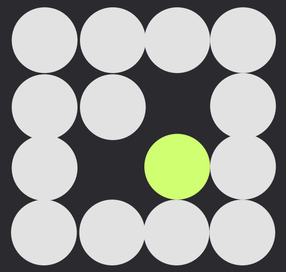
HOME

YOUR HOME, INFINITE POSSIBILITIES.

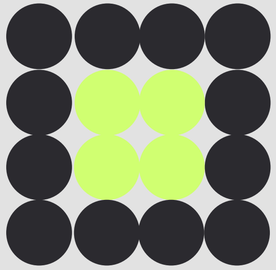
VISION

To build the **world's most intelligent platform for homeownership**—uniting 50 million furniture products, 1 million annual property transactions, and embedded financing into one seamless experience. 8888 HOME is redefining how the world buys, furnishes, and finances homes—at scale, powered by AI.



PROBLEM

Homeownership remains fragmented—buyers must navigate disconnected vendors for property, financing, and furnishings. In every other industry, integrated platforms have won. Real estate and home retail are next. 8888 HOME is bringing the proven all-in-one model to this $10T+ space—unlocking speed, scale, and exponential growth.



SOLUTION

8888 HOME is the first **AI-native platform** to unify the entire homeownership journey—offering every home, every product, and every financing option in one seamless experience.

HOW IT WORKS

REAL ESTATE

Access **all homes for sale** across the United States, aggregated into one intelligent discovery hub—complete with property insights, comparables, and real-time updates.

FURNITURE

A selection of over **50 million items** from across the market, plus exclusive **8888 Signature designs**—with real-time visualization, room planning, and personalized recommendations based on user behavior.

FINANCING

A full marketplace of **mortgage and financing options,** explained and tailored using AI—empowering users to make fast, confident decisions.

By aggregating all available market data, 8888 HOME will fully integrate the value chain—from designing and building homes, to directly importing furniture from Asia, and selling it across the U.S. under our own brand.

WHY WE
WILL WIN

Real estate and home furnishings are two of the largest and most **emotional purchases** consumers make—yet still operate in silos. 8888 HOME unifies both into one seamless, AI-powered experience, capturing value across every step of the homeownership journey.

PRODUCT VISION

8888 HOME is a **multi-platform ecosystem** designed to deliver seamless, immersive experiences—anytime, anywhere. Our platform is fully accessible on **Android, iOS, and web browsers,** ensuring frictionless access across devices.

We enhance digital interaction through **physical Experience Centers** where users can engage directly with our technology—bridging the digital and physical like no one else in the space.

DEPLOYMENT & DISTRIBUTION

Cross-Platform Access
iOS, Android, Web—**accessible from any device.**

Experience Centers
Physical spaces where users explore virtual tours, real estate content, and personalized furniture setups in real-time.

Engaging UX
Real-time 3D visualizations, AI-powered customization, and fully interactive home layouts.

Distribution
Combines direct-to-consumer, partner integrations, and retail showroom activations.

Every product experience is **interactive, AI-personalized, and optimized** for conversion.



OSCAR JOSUE GONZALEZ

FOUNDER & CEO

Oscar brings over 19 years of industry experience spanning furniture retail, real estate, and technology. He built profitable operations across two countries and led the development of 8888 HOME integrated platform from the ground up. With deep expertise in **logistics, commerce, and digital transformation,** Oscar combines visionary leadership with operational execution—making him uniquely equipped to disrupt this fragmented market.

TARGET MARKET

8888 HOME addresses both **B2C and B2B segments** by unifying the entire homeownership journey into one platform.

B2C

We serve end consumers looking to **buy, furnish, and finance** homes—offering convenience, personalization, and speed through digital and physical touchpoints.

