

Presenting

# CardView



The new revolution  
that makes a printed  
Material **Interactive**

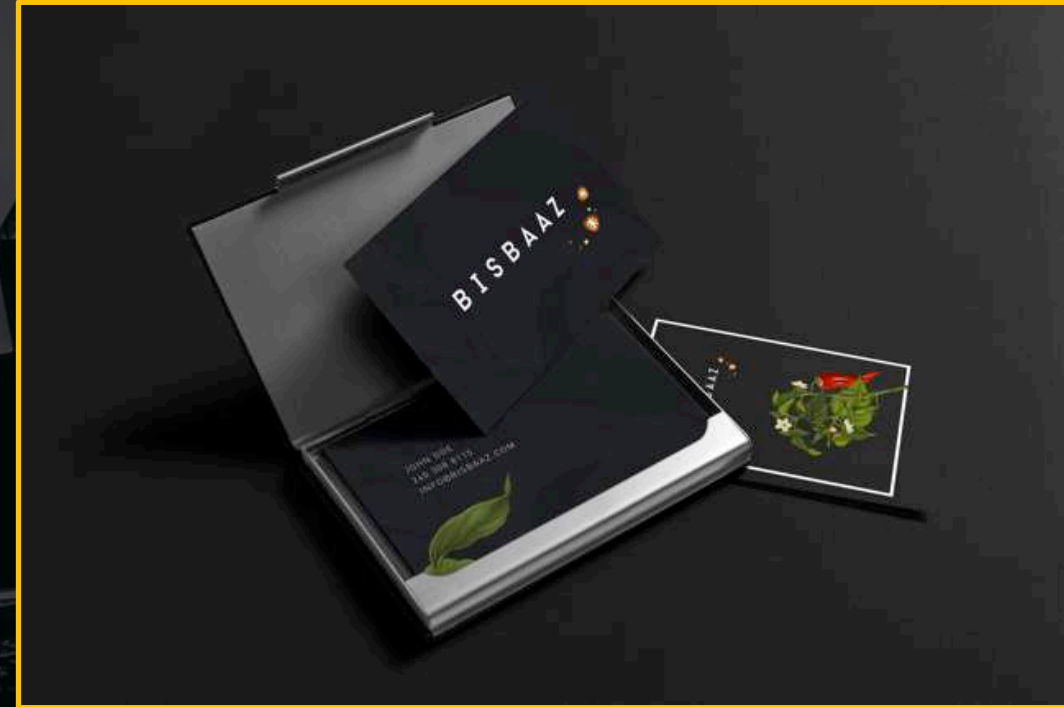
[Info@Cardview.com](mailto:Info@Cardview.com)

[www.Cardview.com](http://www.Cardview.com)

Our

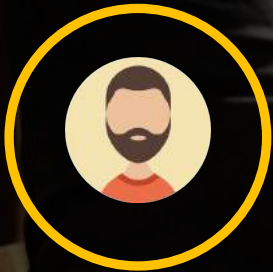
# Introduction

**Roomors** is a living solution startup, specializing in affordable living solutions for short and long term periods. Roomors offers a one-stop-shop concept for individuals looking to rent a room and utilize multiple services in the most accessible way. Our model include extra services renters may need for ideal day to day living, in a community base environment.



# Our Team

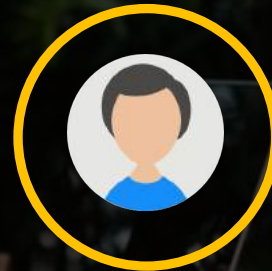
We are 4 friends with a spirit to transform the printed and media technologies. We love the concept of Augmented Reality and we think that it can be a turning point in history.



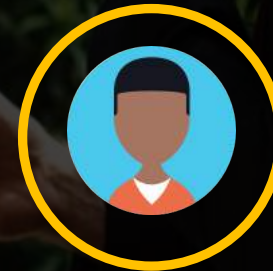
**Anshul Agarwal**  
Co-founder



**Yuvraj Shekawat**  
Co-founder



**Apoorv Agarwal**  
Co-founder



**Aahan Gupta**  
Co-founder

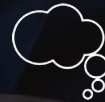
# The Problem



**Boring**



**Provide less information**



**Forgotten Easily**



**Extremely dull & common**



Traditional Business Cards

# The Solution

CardView uses a technology to make Media which can be customized. It links the printed card with the media and makes it viewable on scanning the printed images.

