

# STELLARION

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# Executive Summary

## Problem

Homeowners and renters often struggle to **visualize furniture and decor** in their actual space. Plus, Moving companies and interior designers also face inefficiencies in presenting layouts, causing miscommunication and wasted resources. Existing tools such as sketches, photographs, or some application tools are time-consuming, inaccurate, and imprecise.

## Solution

We built an app integrated with, Augmented Reality (AR) and Artificial Intelligence (AI) technologies to enhance the house moving, interior decoration, and **property visualization** experience.

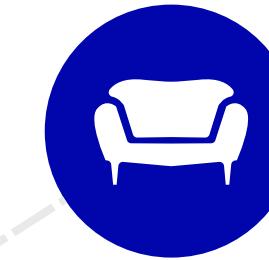
## Key Innovations & Impact

Our PropTech application introduces several key innovations that set it apart in the market. By combining **AR visualization** with an **AI design assistant**, it provides smart, safe, and interactive interior planning for end users. It also supports seamless B2C and B2B collaboration, allowing users and professionals to co-design layouts, while also integrating **AR commerce and affiliate partnerships** for furniture and home products.

# Research Problem Statement



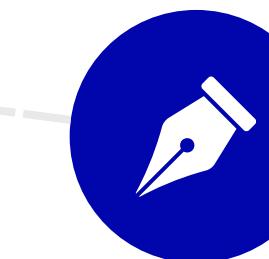
People often have trouble imagining how furniture and decorations will look in their homes before buying or moving.



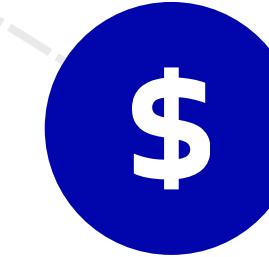
Businesses like house moving services and furniture companies struggle to show designs or moving plans clearly to customers.



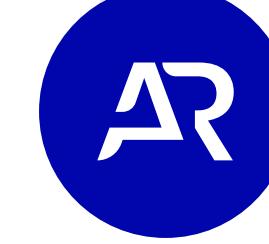
Users often arrange items without knowing potential risks like unstable furniture placement.



Traditional planning methods like drawings or guesswork are slow, confusing, and not accurate.



Current tools are often too expensive or hard to use, especially for small businesses.



Existing tools miss to highlight the untapped potential of immersive technology in interior design visualization.

# Proposed Solution

Our proposed solution is a mobile application that integrates **Augmented Reality (AR)** and **Artificial Intelligence (AI)** to simplify and enhance home moving, interior decoration, and furniture visualisation.

## AR Visualization



Enable users to virtually design and arrange properties in real time through AR.

## AI Suggestion



Use AI to provide design suggestions, improving layout efficiency and user safety.

## Design Showcase



Allow businesses like moving services, furniture companies to present design or moving plans clearly to customers.

## Unified Solution



Offer an affordable and easy-to-use solution for both individual users (B2C) and professional services (B2B).

## Virtual Showroom



Include affiliate integration for furniture brands to showcase products directly in AR for marketing and sales.

# Technology & Innovation

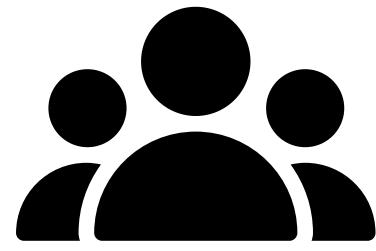
## Freemium

- Augmented Reality (AR) Access
- Comprehensive Tutorial Guide
- Advertising Integration
- Restricted Color Palette
- No AI Features
- Free 3D objects Functionality
- Single-User Editing Constraint

## Premium

- Augmented Reality (AR) Access
- Comprehensive Tutorial Guide
- Ad-Free Experience
- Comprehensive Color Palette
- AI-Powered Assistance
- 3D Object Scanning Support
- Collaborative Editing

