ATELIER

• home design app •

What is Atelier Home Design App?

Atelier Home Design App, is a user-friendly app created to bring the possibility of a dream home into reality.

This app teaches the user how to design her home while she plays with real furniture, decor, and finishes in an AR platform.

This platform allows the user to read the dimensions of the space she wants to decorate, insert new pieces of furniture and decor, and visualize how different finishes - as flooring or wallpaper - would look in her space in real time.
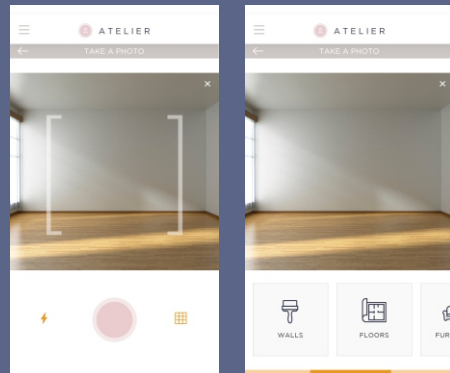
Everything she adds to the space will have a price tag so she can control her budget. This applies to the finishes as well -- being able to calculate how many square feet of tiles she needs, how many gallons of paint, or how many rolls of wallpaper.

She will also be able to download a spreadsheet of every item added and have the option to create a budget for the following months so she can turn this dream space into her reality.
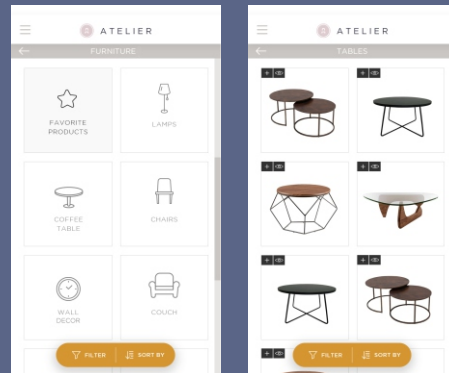
Main Features of the Atelier App:

- User-friendly interface.

- Intuitive software guides the user through design.

- Real dimensions in real time.

- Purchase everything you need through the app.

- Add your own pieces.

- Plan your budget and split it in as many months as you need.

- Download a spreadsheet, floor plan, and as many views as you want.

- Member's area for subscribers.

- Help fund homes in developing countries while designing your dream home.

ATELIER
choose your lifestyle

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f LOGIN WITH FACEBOOK

A R   C A P A B I L I T I E S

I T E M   S E L E C T I O N

A T E L I E R

Atelier Home Design App, is the only app in the market that provides a combination of all competing app services, as well as helping the world.

The idea is to create an interface so easy to use, anyone can pick it up quickly and become instantly hooked. This is one of the main things all other apps seem to be lacking.

The second thing we want is to provide the best service possible through all the tools needed for a redecoration project.

It's the combination of all these elements that the design project is able to happen.

So here, the user is able to get dimensions from her space, create a blank canvas to start designing, get pre-filtered options to match her style, mix them with help of the app, change finishes and know their price, incorporate her own pieces, get a schedule of everything she is adding with pricing, and decide how to purchase it.

She has the option of breaking it down into phases, so she can complete the project in the time that matches her budget, or buy it all at once through the app.

While she is doing all of this, she is helping fund home-building projects in developing countries.

AR capabilities	X AR interface that allows reading dimensions and visualizing design in real time
mobile app	X iOS mobile app for first phase of the product, next version will be also on Android
guide through design	X Intuitive software that will detect style, proportions, color palette, etc.
integrate own pieces	X Option to integrate user's pieces into the design and generate a model of them.
user-friendly	X Most user-friendly design app so everyone can use it
budget planning	X Allow user not only to see price tags but create a spreadsheet with a schedule and break it down into monthly payments.
helping the world	X 1% of the revenue generated each year will be donated to NGOs that create homes in developing countries.

ANDREA ORREGO

ceo/ founder

info@0110atelier.com

Andrea is a Peruvian architect who grew
up in this industry and was able to
witness the new trends influenced by
technology.
She has great knowledge of the market
due to the many years of experience
she has. She founded Atelier out of her
vision and passion to make design accessible
for everyone. She was able to see
how new technology like AR was going
to impact the market and worked to
funnel it in the best and easiest way
to bring value to customers.

CORY BROWNING

cfo/ co-founder

cory@0110atelier.com

Cory, a native to the Roaring Fork
Valley, was able to see Andrea's vision
and rapidly jumped on board.
He's been curating the content of the
brand along side with Andrea,
as well as investing in this vision.
He is a true creative with his
eyes set on numbers.

JUNIOR QUEVEDO
FERNANDO TERAN
JOSAFAT VARA

software engineering team

Having created many mobile apps in the past,
this team comes with recent experience
integrating AR and 3D technology.
Their most recent product was a platform for
the fashion brand Glup, in which customers
can try on pieces of clothing through a 3D
generated avatar of themselves without
needing to go in a changing room.
They have been involved from the beginning in
all ideas of the Atelier app and are already on
their way to fulfilling our vision.

AUDIENCE

FEMALE BABY BOOMERS

Customer Profile:

- Recently retired
- Has a new property she wants to redecorate
- Feels she has excellent taste, doesn't need a designer
- Has extra time so she wants a new project
- Spends time in social media catching up with old acquaintances

FEMALE MILLENIALS

Customer Profile:

- Moved into her first place on her own
- Loves design
- Spends a lot of time on Instagram and Pinterest
- Supports brands with a cause
- She can learn to do anything with online information
- Likes impressing her friends with her new cool things

DIGITAL MEDIA:

BONDALE|AMPLIFIED

OBSESSED WITH DESIGN

PRINT:

the Sopris Sun

facebook.com
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twitter.com
/atelierhomeapp

instagram.com
/atelierhomeapp

linkedin.com/
company/0110-atelier/