



Analysis of Interior Design
Solution Companies in India

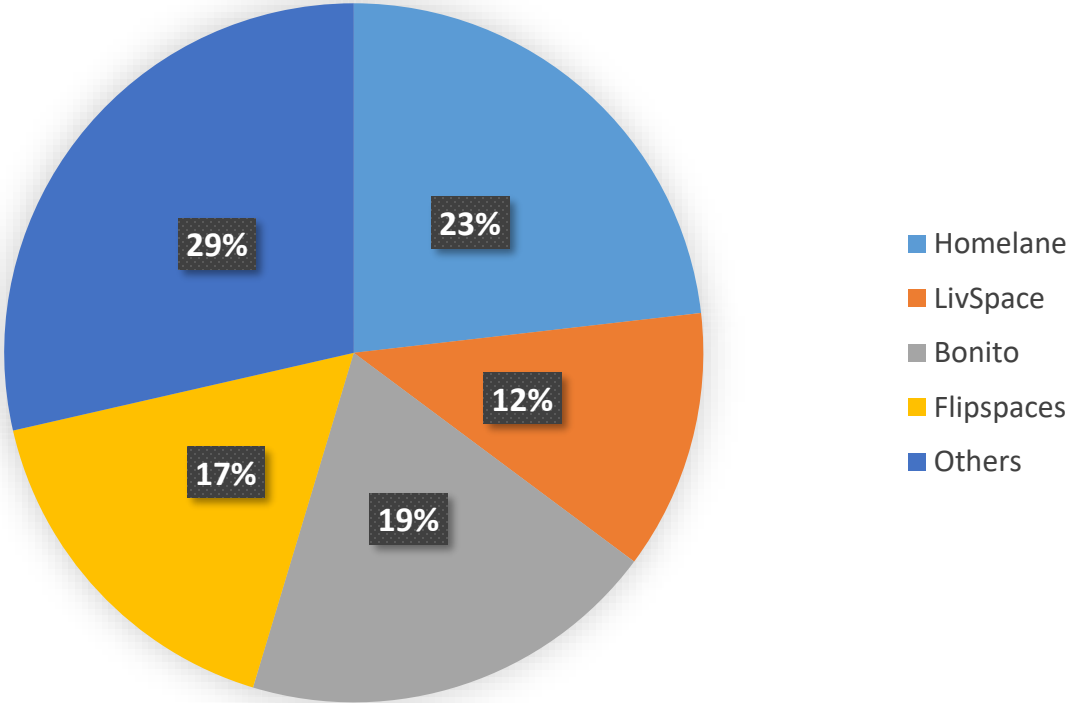
Commercial design market

According to Business Research and Company, the global market for design services was valued at \$153.4 billion in 2018 and was expected to grow to \$249.5 billion by 2022, growing at a CAGR of 13 percent. Players like LivSpace, HomeLane, Bonito Designs, and Infurnia have been making a mark with their designs in the commercial space.

Trends expected in the commercial interior design space

The working professional today spends 40% of their active time in workspaces i.e. offices, hospitality outlets, healthcare and educational institutions etc. With evolving work culture across the globe, the commercial interior design segment is no longer limited to creating functional spaces; instead it has imbibed a whole new aspirational essence wherein consumers are more demanding than before and look for innovative designs, high end customisations and professional execution services. The Commercial interior design industry has transcended over time from mere workspace renovation to workplace transformation with heavy impetus on design aesthetics which is truly reflective of the brand ethos and organizational culture.

Interior Design Market share in India



Others includes small interior design firms & individuals also ³

Flipspaces

Company Name	Flipspaces
Founded	2011
Headquarters	Mumbai, Maharashtra
Revenue	INR 144 Crore (FY 20)
No. of Employees	206
Website	https://flipspaces.com/

Funding

Flipspaces has raised a total of \$6.7M in funding over 3 rounds. Their latest funding was raised on Sep 7, 2021 from a Series B round.

Flipspaces is funded by 4 investors. Mr. Prashasta Seth and P3 Green are the most recent investors.

Flipspaces is a design-tech venture which is focused on technology solving multiple stakeholder challenges within the space of Interior Designing and Furniture and Furnishing buying globally. Powered by a multi-module tech stack, the technology-enabled platform envisions building a global platform to design and deliver commercial spaces.

The venture has designed and delivered over 5 Million Sq. Ft. of space across India and the US through its platform combined with the supply chain ecosystem built around it.

Target customers - corporates, start-ups, MNCs, retail brands, SMEs including BSH, Nobroker, Openmoney, Aditya Birla, InstaOffice, Nivea, Oppo, P&G, Reebok, Royal Enfield, The Address, Mitsubishi Power, BharatPe, Bounce, and PlaySimpleGames.

Recent developments

In May 2020, Flipspace launched REBOOTSPACES, a line of products and services that focused on creating next-generation commercial spaces that were intuitive, empathetic and safe, along with ergonomic workspaces to facilitate a seamless home office experience.