# Technology & Innovation



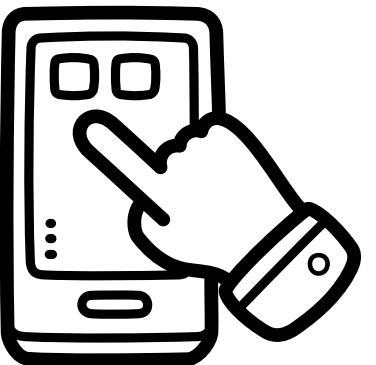
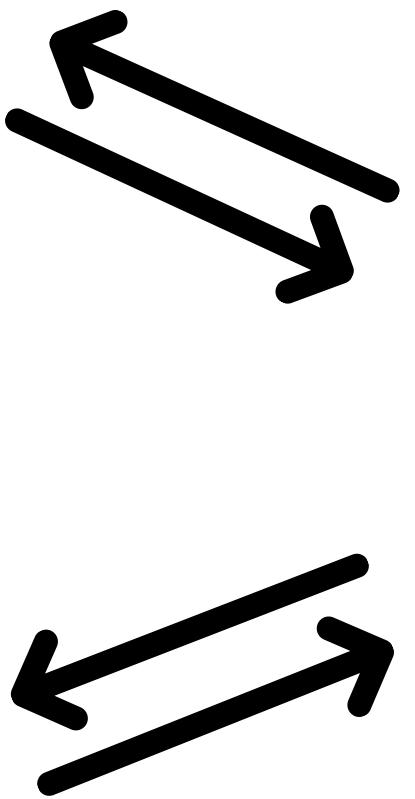
## End Users (B2C Customers)

Can visualize, decorate, and plan their rooms easily using AR and AI suggestions.



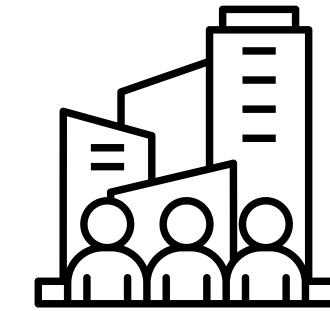
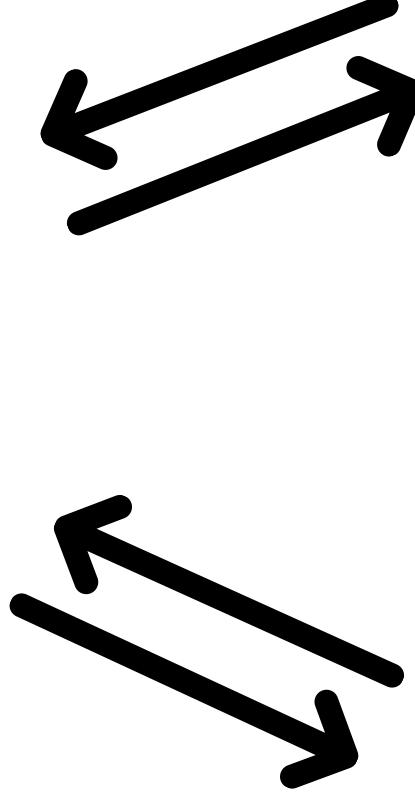
## Blender Artists / 3D Designers

Can upload or sell 3D furniture and décor assets for in-app use.



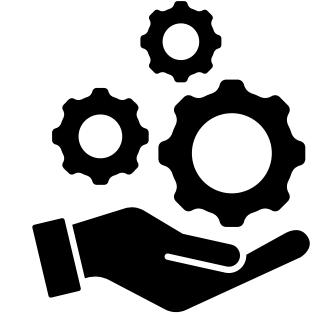
## Our Platform

Connects users, businesses, and brands in one AR + AI ecosystem.



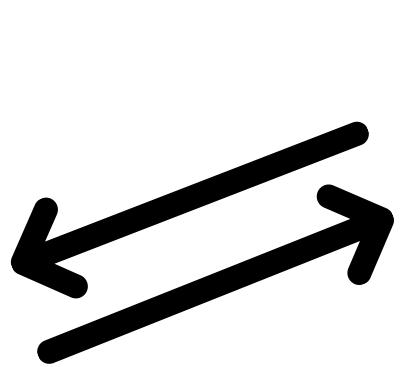
## Furniture & Appliance Brands / Retailers (Affiliate Partners)

Can advertise and place their products directly in customers' AR rooms.



## Moving & Interior Service Providers (B2B Businesses)

Can showcase moving plans and interior layouts directly in AR to customers.



# Market Analysis

## Market Overview

- ✓ The AR/VR in interior design market is projected to reach USD 15+ billion by 2030 (source: Fortune Business Insights).
- ✓ The global PropTech (Property Technology) market is rapidly growing, driven by smart homes, AR/VR visualization, and AI design tools.
- ✓ Increasing consumer demand for virtual experiences and home customization after COVID-19.

