

# HOME STUDIO AI

## Investment Summary

Seed Round — \$3,500,000 Convertible Note Offering

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**C O N F I D E N T I A L**

Prepared for Prospective Investors | March 2026

Home Studio Enterprises, LLC | Dallas, Texas

[thehomestudio.ai](https://thehomestudio.ai)

## EXECUTIVE SUMMARY

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. By connecting design, commerce, and fulfillment in one ecosystem, Home Studio AI helps partners create better customer experiences while unlocking new revenue across the home lifecycle.

The Company is raising up to \$3,500,000 via convertible promissory notes at a pre-money valuation cap of \$20,000,000 to fund platform development, partner network buildout, and go-to-market execution across five active markets.

Metric	Detail
<b>LOI Pipeline</b>	\$14.5M across TX, Bahamas, Honduras, CA, FL
<b>Brand Catalog</b>	250+ brands ready for platform integration
<b>HGTV Partnership</b>	Lindsey Walker — “Build It or Buy It”
<b>Channel Partner</b>	NEO (New Estate Only) — builder network
<b>36-Month Revenue</b>	\$164M cumulative (\$21M → \$51M → \$92M)
<b>36-Month EBITDA</b>	\$84M cumulative (51% net margin)
<b>Year 3 Run Rate</b>	\$100M+ annualized revenue

## THE SOLUTION

Home Studio AI bridges the gap between inspiration and installation. The platform provides white-label visualization tools, but its real advantage is supply chain orchestration from design through fulfillment — connecting builders, brokers, designers, stagers, manufacturers, and retailers in one monetizable workflow.

- **Experience Layer:** White-label AI visualization, style profiling, room planning, and furniture curation embedded directly into partner websites.
- **Commerce + Supply Chain Orchestration:** Product mapping from design to real SKUs, manufacturer and retailer integrations, order routing, delivery coordination, and white-glove handoff. This is the moat.
- **Data + Partner Intelligence:** Design preference data, buyer intent signals, conversion analytics, vendor performance, and regional merchandising intelligence.

## REVENUE BY STREAM

Revenue Stream	2026 (Y1)	2027 (Y2)	2028 (Y3)
Builder SaaS Subscriptions	\$29K	\$144K	\$479K
Digital Twin — Homebuilders	\$148K	\$355K	\$600K
Digital Twin — Staff Housing	\$2.0M	\$5.0M	\$8.0M
Furniture Sales (GMV)	\$18.0M	\$41.6M	\$70.0M
Manufacturer Placement	\$250K	\$650K	\$1.3M
Data Licensing & Analytics	\$250K	\$1.5M	\$4.0M
Broker White-Label Packages	\$297K	\$2.1M	\$7.7M
<b>TOTAL REVENUE</b>	<b>\$21.0M</b>	<b>\$51.3M</b>	<b>\$92.1M</b>

## 36-MONTH FINANCIAL PROJECTIONS

	2026 (Y1)	2027 (Y2)	2028 (Y3)	36-Mo Total
Total Revenue	\$21.0M	\$51.3M	\$92.1M	\$164.3M
Total COGS	(\$10.6M)	(\$25.7M)	(\$35.3M)	(\$71.5M)
<b>Gross Profit</b>	<b>\$10.4M</b>	<b>\$25.6M</b>	<b>\$56.8M</b>	<b>\$92.8M</b>
Gross Margin	50%	50%	62%	56%
Total OpEx	(\$1.3M)	(\$2.5M)	(\$4.9M)	(\$8.8M)
<b>EBITDA</b>	<b>\$9.1M</b>	<b>\$23.1M</b>	<b>\$51.9M</b>	<b>\$84.0M</b>
Net Margin	43%	45%	56%	51%

## OFFERING TERMS SUMMARY

Term	Detail
<b>Offering Type</b>	Seed Round via Convertible Promissory Note
<b>Aggregate Offering Amount</b>	Up to \$3,500,000
<b>Minimum Investment</b>	\$50,000 per investor
<b>Pre-Money Valuation Cap</b>	\$20,000,000
<b>Conversion Discount</b>	20% to QEF price

<b>Interest Rate</b>	6% per annum, simple interest
<b>Maturity</b>	36 months from issuance
<b>QEF Threshold</b>	\$1,000,000 in new equity capital
<b>Change of Control</b>	Greater of 2x principal + interest or conversion value
<b>MFN Protection</b>	Yes — adopt more favorable subsequent terms
<b>Pro Rata Rights</b>	\$100K+ investors maintain ownership percentage
<b>Legal Structure</b>	Texas LLC (may convert to C-Corp at QEF)
<b>Governing Law</b>	State of Texas

## PRIOR NOTES DISCLOSURE

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The Company has previously issued convertible promissory notes under a prior offering that has been formally terminated. Existing notes remain outstanding on their original terms, which include valuation caps that differ from (and may be lower than) the Valuation Cap in this Offering. A schedule of all outstanding convertible instruments is available upon request and will be reflected in the Company's capitalization table provided to investors prior to closing.

## IMPORTANT NOTICE

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*Any forward-looking projections contained herein are estimates only, are inherently uncertain, and should not be relied upon as predictions of future performance. Actual results may differ materially from the projections presented. An investment in the Company involves a high degree of risk, including the possible loss of the entire investment.*

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