

SPACETIME

Live the future. Start now.

Our mission

We enable you to furnish your entire room with one click.

And yes, you can afford that cool piece that you saw in an architecture magazine.

The problem

No easy way exist to furnish your home without going through multiple stores or hiring an interior designer.

No affordable way exist to get top-designed furniture at affordable prices - you either go to IKEA or to a high-street brand.

Solution

A web platform where users can configure and buy an entire room, perfectly furnished every time, at affordable price.

Assisted by simple A.I. and powered by top-notch furniture.

Product

Input your room size → Adjust to your liking → Purchase

+ top notch furniture

(Yes, we design and make the furniture.)

Market Size



Global E-commerce Furniture

Total Available Market



Luxury Furniture

Serviceable Available Market

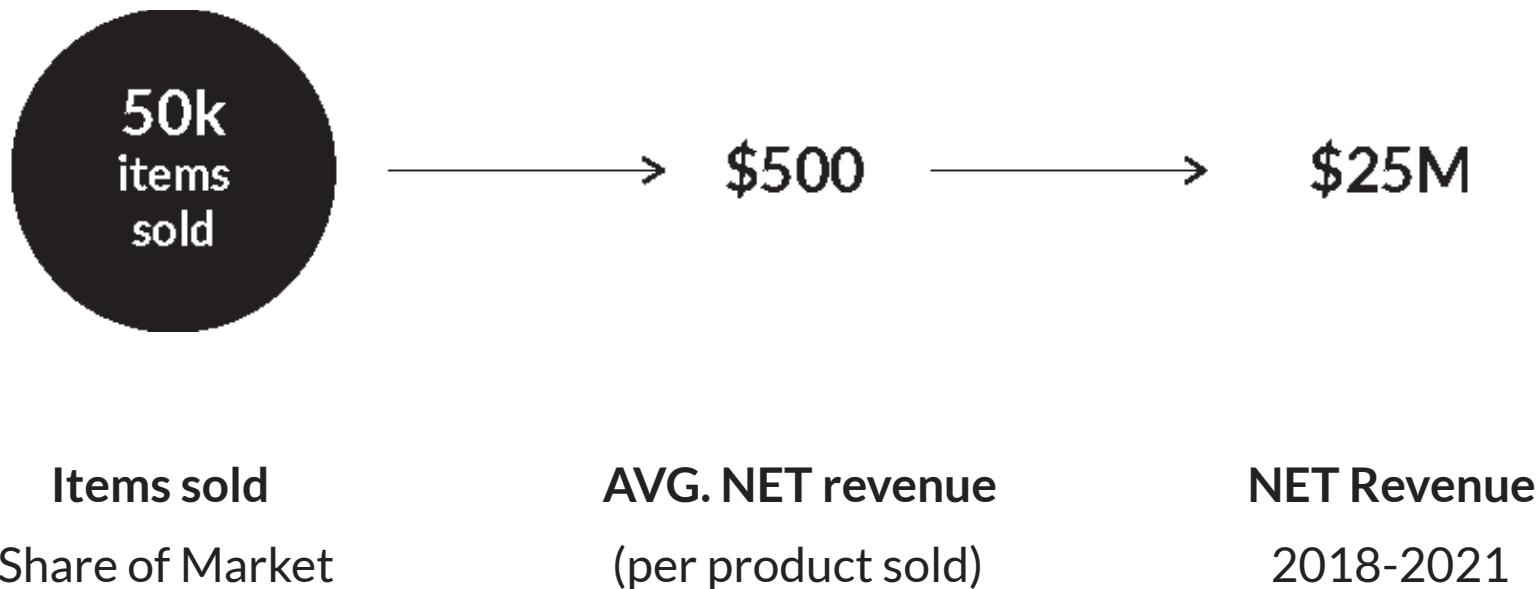


Interior Define (avg. items sold)

Market Share

Business Model

We make 60% net income from every product sold.



Market Adoption

Tourism

Why not build a small resort on the Adriatic coast in Croatia, with designer modular houses furnished with Spacetime?

This way we can make money by promoting our products instead of spending it.

Posting accomodation in Spacetime resort on Air B&B to further gain brand visibility

Networking

Posting our products on all relevant e-commerce websites like Houzz, Etsy, Ebay, Amazon, Eporta...

Partner with brand like Casper (e.g. we offer their matresses with our bed, they advertise our bed through their brand.)

Showrooms

Simple and friendly shopping experience

Interactive configurators within showrooms - fore example an iPad app connected to a projector that projects M1:1 shelving system on a wall

Make showroom feel like a playground, not just a place to buy something.

Consider luxury brands showrooms: you can't touch anything, and the salesperson is scanning your buying power as soon as you walk through the door.

How are we different from startups like Interior Define, Burrow or MYCS(DE)?



Interior define bed (yawn...)
\$1500



Spacetime Bed (wow!)
\$999

Which one would you rather buy?

What makes Spacetime better than i.e Houzz?

Houzz offers countless choices when it comes to buying furniture - that may seem like a good thing at first but...

The ability to simplify someone's life is the most powerful selling tool. Users don't want a large choice - they just want a few great options. We simplify - Houzz doesn't.

(Apple has 3 models of laptops. HP has 310. Which one do you prefer?)

Why make physical products, when you can launch a marketplace?

That's just not enough anymore - current furniture webshops are merely an images of the stuff that you would have in a physical showroom and put it on web.

New platform offers new possibilites and experiences, and by selling a products that we design means you can't get them anywhere else. And that's a killer competitive advantage for a startup.

Doesn't IKEA have 3d configurator?

Ikea has configurator, but users give up after 1 minute of using it because it's too complicated and has un-attractive UI. Also, it's limited to certain products, like kitchens.

People like to use our configurator even if they are not in the market for furniture, because it's so fun to play with it! And if you think about it, this is actually very powerful, and it shouldn't be underestimated.

Competitive Advantages

DESIGN

With 7+ yrs of experience in industrial design, marketing and production, our team can nail design, copywriting and branding.

TECH ORIENTED

Integration of technology and furniture is at the core of our brand. Big furniture companies are slow to change their vision of furniture.

QUALITY

Croatia has large amounts of readily available cheap, high-quality wood.

BUYING EXPERIENCE

Purchasing a Spacetime product is easy and enjoyable.
We don't confuse our potential customers with countless collections - instead we offer them e.g. one extremely good-looking bed configurable to their liking.

COST OPTIMIZATION

Small amount of product categories enables us to focus on what matters the most.
You can't deliver great design and user experience at affordable price when you have 30+ collections in your portfolio.
Big brands often forget that.

RUNNING COSTS

Wages for top-talent workforce in Croatia are relatively low compared to western EU and US.
High-quality life is cheaper.

The Team



Kristina Lugonja
(the good cop, Creative Director)

As a student invented a device to remote transfer heartbeat 10 yrs before Apple Watch. Has a MA in Industrial Design. Received a RedDot award for innovative lighting - the same year that Apple got it for iPhone 6.



Filip Havranek
(the bad cop, CEO)

Marketing and R&D leader experience in renowned designer furniture companies. Dropped out of design college and then received two RedDot awards for industrial design.

Eliminating the risk for investor

By integrating tourism with Spacetime - the company can have 1M EUR in gross revenue from renting designer mobile houses (the current price for non-designer glamping in Croatia is EUR 250-300/day)

Because you can't fail with tourism on Adriatic.