# Market Analysis

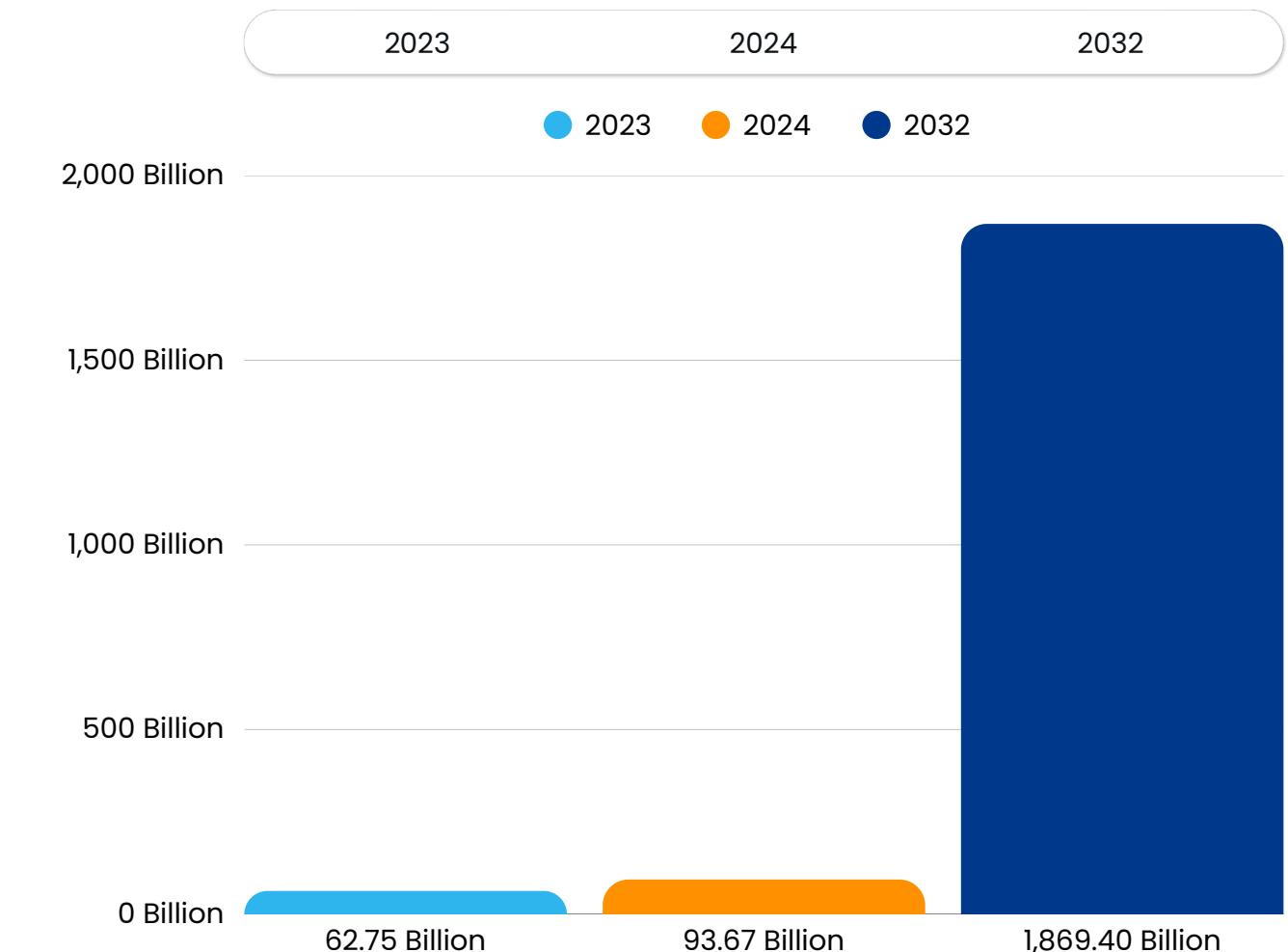
## BY INDUSTRY, 2023

### Media 12.2%

Defence & Aerospace | Law Enforcement | Art & Designing  
Retail | Healthcare | Education | Manufacturing  
Real Estate | Architecture | Interior Design  
Gaming | Automotive | Others

## BY APPLICATION

Interactive Showroom | Driving Experience  
Virtual Fitting Room | Brand Engagement  
Space Visualization & Virtual Tours  
Medical Education | Well Being | Drug Information  
Augmented Surgeries | Others

