

HOME STUDIO AI

Founder's Story

Nicole McGuire | Founder & CEO

Home Studio Enterprises, LLC
Dallas, Texas
thehomestudio.ai

Built on Generations

Some companies start with a pitch deck. Home Studio AI started with a hard hat.

Nicole McGuire grew up inside her family's construction company — a business that has been building homes for over eighty years and across multiple generations. While other kids spent summers at camp, Nicole spent hers on job sites, learning the rhythms of a homebuilding operation from the ground up: the coordination between trades, the supply chain decisions made weeks before a buyer ever walks through the door, and the small details that turn a house into a home.

That upbringing gave her something that can't be taught in a classroom — an intuitive understanding of how homes are actually built, sold, and delivered. It also gave her a front-row seat to a problem that the industry had been ignoring for decades.

The Gap No One Was Solving

Nicole watched the homebuilding industry evolve around her family's business. Design tools got better. Renderings became more realistic. Virtual tours emerged. But one thing never changed: the moment a buyer fell in love with a beautifully staged room, there was no infrastructure to turn that inspiration into an actual purchase. No way to connect the design to real products, coordinate the order, or deliver it to the buyer's door.

“Most design tools stop at showing beautiful rooms. They don't solve how products get selected, how those selections become real SKUs, how orders are coordinated, or how delivery actually happens.”

The gap wasn't in visualization — the industry had that covered. The gap was in everything that comes after: the supply chain between design intent and a furnished home. Nicole recognized that the missing piece wasn't another rendering tool. It was infrastructure — the operational layer that connects design, commerce, and fulfillment into one workflow.

From Family Business to Founder

Nicole earned her Bachelor of Science from the University of Illinois at Urbana-Champaign and later completed coursework at Harvard Business School Online, sharpening the strategic and analytical skills she would need to take the problem she'd been watching her whole life and build a company around solving it.

Before launching Home Studio AI, Nicole founded The McGuire Home Collection — an early expression of the same thesis: that the connection between home design and home furnishing was broken, and that the right founder to fix it was someone who understood both sides of the equation. The McGuire Home Collection gave Nicole hands-on experience in product curation, design merchandising, and the realities of furniture fulfillment — lessons that would become the foundation of Home Studio AI's supply chain approach.

When Nicole founded Home Studio Enterprises, LLC, she wasn't starting from zero. She was drawing on a lifetime of construction knowledge, years of design and commerce experience, and a deeply personal conviction that the home industry deserved better infrastructure.

Building the Platform

Home Studio AI is a white-label design-to-delivery platform for the home industry. The Company provides AI-powered merchandising and supply chain orchestration that transforms AI-designed spaces into real product selections, coordinated orders, and home delivery outcomes.

The platform is built on a three-layer architecture that reflects Nicole's understanding of how the industry actually works:

The Experience Layer is what gets attention — white-label AI visualization, style profiling, room planning, and furniture curation embedded directly into partner websites.

The Commerce + Supply Chain Layer is the moat — product mapping from design to real SKUs, manufacturer integrations, order routing, delivery coordination, and white-glove handoff.

The Data + Intelligence Layer is the long-term value — design preference data, buyer intent signals, conversion analytics, and regional merchandising intelligence.

This isn't a visualization company that bolted on commerce. It's a supply chain company that uses visualization as the front door.

Traction & Momentum

Nicole's ability to translate her vision into tangible business commitments has been one of the company's defining strengths. In a short period, she has assembled a traction profile that reflects both market demand and industry credibility:

LOI Pipeline	\$14.5M across Texas, Bahamas, Honduras, California, and Florida
Brand Catalog	250+ brands built and ready for platform integration
HGTV Partnership	Lindsey Walker of “Build It or Buy It” — celebrity brand ambassador and AI-powered designer avatar
Channel Partner	NEO (New Estate Only) — strategic builder network expansion
Equity Angels	Selected for the 2024 proptech accelerator cohort
SXSW 2025	Featured presenter at the Funded House Investor Lounge
Active Markets	Texas, California, Florida, Bahamas, Honduras
36-Month Projection	\$164M cumulative revenue (\$21M → \$51M → \$92M)

The Lindsey Walker partnership deserves particular note. Nicole didn't pursue a celebrity endorsement for the sake of brand awareness. She identified a partner whose on-screen work — helping homebuyers navigate the choice between building and buying — mirrors exactly what Home Studio AI does at scale. Walker serves not just as a brand ambassador, but as an AI-powered designer avatar integrated directly into the platform experience, guiding buyers through the curation and selection process.



Why This Founder, Why This Company

The home industry is full of software companies built by people who have never set foot on a job site. Home Studio AI is different because Nicole McGuire is different. She carries eighty years of family construction knowledge in her DNA. She has lived the supply chain she is now digitizing. She understands that the hard part of this business isn't making a room look beautiful on a screen — it's making sure the right sofa shows up at the right house on the right day.

That operational instinct is what led Nicole to position Home Studio AI not as another visualization tool, but as design-to-delivery infrastructure for the home industry. It's what gives the company its moat. And it's what gives investors confidence that this founder can execute against a \$3.5 million raise and a \$164 million three-year revenue projection.

“We don't just help customers visualize a home. We help our partners fulfill it.”

Home Studio AI is raising up to \$3,500,000 via convertible promissory notes at a pre-money valuation cap of \$70,000,000. The company is headquartered in Dallas, Texas.

About Nicole McGuire

Nicole McGuire is the Founder and CEO of Home Studio AI (Home Studio Enterprises, LLC), a white-label design-to-delivery platform for the home industry headquartered in Dallas, Texas. Drawing on her family's multi-generational, 80-year construction legacy, Nicole identified the critical infrastructure gap between home design visualization and real-world product fulfillment — and built a company to solve it.

Prior to Home Studio AI, Nicole founded The McGuire Home Collection, developing expertise in design curation, merchandising, and furniture fulfillment. She holds a Bachelor of Science from the University of Illinois at Urbana-Champaign and has completed coursework at Harvard Business School Online.

Nicole was selected for the Equity Angels 2024 proptech accelerator cohort and was a featured presenter at SXSW 2025. She has secured \$14.5 million in Letters of Intent across five markets, a strategic partnership with HGTV personality Lindsey Walker, and a 250+ brand catalog ready for platform integration.

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