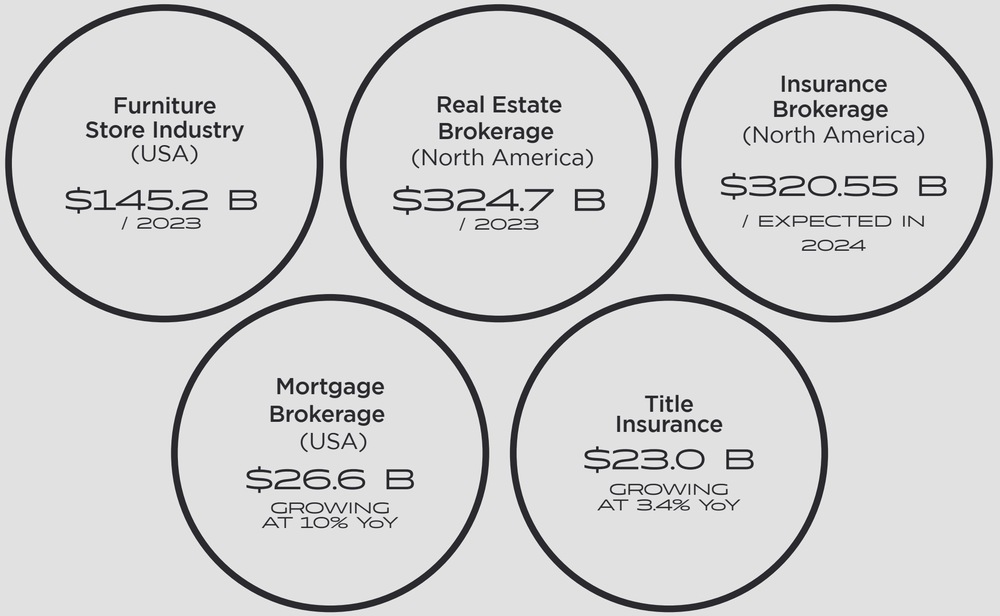
B2B

We partner with **real estate developers, agents, designers, and suppliers**—providing them with tools, visibility, and a tech ecosystem that enhances sales and client experience.

From e-commerce to retail showrooms, from API integrations to white-label tools—8888 HOME meets the market where it lives, shops, and builds.

MARKET SIZE & OPPORTUNITY

8888 HOME operates at the intersection of real estate, furniture, financing, and insurance—four massive, growing industries:





8888 HOME doesn't just compete in one of these sectors—it connects them all into one seamless platform, capturing value from property discovery to furnishing to embedded lending and insurance. This vertical integration positions us to own a larger share of wallet across industries that were previously siloed—and now represent an **$800B+** opportunity with accelerating growth.

REVENUE MODEL

8888 HOME monetizes through **three core channels,** each designed to scale with high margin potential:



01
Furniture Sales Margins

Profitable product sales with blended margins across privatelabel, branded, and white-glove offerings.



02
Real Estate Transactions

Commission and referral fees from property sales and rentals.



03
Financing Solutions

Revenue from embedded lending, payment processing, and buy-now-pay-later integrations.

GO-TO-MARKET & MARKETING STRATEGY

8888 HOME targets **customers in transition**—those who are buying, selling, moving, or furnishing a new space. These life moments are high-intent, highconversion opportunities where we deliver value at every step.

KEY GTM PILLARS

1. Targeting Customers in Transition

- **Homebuyers, renters, movers**—people actively making real estate and lifestyle decisions.
- We empower them with an **all-in-one solution**: property, products, and financing in one click.

2. Exponential Growth & Market Leadership

- By integrating multiple industries and customer touchpoints, 8888 HOME creates network effects that fuel organic growth.
- As we scale across markets, we become the default platform for home transitions.

3. E-commerce + Physical Experience Partnership Model

Our strategy blends digital scale with physical impact.

We partner with:

- **Real estate** agencies to onboard listings and buyers
- **Furniture** brands to expand catalog and inventory
- **Financial** institutions to embed financing tools

This ecosystem unlocks cross-selling, drives engagement, and creates a cohesive, human-centered journey.

COMPETITOR ANALYSIS

8888 HOME operates at the convergence of three major industries—**furniture, financing, and real estate**—where legacy players dominate in silos, but no one offers a unified solution.

FURNITURE

Companies like **Amazon, Wayfair, IKEA, and Ashley** are strong in product selection and logistics, but they operate solely within furniture. 8888 HOME differentiates by embedding furniture into the full homeownership journey—offering personalized recommendations based on real-time real estate data, financing eligibility, and lifestyle needs.