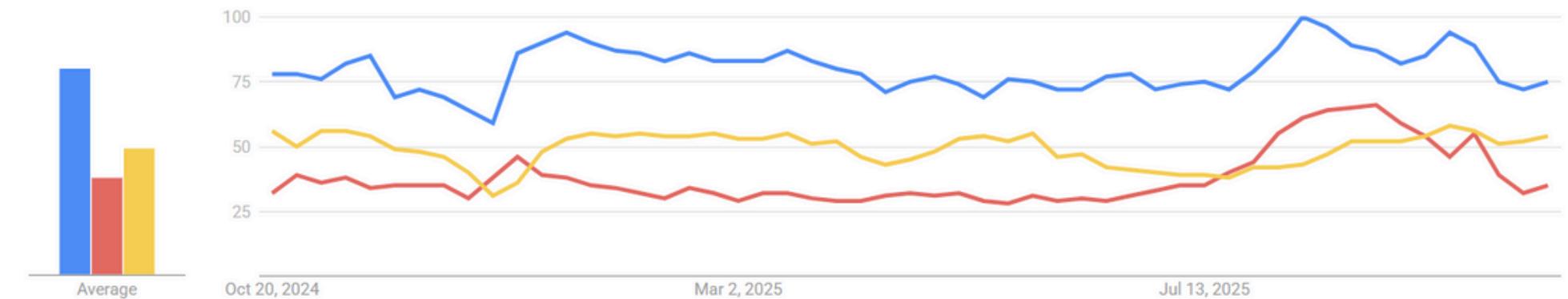
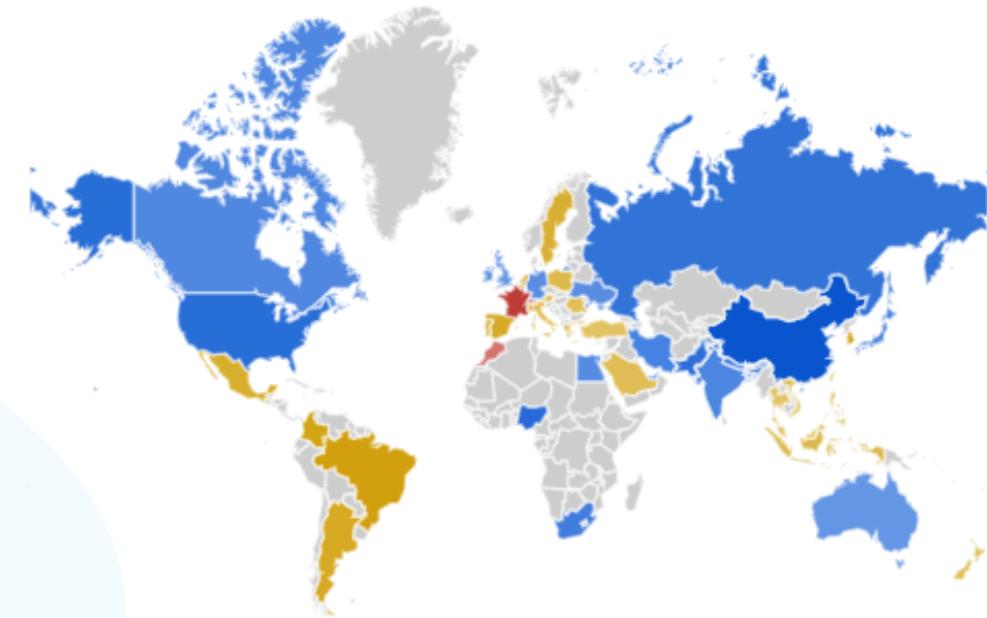


Augmented Reality Market to growth at

**45.4%**

CAGR by 2024 - 2032

# Public Interest Trends



Google Trends data indicates a growing public interest in **AR-based interior** design and home visualisation tools, reflecting increasing consumer curiosity and business potential in immersive property technology solutions.

**Houzz**

Application

**IKEA Place**

Application

**Floorplanner**

Application

Source: Google Trends

# Market Analysis

## B2B - PRIMARY

- ✓ Real estate agencies / agents: virtual staging, faster listings, higher offers.
- ✓ Event venues & rental props: layout planning; collision/egress checks before build day.
- ✓ Interior design studios



# Market Analysis

## B2C - INDIVIDUAL



- ✓ Renters & first-time buyers (18–35): decorate small spaces, avoid bad purchases.
- ✓ Homeowners upgrading (25–45): plan rooms, coordinate deliveries, reduce return hassle.
- ✓ Interior designers (solo/indie, prosumer use): rapid AR mood boards, side-by-side style trials, client-ready previews.
- ✓ House moving services (consumer-facing): pre-move AR walkthroughs, door/stair clearance checks, volume estimates to cut surprises and damage.

