

# MODERN | DESIGN

THE **RIGHT PARTNER** TO INCREASE SALES  
IN THE **HOSPITALITY CONTRACT MARKETS**  
NORTH & SOUTH AMERICA

# THIS MARKET SEGMENT

The size of the North & South American Hospitality Contract Market (luxury, boutique, affordable luxury segments) is very significant - worth up to \$12.5B in sales value.

## Characteristics of this Market Segment:

### Type

- ✓ Hospitality projects
- ✓ Hospitality spaces in Commercial projects
- ✓ Large, complex Residential projects

### Design Style

Mostly modern with eclectic elements

### Specifiers

Architects, Interior design teams, Purchasing agents, Design directors of hospitality companies

### Budget

Mid-upper price ranges

## The Needs of this Market Segment:

- ✓ Comprehensive selection of products & technical information in one place
- ✓ Fast search & simple specification tools on the Internet
- ✓ Acceptable prices
- ✓ Trusted subject matter experts and on-time production & delivery

# ABOUT US

**moderndesign.io is a collection of linked, category-specific sites, with a unique point-of-view, featuring a CURATED COLLECTION of the most important products for hospitality contract projects**

**Our Founders have 30+ years of experience;** a proven track record of sales of Italian and European FF&E for the U.S. Hospitality Industry, solid relationships with important specifiers, and with a database of 15,000 hospitality companies, architects, interior designers & purchasing agents in this market segment

The new business, moderndesign.io was founded in late 2020 to connect a specific type of manufacturer to designers & specifiers of hospitality contract projects through a one-of-its-kind online platform.

Artisan-made, upscale, modern design products are complex to specify. Our Founders, aware of these complexities and the specific challenges faced by designers & specifiers have developed a very effective solution to simplify specification without reducing product options, and to expedite the discovery to delivery process.

# ABOUT US

## OUR BRAND:

We will maintain the soul of artisan-made products and all their variations & complexities in order to support specifiers & design teams to create a world of more beautiful spaces

## MAIN FEATURES: Our proposal to Architects & Interior Designers

- We will resell a **curated collection of artisan, modern design** furnishings
- We will solve the difficulties caused by the complexity of these products, using **data organization** combined with **behavioral science** to **simplify** search & specification
- We will further simplify specification by an **intelligent use of technology**
- We will fuse technology with **industry knowledge & personal service**
- Our sites are **NOT e-commerce**. We will manually create prices on estimates, we offer subject matter expertise, and use personal contacts to close sales.

# OVERVIEW: THE moderndesign.io PROJECT

## OUR MISSION:

To reduce wasted time in discovery & specification by increasing visibility & availability of products on a unique commercial platform

## HOW WE'LL DO IT!

- ✓ 12 category specific websites with easy navigation and contextual product information. Everything in one place!
- ✓ A curated collection of the finest products on each site
- ✓ Fastest-on-the-web discovery tools that enable search to be filtered by combinations of 16 filter groups and more than 100 individual filters
- ✓ One-click and mistake-free specification technology (**our Magic Sauce!**)
- ✓ Discovery to delivery service

## BENEFITS TO MANUFACTURERS

- ✓ **WIDE NETWORK:** Solid relationships with 15,000 hospitality companies, architects, interior designers & purchasing agents in this market segment
- ✓ **NO EXCLUSIVITIES:** No restrictions on either side. Manufacturers can maintain existing distribution channels
- ✓ **NO UPFRONT COSTS:** Manufacturers pay no costs
- ✓ **MANUFACTURERS WILL INCREASE PRODUCT & BRAND AWARENESS**

# Regarding Manufacturers

## OUR TARGET:

To be able to satisfy a broad range of requests from specifiers, we are looking to expand our offer with a curated selection of models from different manufacturers.

## ITALIAN FURNITURE AND FURNISHING MANUFACTURERS with:

- ✓ Solid “Made in Italy” production quality
- ✓ Contract grade durability, appropriate testing and a consistent & appropriate price for the segment
- ✓ Reliable organization with trustworthy logistics - on-time production
- ✓ A desire to increase sales in the US hospitality market with flexibility to meet customizations & other demands

## MANUFACTURERS DO NOT NEED:

- ✓ Previous Experience on the US market
- ✓ Existing Distribution on the US Market

If distribution exists, we'll develop acceptable parameters in our relationship.