FINANCING

Traditional mortgage providers and fintechs focus only on lending—but lack integration with home discovery or furnishing. 8888 HOME seamlessly embeds financing tools across property and product journeys, enabling bundled financing, instant approvals, and embedded BNPL.

REAL ESTATE

Zillow, Realtor.com, and Redfin focus on listings, but stop at the transaction. 8888 HOME continues beyond the sale—helping users furnish, customize, and finance their homes through one AI-powered platform.

OUR ADVANTAGE

While others specialize in fragments, 8888 HOME **unifies the entire lifecycle**—from browsing to buying to living—into one seamless, tech-driven ecosystem.

COMPETITIVE ADVANTAGE

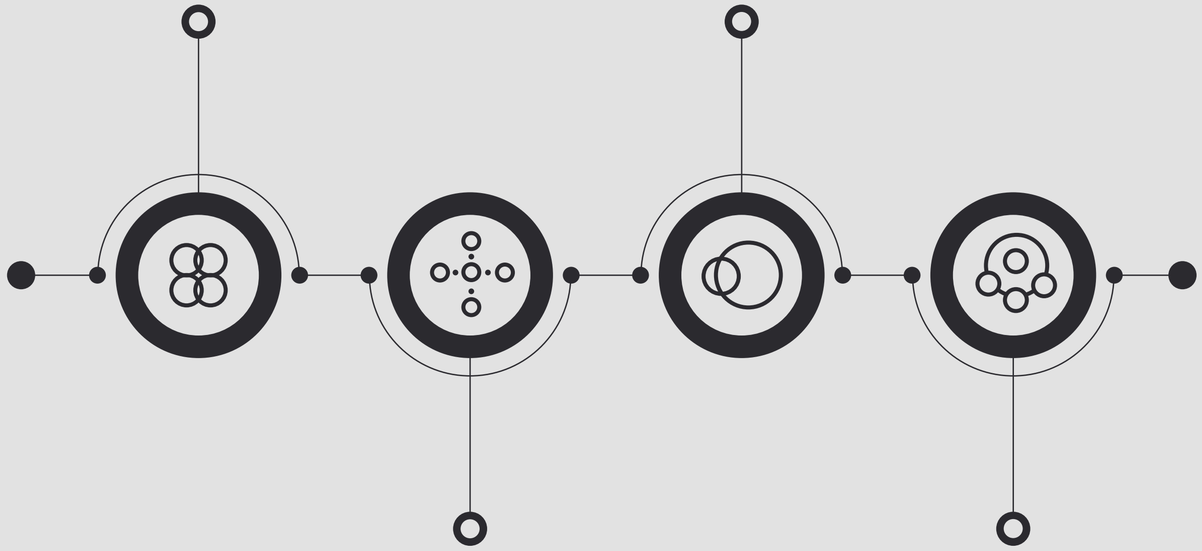
8888 HOME is uniquely positioned to lead the next wave of disruption across **real estate, retail, and finance** by combining four key advantages:

1. Integrated Services Across High-Value Sectors

Unlike siloed competitors, 8888 HOME brings together real estate listings, furniture retail, and financing solutions on a single AI-powered platform— capturing value from search to purchase to delivery.

3. Agility & Geographic Scalability

Our hybrid model (tech + physical presence) allows us to rapidly respond to shifting consumer behavior, launch in new markets, and scale efficiently across the U.S., Mexico, and beyond—where incumbents move slow.



2. Early Customer Acquisition & Cross-Selling Power.

By entering the buyer journey at multiple points—whether someone is browsing homes, shopping for furniture, or seeking financing—we capture high-intent customers early and maximize lifetime value through strategic cross-selling.

4. Tech-Driven Personalization & Operational Efficiency

Our use of AI and data analytics enables personalized recommendations, predictive pricing, and smart logistics—creating better customer experiences and lowering cost-to-serve.

GROWTH

Achieving 5X to 10X Growth: Strategy & Conviction

8888 HOME is uniquely positioned to multiply returns by capturing value across six highly scalable revenue verticals—using technology, data, and integration as growth levers.