The second initiative was Design and Product Offshoring, which was launched in mid-April 2020 and is a vertical that delivers design-only services combined with product export from India for clients in the US. This experiment has been extremely successful with the unprecedented growth of 35X in the last 6 quarters and is now profitable at the EBITDA level.

Apart from these, another recent development is the launch of VIZSTORE, the first SAAS product for third-party furniture and furnishing brands and retailers which is seeing a fantastic response amongst furniture and furnishing brands, retailers and SMBs.

Competitive advantage of Flipspace

The company has ticket-size that is 10X of other Interior Design startups like Livspace and Homelane, a market size 8X of these players, with India and US combined, and a more templatised product and delivery ecosystem. Keep focusing on differentiation service through tech-enablement in every vertical of business while keeping a sharp focus on profitability which has helped us tide through difficult times of COVID infused shut-down.

In Flipspace, towards creating a distanced value proposition, the company firmly believe in the power of technology to add disproportionate value to every stake-holder of the commercial real estate industry i.e. builders, broker, product and service suppliers, and end clients.

As a tech-led commercial design and build leader, Flipspace focus on differentiation through tech-enablement in every vertical of business. Meanwhile, the company is keeping a sharp focus on profitability which has helped tide through the exacerbating impact of COVID infused shut-down.

Business model of Flipspace

The model is pretty straightforward — theirs is a technology-led interior design company that enables people to visualise how the home or office décor products they are browsing will actually look, in a virtual environment similar to their own.

FlipSpace allows users to choose from over one lakh products and a mind-boggling trillion room environments on a floor plate which is a replica of their office or home. The application can generate photorealistic images of spaces at a speed which is 500 times faster than any other applications used in the domain.

It then proceeds to generate the exact cost estimate for services and products chosen by the users, in real time, thus allowing them to budget during the process itself.

The web-based application is designed exclusively for the home and office décor market, targeting new office buyers and tenants, developers, architects, and interior designers, among other industry players.

Service offered

Service Offering	Key features
Property Discovery	<ul style="list-style-type: none"> • VR enabled Web Brochure • Design, Furnish & Build • Space & Cost Planner • Experience Centre
Design & Build	<ul style="list-style-type: none"> • Tech Enabled Interior Design • Bespoke Product Supply • Build and Contracting • Project Management
Product supply	<ul style="list-style-type: none"> • Customisable • Value for money • Wide variety
Virtual SAAS	<ul style="list-style-type: none"> • Virtual Merchandising • Product Visualisation • Remote Selling • Digital Catalog Management • Customer Analytics • Quotation & Invoicing

Social Media presence

Social Media site	No of followers
Facebook	63K
Instagram	12K
Twitter	0.1K
LinkedIn	18K

Expansion plan of Flipspaces

The company has dedicated offices in Mumbai, Bangalore and more recently in Boston. A \$100 billion commercial Design and build market the US also offers a better margin profile in the tech-enabled design and build segment. Leveraged by the tech platform, the US vertical has grown 35X in the last 6 quarters and continues to move on the growth trajectory. With each passing day, the company is growing at an impressive rate and aggressively working on expansion plans.

The company envision VIZSTORE to be the Virtual Twin for the physical showroom of the FNF brand or retailer. Powered by gamification and Virtual Reality, it allows customers to walk through the virtualized showroom environment and discover and visualize products as they would in a physical showroom experience. It allows FNF retailers and brands to cut on their cost of real estate for showcasing products and allows them to drive Omni-channel commerce through an unprecedented VR-enabled tech. Since it is a paid product from the outset for retailers, brands and manufacturers, the company is looking to expand on the tech functionality and also increase outreach for the sales of the product. The company is looking to acquire at least 20k PAID customers by next year. Buoyed by the inorganic growth in the US, Flipspaces is looking to grow its DnB business in the US market 5X from H1 in the second half of the ongoing year. As part of its growth strategy, it would move on an expansion spree from growing the team to geographical outreach to maintain strong margin profiles.

List of Key customers



Flipspaces – Customer Review

Pros

- Satisfactory design
- Friendly team

Cons

- Customer care is not responsive
- The quality of the product is not good in case of rebootspace.com which is owned by flipspaces
- Very bad vendor management
- No tracking of order

Flipspace – Employees Review

Pros

- Good place to learn and growth
- Great project exposure
- Lot of training and diversity programs
- Flexible working hours
- Open Culture

Cons

- 6 days a week office, hampering work life balance
- Work culture is manager centric
- Hiring of under experience staff

Flipspace – Conclusion & recommendations

- Flipspace has been growing really well in India as well as in USA market where market for commercial interior design market is very high.
- The company has been working with many Indian corporates & start-ups and has delivered projects successfully. But customer support area is not good & need improvements.
- Vendor management of the company is not good & need improvements.
- Most of the employees are satisfied with the work exposure but some are complaining about lack of work life balance.
- The company has raised fund in the past & looking for further funding to expand its business in the USA market as well as in India.
- Considering good growth of the company & the sector, it is recommended for investment.



Thank You

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