# MODERN | WALLPAPER

MODERNWALLPAPER.IO

SITE LAUNCHED & BETA TESTING

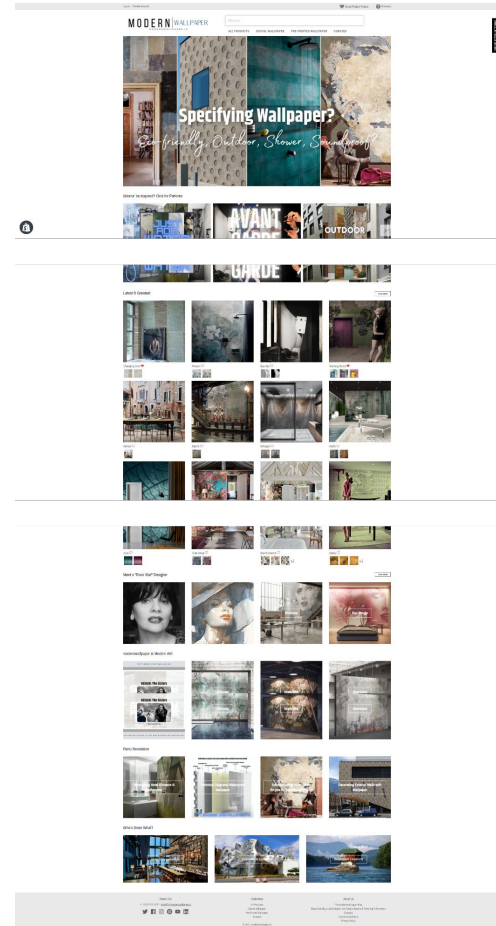
# FACTS & FIGURES

## Features of modernwallpaper.io

- ✓ Website active since late 2020
- ✓ Developed and tested to refine the business concept of fusing behavioral science, technology and personal service
- ✓ Launched with 6 main industry manufacturers Including the largest Italian manufacturers in the digital segment (Wall&Deco and Tecnografica)
- ✓ Platform has 6,000 customizable patterns
- ✓ Continuing to add manufacturers and update patterns
- ✓ Existing tools have tested well. Additional tools including unique specification engine will be launched with next site to go online - modernchairs.io - in September

## Currently:

- ✓ Fastest wallpaper pattern search using filters and natural language
- ✓ Meeting specifier & design team needs with easy-to-order samples & discovery to delivery service
- ✓ Founders are Wall&Deco's largest dealer in the US!





**MODERN** | CHAIRS  
MODERNCHAIRS.IO

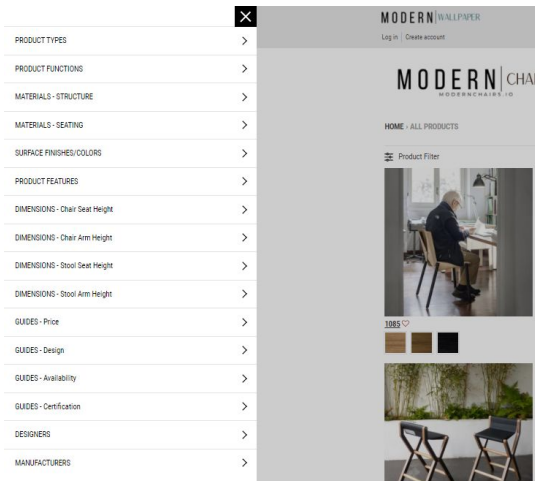
SITE WILL LAUNCH IN SEPTEMBER

# FACTS & FIGURES

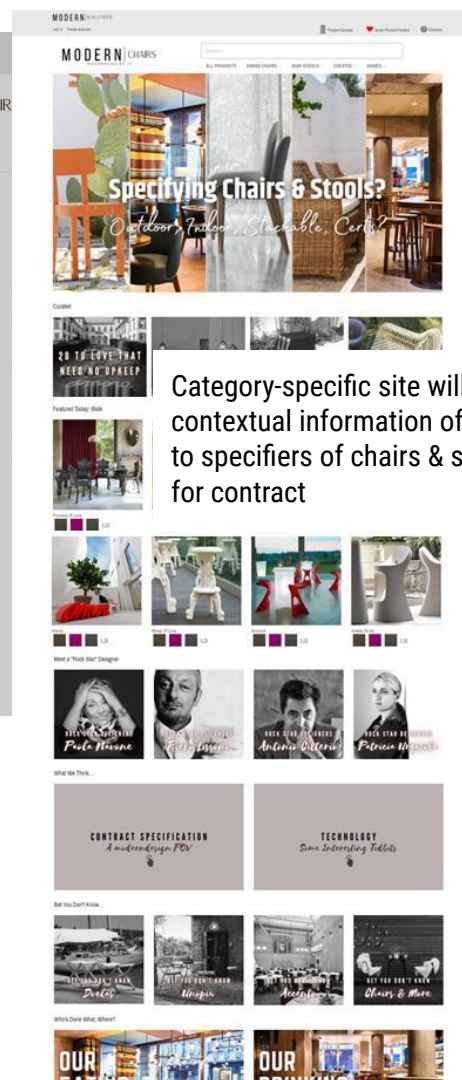
## Features of modernchairs.io

- ✓ Chairs & stools site will launch in **September 2021** (dining chairs, low stools - dining, high stools - bar)
- ✓ modernchairs.io will be based on the business concepts & website design & navigation proven during the launch & extensive beta testing period of modernwallpaper.io
- ✓ These sites will be linked, with project data carried across sites to facilitate project and multiple product orders. **Users will save time.**
- ✓ It will feature the **FASTEST Search & Discovery** of furniture on the Internet.
- ✓ **All product information that specifiers need will be in one place.** The **ONLY** place they will need to visit!
- ✓ We will provide “ONE-STOP” Discovery to Delivery Services.
- ✓ **Manufacturers products can be segmented - users will see “Like with Like.”**
- ✓ This site will launch with manufacturers in the following segments:
  - ✓ *Price Point:* Luxury / Boutique / Budget
  - ✓ *Design Style:* Iconic / Modern / Contemporary / Traditional / Eclectic
  - ✓ *Availability:* Custom / Standard / Available Now
- ✓ Curated products from additional manufacturers will be continually added
- ✓ Pricing policy will favor multiple products purchased for contract projects

# Current Status



Fastest-on-the-web discovery tools that enable search to be filtered by combinations of 16 filter groups and more than 100 individual filters



Category-specific site will feature contextual information of interest to specifiers of chairs & stools for contract

# HOW TO BE PART OF THE PROJECT

**Want to learn more? If you feel your company would benefit from being part of the moderndesign.io project please contact our marketing partner in Italy...**

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