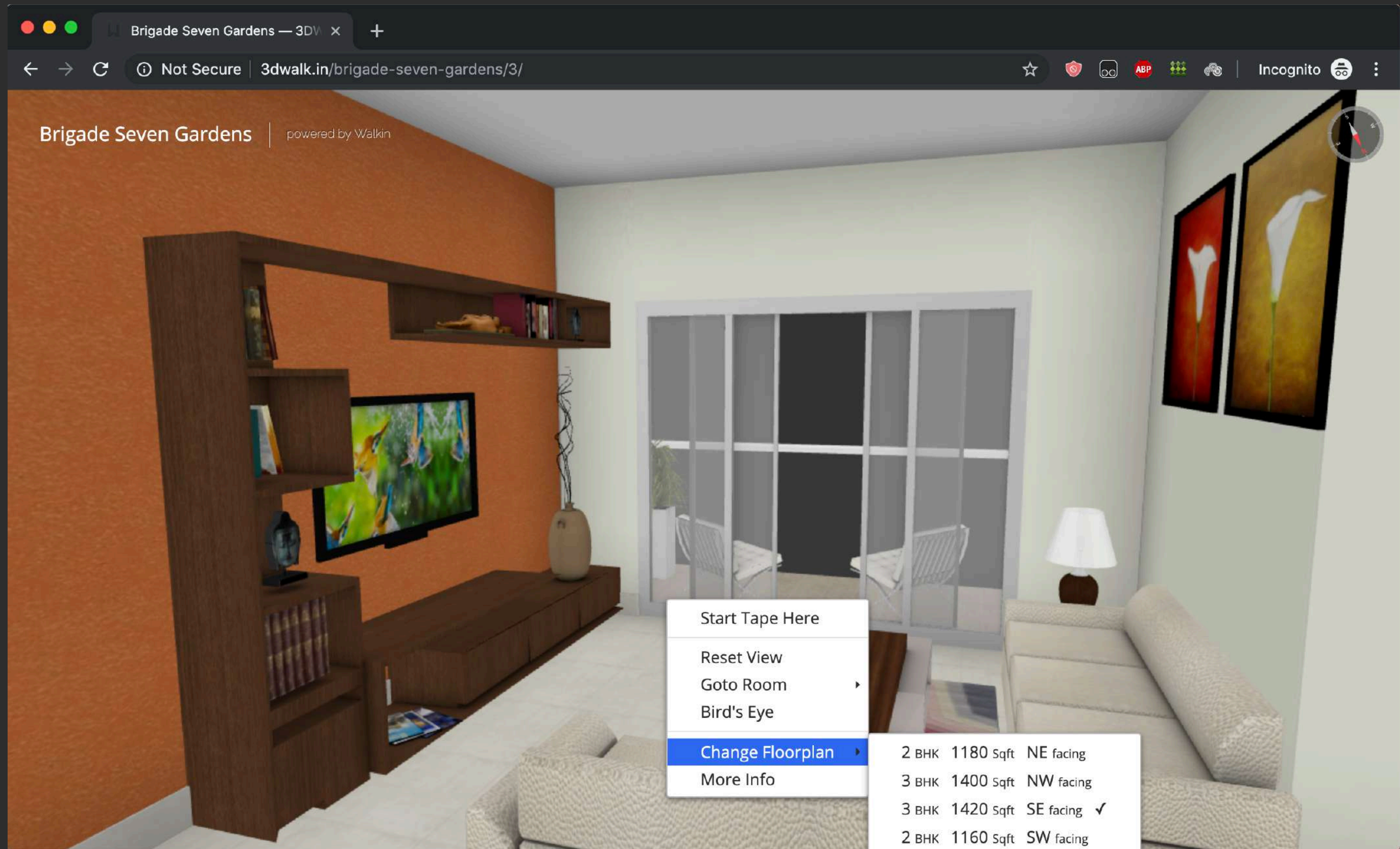
PoC built for [housing.com](https://www.housing.com)

2014



**VSV Builders**  
+91 9535 60 6666  
**Interested?**  
+91    
**Send**







**+VR Enabled, +HD materials, +Cloud rendering**

**2017**



Rendered by  
**EmptyCup** Artist

**+Realistic day lighting, +Reflections, +Woodwork design 2018**





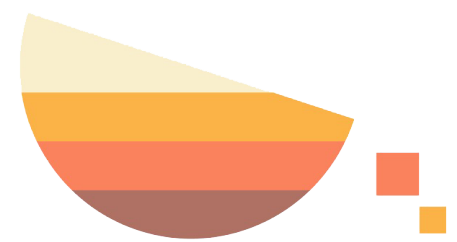
Rendered by  
EmptyCup Artist

+Artificial lighting, +Furniture catalogue, +Theme library **2019**

Over **600** projects designed...

For **Contractors, designers & home owners**

Projects include **hospitals, banks, showrooms, bakeries, restaurants, salons.**



## The **EmptyCup** Advantage



**Boundless design**  
through a fun,  
**collaborative DIY**  
experience



**Instant visual**  
**feedback** with  
**photorealistic**  
rendering



**Better buying**  
**decisions** through  
real-time budget  
estimates



**Informed designs**  
through built in  
**design intelligence**



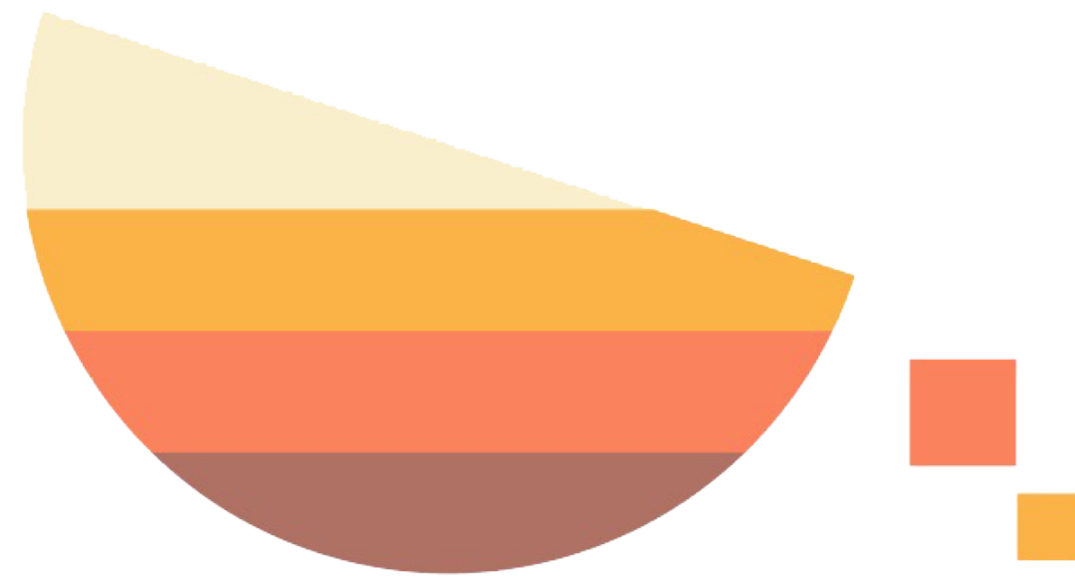
**Seamless**  
**procurement**  
through integration  
of **real world**  
**catalogues**



**Hassle free**  
**execution**  
with **production**  
**ready plans**



**Unmatched value**  
**for money** delivered  
thanks to **economies**  
**of scale**



---

# Thank You

Connect with us



[hi@emptycup.in](mailto:hi@emptycup.in)



+91 9740933699