# Market Analysis

## AFFILIATE PARTNERSHIP

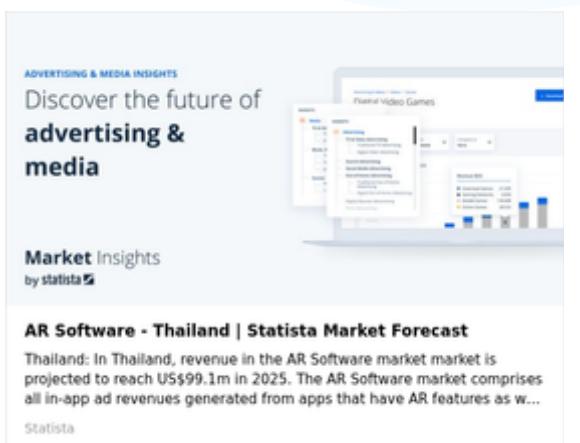
- ✓ Furniture & appliance brands/retailers: AR try-on to boost conversion, lower returns (facts below).
- ✓ Home warranty & protection plans: upsell after AR inventory capture.
- ✓ Mattress & bedding brands: true-to-size fit; headboard height checks.
- ✓ Marketplaces (Shopee/Lazada/Amazon): AR try-before-buy on product pages.



# Market Opportunity

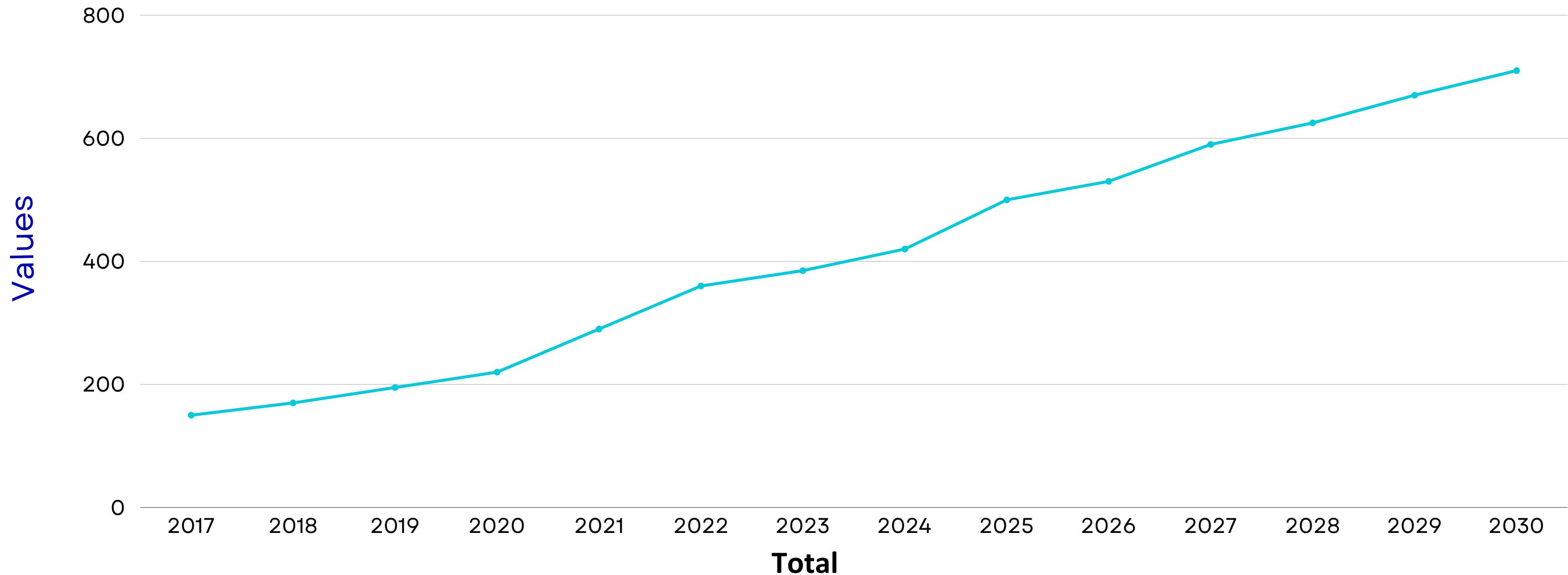
## AR Software Market

- ✓ In Thailand, revenue in the AR Software market market is projected to reach **USD 99.1m** in 2025.
- ✓ Revenue in this sector is expected to exhibit an annual growth rate (CAGR 2025-2030) of **7.64%**, resulting in a projected market volume of **USD 143.2m** by 2030.
- ✓ In Thailand's AR Software market market, the number of users is anticipated to reach **34.3m** users by 2030.
- ✓ The average revenue per user (ARPU) in Thailand is expected to amount to **USD 2.8**