REVENUE DRIVERS WE'RE SCALING



E-COMMERCE RETAIL

A customizable, AI-powered shopping experience transforms traditional furniture sales into scalable, high-margin transactions.



REAL ESTATE BROKERAGE FEES

Our low-overhead, tech-first approach to real estate transactions increases margins and unlocks national and cross-border scalability.



MORTGAGE BROKERAGE

We drive loyalty by supporting users through high-value lending decisions—embedding financing directly into the home + furniture journey.



TITLE SEARCH FEES

Using AI to automate title processes reduces cost, increases speed, and allows us to capture part of a previously opaque, highmargin service.



SETTLEMENT FEES

Our “white-glove” delivery and installation services are bundled into settlement—a model that boosts margins while improving experience



INSURANCE BROKERAGE

Through partnerships, we market to insured homeowners and generate recurring revenue from policies tied to property and furnishings.

By aligning these verticals under one platform, 8888 HOME captures multiple streams of revenue from single customer journey—creating exponential compounding returns. This isn’t just a tech upgrade—it’s a structural redefinition of the value chain.

TRACTION

8888 HOME is proving that the future of homeownership is here—and it's working. Our early results validate both demand and scalability across verticals and regions.

KEY METRICS

- **Revenue**
  Over
  $20 MILLION USD
  in sales to date
- **Transactions**
  20,000+ **units**
  sold across furniture and real estate
- **Customers**
  8,784+
  satisfied clients
- **Market Presence**
  Active operations across multiple cities in two countries
  US & MÉXICO
- **Infrastructure**
  Built to scale—supporting rapid expansion into new markets

WHAT IT PROVES

- Strong product-market fit across **B2B and B2C.**
- **Multi-channel** monetization is already delivering.
- Repeat **engagement** from high-value customers.
- **Cross-border scalability** with operations in place.

We're not testing demand —we're scaling it.

GROSS MERCHANDISE VALUE (GMV)

Over the past 15 years, 8888 HOME has consistently grown its Gross Merchandise Value—demonstrating sustained demand, operational strength, and deep-rooted market traction.

Proven Growth Across Borders

$6M+

in cumulative GMV from Mexico and USA.

Year-over-year growth reflects our ability to scale both e-commerce and real estate-driven transactions.

PROPIETARY ELEMENTS OF 8888 HOME

8888 HOME isn't just building a brand—it's building a defensible, future-ready platform backed by protected technology, strategic branding, and advanced manufacturing capabilities.

SOFTWARE PATENTS

- **Safeguard** our core innovations across AI automation, real estate tech, and commerce infrastructure.
- **Ensure** market leadership by preventing replication
- **Create** licensable IP with monetization potential across B2B markets

BRANDING & MARKET POSITIONING

- **Built** to be omnipresent in the homeownership journey—from property to product to payment
- Our brand **drives** trust, repeat engagement, and cross-category loyalty.
- **Licensing** opportunities across retail, real estate, and financial sectors further expand revenue potential.

3D PRINTING & IN-HOUSE PRODUCTION

- **Exclusive** rights to integrate 3D printing for on-demand furniture manufacturing
- **Reduces** production costs, enables fast customization, and supports sustainability
- **Positions** us at the frontier of smart, scalable product creation.

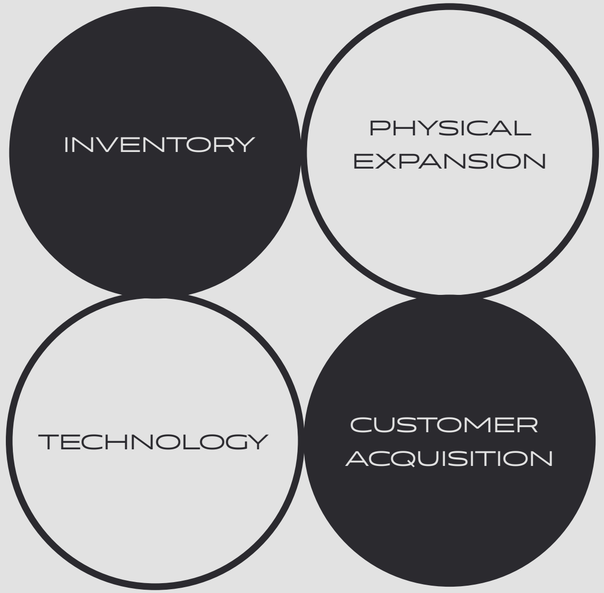
INVESTMENT

We’re seeking

$3 M

to finalize our AI-driven infrastructure, scale SaaS onboarding, an expand into five keys U.S. and LATAM markets.