**Augmented reality** is used in an unconventional way that makes visiting cards or any printed material interactive.

**01** Unique

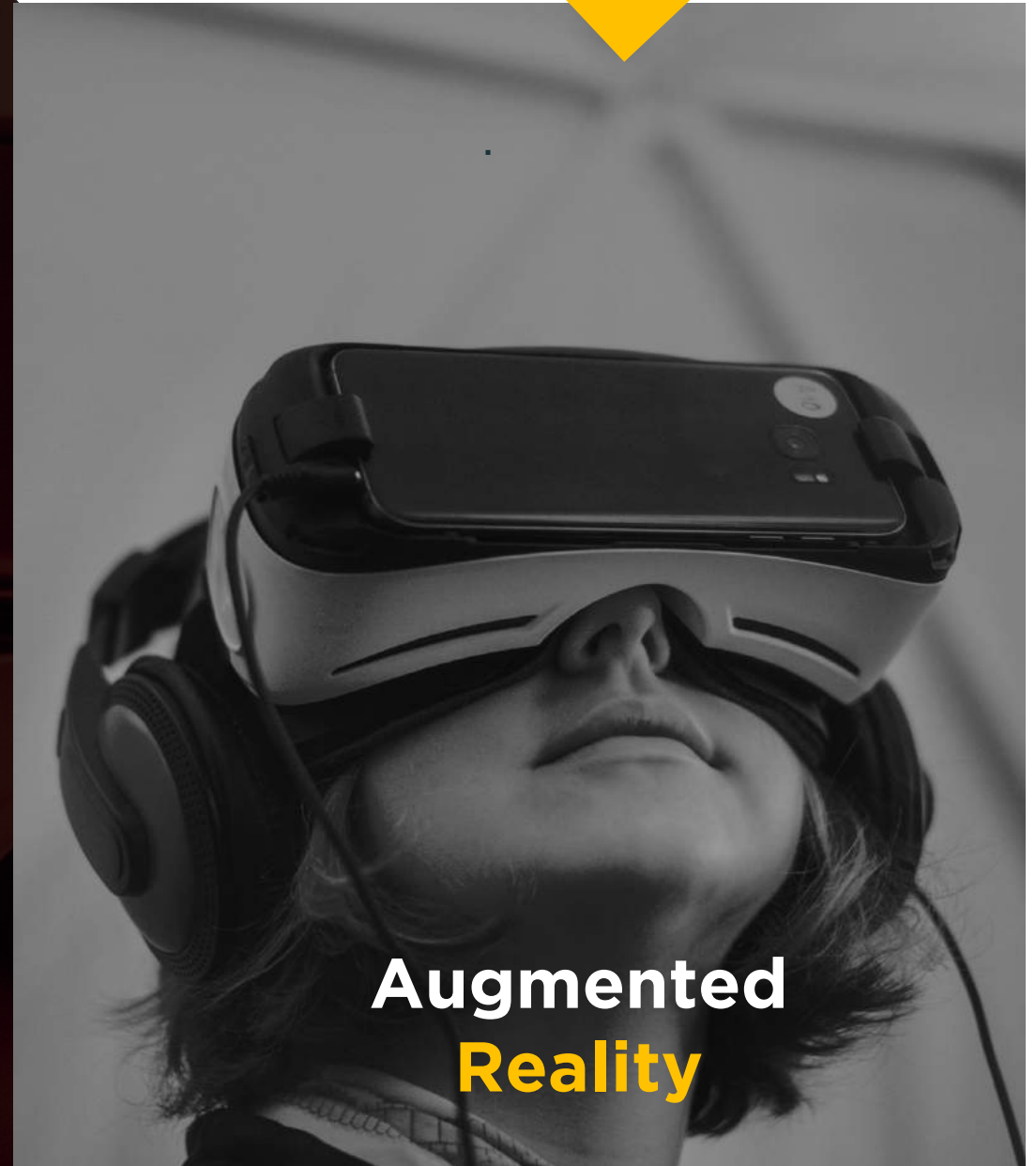
**02** Convey more

**03** Make an impression

**04** Interactive

**05** Customize

**06** HD Media



**Augmented  
Reality**

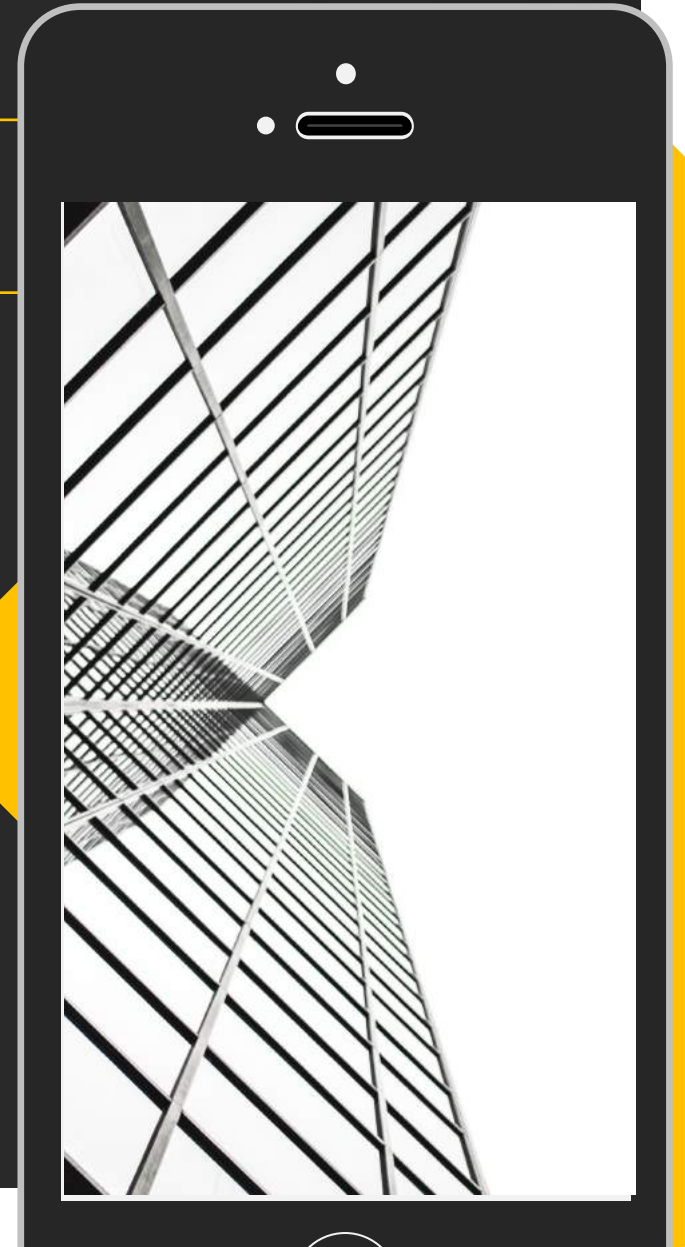
# The Product

Multi-platform app

Website



To create the CardView effect, a customer needs to go on the website. Add the AR content and **customize virtual button** and then using the Mobile application, the user scans the print to add the AR content



# Our Milestones

## Market study

**01** We collected 60+ survey responses

**02** Identified requirements

## Beta 01

**03** We collected 60+ survey responses

**04** Identified requirements

## Partnership

**05** We collected 60+ survey responses

**06** Identified requirements

## Big Players

**07** We collected 60+ survey responses

**08** Identified requirements



# Our Unique Selling Point



Customizable



Cloud Based



Forget  
Cost Breakdown.



New  
technology



Visiting  
services



Interactivity



## Feature

LayAR

igreet

CardView

Adding customized AR content



Adding it to customized print



Adding Virtual Buttons



Developing media



Developing prints




Marketing sector



Individuals



Visiting Services



The  
Competition



# 05

We have planned a 5 step marketing strategy

# Market Strategy

- 01 Creating Buzz and Popularity (Curiosity)
- 02 Establishing our presence and creating ecosystem for AR
- 03 Getting more people and organisations join with us
- 04 Building Brand awareness
- 05 Winning Customer Loyalty

# Our Key Partners

We have tied up with (Laxmi studio, Top studio, Skae studio, Friends photostat, Malhotra photostat, V3 wedding planners, Magicalwing and a few more)  
And consistently going to build more relations

## Print

## Press

## Media

## Engage

## Event

# Our Revenue Model

For any of the tasks, we don't have to spend much. Most of our expenditure is in marketing and providing visiting services. Basically, we can earn in everything.