Most recent update: Aug 2025  
Source: Statista Market Insights

# Revenue By Market



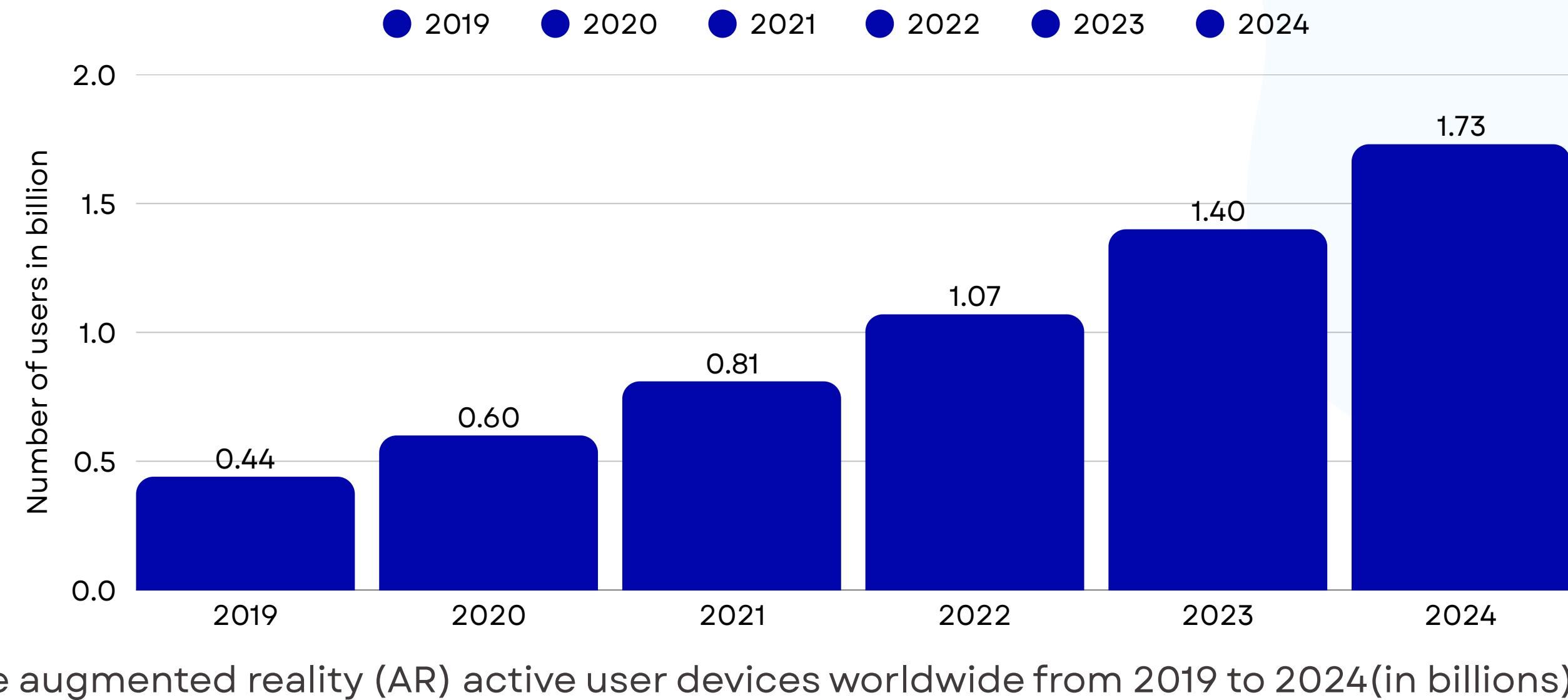
Notes: Data was converted from local currencies using average exchange rates of the respective year. Data represents only the B2C revenue covered in the market.

# Competitive Advantage

- Leading furniture brands and retailers are heavily relying on the AR technology to differentiate themselves in the competitive market.
- The integration of AR into furniture shopping has become a standard offering.
- Research from Invesp, the conversion rate experts, found **77%** of customers say they want augmented reality experiences to help them sort through product colors and style differences.



# Competitive Advantage



Source: [Statistic](#)



# Competitive Advantage

Traditional Tools / IKEA App	Other AR Design Apps	Our AR-AI Property Tech App (Differentiator)
Limited to single brand (e.g., IKEA) and basic furniture visualization only.	Focused mainly on AR decoration, lacking AI-driven insights and multi-brand support.	AR + AI + Multi-brand ecosystem for design, moving, safety, and marketing.
No real-time collaboration between users and professionals.	Individual use only; not optimized for business services.	B2C + B2B platform – supports customers and professional services together.
No AI safety or layout optimization.	May suggest designs, but lacks smart safety and efficiency alerts.	AI-powered design suggestions for safety, layout efficiency, and user convenience.
Closed catalog, limited advertisement opportunities.	No affiliate or brand integration.	Affiliate integration – brands can advertise and showcase products directly in AR.

## Problem

People struggle to visualise furniture and interior layouts before purchasing or moving.

Businesses (e.g., movers, furniture brands) lack interactive tools to demonstrate plans or products.