The funding strategy for 8888 HOME is designed to accelerate scalable growth by investing in core pillars:



With a $17 M pre-money valuation and our $3 M ask, here’s how it breaks down:

INDIVIDUAL INVESTORS

$100 K	•	BUYS $100 K SHARES	•	0.50% OF THE COMPANY
$250 K	•	BUYS $250 K SHARES	•	1.25% OF THE COMPANY
$500 K	•	BUYS $500 K SHARES	•	2.50% OF THE COMPANY
$1 M	•	BUYS $1M SHARES	•	5.00% OF THE COMPANY

CAPITAL ALLOCATION

CATEGORY	AMOUNT	% OF ROUND	WHAT IT DOES
Inventory	$ 1,000,000	33.3 %	**Scale** product availability and **optimize** fulfillment across all markets.
AI Infrastructure & Data Platform	$ 800,000	26.7 %	**Build** out MLOps pipelines, cloud compute, data ingestion, model training & hosting for personalization,demand forecast.
AI-Driven SaaS & Product Development	$ 600,000	20.0 %	**Embed AI modules into our SaaS** onboarding flow, develop APIs & SDKs, enhance UX with smart recommendations, and fortify security and compliance tooling.

CATEGORY	AMOUNT	% OF ROUND	WHAT IT DOES
AI-Powered Marketing & Growth	$ 400,000	33.3 %	**Leverage programmatic** ads, personalization engines, predictive LTV modeling, and chat-AI for leadnurturing to drive cost-efficient customer acquisition and upsells.
AI-Enhanced Digital Expansion	$ 200,000	6.7 %	**Pilot AI-powered pop-up experiences** in target cities, integrate AI recommendations into real-estate partner portals, and fund integration with strategic partners.

This balanced investment mix builds the **physical and digital infrastructure** needed for rapid growth—while fueling customer demand and increasing transaction volume across furniture, real estate, and financing.

MEDIUM TERM GOALS

Over the next 24–36 months, 8888 HOME will expand into high-value metropolitan areas across North America and Latin America—unlocking new revenue streams, strategic partnerships, and consumer adoption at scale.

Target Expansion Markets

We will establish flagship warehouse stores and omnichannel operations in:

- **New York & LA.**
  Global commerce and trendsetting hubs.
- **Miami & Cancun.**
  Entry points to Latin America and high-growth real estate markets.
- **Houston, Monterrey & Guadalajara.**
  Industrial and cultural powerhouses with dense urban populations.
- **Mexico City & Juárez/El Paso Corridor.**
  Cross-border infrastructure already in place.
- **Mazatlán**.
  Rapidly developing tourism-driven market.

GROWTH TARGET

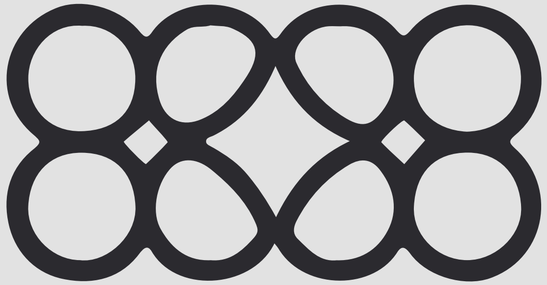
$50M+
In Sales Revenue

10,000+
Strategic Partnership

10,000+
New Customers

1 WAREHOUSE SHOWROOM
Per major city combining physical immersion with e-commerce sale

With physical and digital infrastructure working in tandem, 8888 HOME is set to become the dominant homeownership platform across the Americas



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