**Subscription Plans**



**Cost Breakdown**



**Different Services**

# Our Key Tasks

## 01 Develop

Develop product more precisely and accurately

## 02 Strategize

Making troubleshoot strategy

## 03 Acquire

Acquiring relationships with more companies throughout different areas

## 04 Feature

R&D, needs, and more features

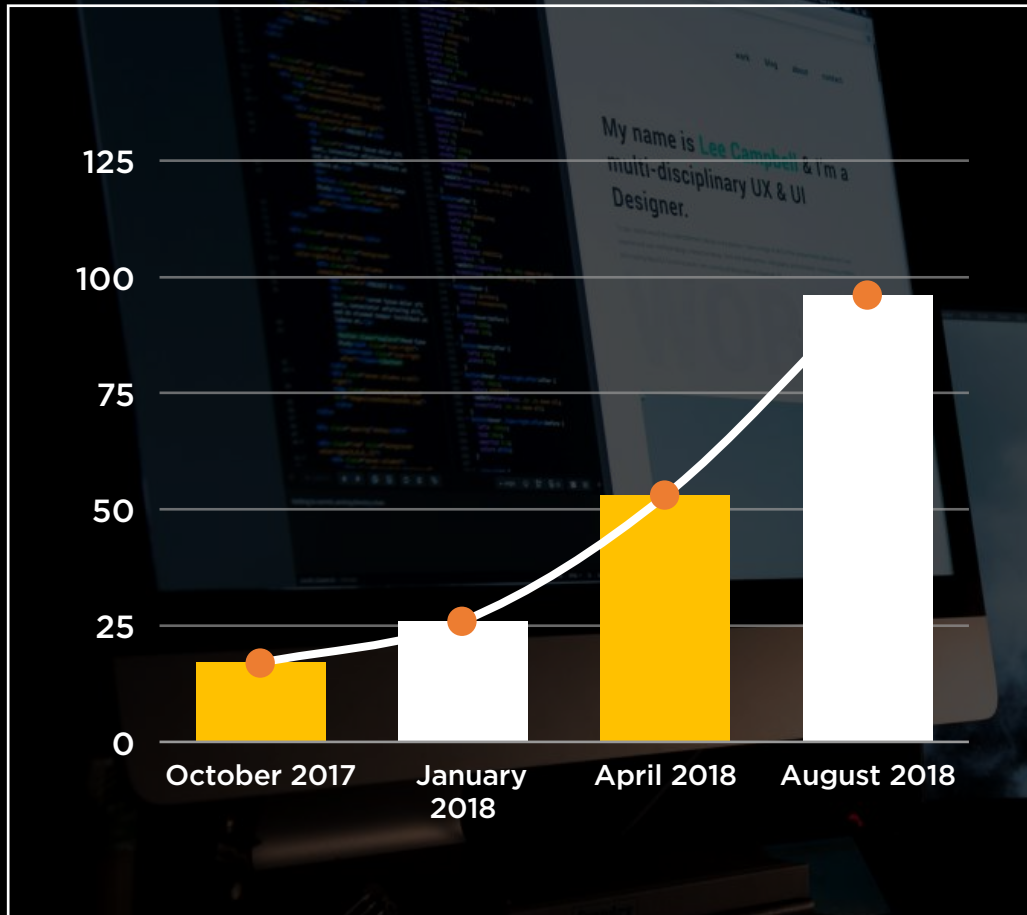
## 05 Market

Building more awareness

## 06 Expand

Expand! Expand! Expand!  
Acquire customers

# Our Future Plans



Find funds



Advertise according to  
our marketing plan



Launch from a city



Reflect by working closely



Improve and expand

# What **We** are asking

**75**  
Lakhs

## Use of Money

- 01** Hiring developers to **perfect our product.**
- 02** Advertisements to make **people aware** acc. to our plan.
- 03** Making use of the **first move advantage** in our country.
- 04** Hiring people to make our **product professionalised** and easy to use for everyone.

**The more  
we get **the**  
more we  
return**



Video

# How it works

A small video example of the  
technology works

Click to play  
the video



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