## Existing Alternatives

IKEA Place (**AR visualization** limited to IKEA products).

Home Design **3D** / **Houzz** (Static Visualisation Tools).

Manual methods – Drawings, PowerPoints, 2D plans.

## Solution

A mobile app using **Augmented Reality** (AR) for real-time visualisation of furniture, layouts, and decorations.

AI assistant suggests efficient, safe, and aesthetic designs.

## Key Metrics

Number of active users (**B2C + B2B**).

Number of affiliate/brand partnerships.

Engagement rate with AR visualisation tools.

Conversion from visualisation purchase or service booking.

## Value Proposition

### For Individuals (B2C)

Instantly visualise furniture, decoration, and layouts in your real environment before buying or moving.

Get AI recommendations for better space efficiency and safety.

### For Businesses (B2B)

Enable moving services, furniture brands, and real estate developers to present interactive designs and AR marketing visuals directly to clients.

### For Partners (Affiliate Brands)

Showcase products inside user spaces through AR product placement to increase engagement and conversion.

## Unfair Advantage

Combination of AR + AI + affiliate integration.

Multi-brand ecosystem (unlike IKEA's closed system).

AI-driven safety alerts and layout optimization for real-world usability.

## Channels

Social media (TikTok, Instagram) demos and influencer marketing.

Partnerships with moving and furniture companies.

Real estate events and exhibitions.

App Store / Google Play distribution and in-app referrals.

## Customer Segments

Individual homeowners/renters – for interior design or room visualisation.

Moving services to demonstrate moving plans and space use.

Furniture and product brands for AR marketing and direct visualisation.

Real estate agents/developers to showcase furnished spaces virtually.

## Cost Structure

AR-AI app development and maintenance.

Server and cloud AI model costs.

Marketing and partnership campaigns.

Staff and design content creation costs.

## Revenue Streams

Freemium model – free for users, premium for extra features.

B2B subscriptions for service providers and affiliate partners.

Affiliate commissions from product visualization and purchases.

Advertising space for brands in AR view.

# Financial Projection

Category	Type	THB / Month
Development & Cloud Infrastructure	Fixed	7,000
Design & Content	Semi - Variable	4,000
Operations & Tools	Fixed	2,000
Marketing & Testing	Variable	11,000
Utilities & Miscellaneous	Semi - Variable	5,000
Total Monthly Operational Cost		29,000

# Financial Projection

Month	B2C Premium (99 THB/user)	B2B Pay-Per-Use ( 600 THB per item )	B2B Monthly (9999 THB/business)	Affiliate Partnership (Monthly)	Total Revenue (THB)	Monthly Expenses	Net Profit (THB)
1	2970 (30 users)	6000	-	3,000 (1 partner)	<b>11,970</b>	29,000	<b>-17,030</b>
2	4950 (50 users)	7800	-	3000 (1 partner)	<b>15,750</b>	29,000	<b>-13,250</b>
3	6435(65 users)	9000	-	3000(1 partner)	<b>18,435</b>	29,000	<b>-10,565</b>
4	7425(75 users)	10200	-	6000(2 partners)	<b>23,625</b>	29,000	<b>-5,375</b>
5	7920(80 users)	12000	-	6000(2 partners)	<b>25,920</b>	29,000	<b>-3,080</b>
6	8415(85 users)	12600	9999	6000(2 partners)	<b>31,014</b>	29,000	<b>2,014</b>
7	9900(100 users)	13200	9999	6000(2 partners)	<b>39,099</b>	29,000	<b>10,099</b>



# Social Impact

- ✓ Empowering Users: By allowing end-users to virtually design and decorate their homes safely, your app gives people creative control over their living spaces. Users can experiment with furniture placement, colours, and layouts without any physical constraints.
- ✓ Improved Decision-Making: Users and businesses can visualise moving or design plans, reducing mistakes and stress associated with relocating or redecorating.
- ✓ Enhanced Accessibility: The app can assist people by offering virtual interior layouts, helping them plan spaces that are safe and easy to navigate.
- ✓ Community Engagement: Features like sharing virtual designs could foster community interactions, where users exchange ideas, tips, or recommendations.

# Environmental Impact

-  Reduced Waste: By enabling virtual experimentation with furniture and layouts, users can avoid unnecessary purchases, returns, or trial-and-error assembly, reducing packaging and furniture waste.
-  Sustainable Sourcing: Partnering with eco-friendly furniture and home product companies can encourage sustainable consumption and highlight green alternatives.
-  Efficient Resource Use: The AI can recommend optimal layouts and furniture placements that reduce clutter and maximize energy efficiency (e.g., proper sunlight use or appliance placement).

# Economic Impact



Boost to B2C Market: End-users can make informed purchasing decisions, reducing costly mistakes and increasing satisfaction with furniture and home products.



Revenue for Businesses (B2B): Moving companies, interior designers, and home improvement services can showcase their offerings virtually, increasing engagement and sales opportunities.



Affiliate and Partner Opportunities: Furniture, decor, and home appliance companies can advertise their products, creating a new marketing channel and generating affiliate revenue.

# Synergy with Hylife Groups



**Brand Strengthening:** enhances Hylife Groups' image as a tech-forward, customer-focused brand. By integrating AR/AI solutions, the company can showcase innovation and leadership in home services and interior solutions.

**Affiliate Potential:** enables partnerships and product promotions with furniture, appliances, and home-related companies. This creates new revenue streams and marketing opportunities through virtual demonstrations within the app.

**Collaboration Opportunities:** fosters joint innovation and service development. Hylife Groups can co-create features, such as layout planning, AI safety alerts, and virtual design suggestions, improving overall customer engagement.

# Risk Assessment

## Technology

**AR/AI Accuracy:** The AR visualisation may not correctly scale furniture or detect room dimensions, leading to poor user experience.

**AI Recommendations:** Incorrect or irrelevant design suggestions could reduce user trust in the system.

**Platform Compatibility:** Ensuring the app works seamlessly across different devices and OS versions may be challenging.

**Integration Risks:** Third-party furniture or product APIs may fail or be incompatible, disrupting functionality.

## Market and Business

**User Adoption:** B2C users may be hesitant to adopt AR/AI-based solutions over traditional methods.

**B2B Engagement:** Convincing moving companies or service providers to adopt the platform may take longer than expected.

**Affiliate Dependence:** Relying on partner companies for revenue may limit control over offerings or pricing.

# Risk Assessment

## Financial

**Development Costs:** High costs for AR/AI development, testing, and maintenance may exceed initial budgets.

**Revenue Generation:** Monetization through B2C subscriptions, B2B services, and affiliate marketing may not meet projections.

**Operational Expenses:** Ongoing server, cloud, and support costs may impact profitability.

**Funding Delays:** Dependence on external funding or investors may delay launch or expansion.

## Operational

**User Support:** High demand for technical support for AR/AI functionality may strain resources.

**Maintenance:** Frequent updates and bug fixes are needed to maintain performance and compatibility.

**Team Expertise:** Lack of skilled personnel in AR, AI, and mobile development could delay development.

**Service Coordination:** Collaboration with B2B service providers may face scheduling or execution issues, affecting reliability.



# Meet Our Team

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**Swan Htet**



**Hla Min Myat Htoo**



**Htay Htay Thwe**



**Aung Myint Myat**



**Arkar Pyae Phyo**

# Conclusion



Our project delivers a single, practical solution to the most common pain points in home setup and property marketing: uncertainty, misfit, and costly returns. By combining true-to-scale AR with AI safety and clearance checks, we help consumers decide with confidence and give professionals (agents, movers, designers, and brands) a precise, visual workflow from staging to delivery. The model scales through B2B, SaaS and affiliate commerce, creating measurable value to be faster sales cycles, fewer damages, and lower return rates while building a defensible data advantage over time.

# Demo

[https://www.figma.com/proto/rwPFRxnP9dPCYGRS6PP7zV/hylife\\_demo\\_2025?node-id=4-16&t=V093KAXBOxHuG4oL-1&scaling=scale-down&content-scaling=fixed&page-id=0%3A1&starting-point-node-id=8%3A2&show-proto-sidebar=1&fbclid=IwY2xjawNrL4dleHRuA2FlbQIxMABicmlkETF1VDQxbHIVaDFQTjNoVVBYAR5bS4vL5aJgYWLeGe2-6tKwGK4BxNXCk\\_Avcu\\_RtIUpLOhjvKKc-aO81CJ3g\\_aem\\_FuHWLNQqwMvawojoyUOc-VA](https://www.figma.com/proto/rwPFRxnP9dPCYGRS6PP7zV/hylife_demo_2025?node-id=4-16&t=V093KAXBOxHuG4oL-1&scaling=scale-down&content-scaling=fixed&page-id=0%3A1&starting-point-node-id=8%3A2&show-proto-sidebar=1&fbclid=IwY2xjawNrL4dleHRuA2FlbQIxMABicmlkETF1VDQxbHIVaDFQTjNoVVBYAR5bS4vL5aJgYWLeGe2-6tKwGK4BxNXCk_Avcu_RtIUpLOhjvKKc-aO81CJ3g_aem_FuHWLNQqwMvawojoyUOc-VA)

# THANK YOU