

3DC Final Presentation



Maanik Singh, Fiona Mulla, Keith Cheung, Kellia Nguyen, Michael Grekoski, Ryan Chang, Tom Griffith

Three Dimensional Captures (3DC)

3DC's goal is to provide 3D virtual tour services, schematic floor plans, aerial drone services, and branding services to landlords across all property types, initially focusing on the student rental housing market

Allows college students to tour houses on their own time, in their own bed, from anywhere in the world!



<https://www.3dc.ai/>



1901 L Rooftop

EXIT





1901 L Rooftop



Goals Going Into Project

- Understand the current and future state of 3DC as presented
- Matterport Technology
- Revenue model
 - How can we help them develop the best forecasts to use as a guideline for operations?
- Market analysis
 - Understand the industry - real estate, local student housing trends
 - Competitors

Primary Projects

- Financial Model
- Case Study
 - Forms to pay employees
 - Independent contractors vs part-time employees
 - Employee incentives: stock options
 - Tax benefits
 - Best way to find and secure employees

Financial Model



QUOTATION

Three Dimensional Captures LLC.
ThreeDimensionalCaptures@gmail.com
(914) 703 5929



Services:

Yearly Cloud Costs

Basic Subscription.....\$37.50

Travel

Travel Expense.....\$375.00

Costs Per Property

Discounted 3D Scan.....\$225.00

Schematic Floor Plan.....\$50.00

Exterior Photos.....\$15.00

Financial Model

	A	B	C	D	E	F	G	H
1		2022	2023	2024	2025			
2	Assumptions							
3								
4	Revenue							
5								
6	Upfront Scans					Current	Best Case	Worst Case
7	Units	300	326	354	384	8.60%	[8.6, 25, 20, 15, 10]	[5, 8.6, 15, 25, 20]
8	Price	245	265	270	275	5%	10%	2%
9								
10	Subscripition Plan							
11	Units	300	326	354	384	8.60%	[8.6, 25, 20, 15, 10]	[5, 8.6, 15, 25, 20]
12	Price	\$37.50	\$39.38	\$41.34	\$43.41	5%	10%	2%

Financial Model

Income Statement

	Forecasts Based on Given Projections			
Year	2022	2023	2024	2025
Revenue				
Upfront Scans	\$ 73,500.00	\$ 86,390.00	\$ 95,580.00	\$ 105,600.00
Subscription Plan	\$ 11,250.00	\$ 12,836.25	\$ 14,635.69	\$ 16,669.80
Floor Plans	\$ 14,300.00	\$ 15,510.00	\$ 16,830.00	\$ 18,260.00
Aerial Photography	\$ 5,000.00	\$ 5,375.00	\$ 5,875.00	\$ 6,375.00
Basic Photography	\$ 150.00	\$ 157.50	\$ 165.38	\$ 173.64
Total Revenue (without sales tax)	\$ 104,200.00	\$ 120,268.75	\$ 133,086.06	\$ 147,078.44
Total Revenue	\$110,452.00	\$127,484.88	\$141,071.23	\$155,903.15

Financial Model

Income Statement				
	Forecasts Based on Given Projections			
Year	2022	2023	2024	2025
Total Equipment Costs	\$ -	\$ -	\$ -	\$ -
Matterport Subscription Plan	\$ 5,208.00	\$ 7,188.00	\$ 7,188.00	\$ 7,188.00
Travel Expense	\$ -	\$ -	\$ -	\$ -
Trademark and Licensing Expense	\$ 550.00	\$ -	\$ -	\$ -
<i>Insurance Expense</i>				
General Liability Expense	\$ 504.00	\$ 504.00	\$ 504.00	\$ 504.00
Business Owners Policy	\$ 636.00	\$ 636.00	\$ 636.00	\$ 636.00
Professional Liability	\$ 708.00	\$ 708.00	\$ 708.00	\$ 708.00
Workers Compensation	\$ 564.00	\$ 564.00	\$ 564.00	\$ 564.00
Commercial Umbrella	\$ 900.00	\$ 900.00	\$ 900.00	\$ 900.00
Total Insurance Expenses	\$ 3,312.00	\$ 3,312.00	\$ 3,312.00	\$ 3,312.00
Marketing Expense - Website	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00
Wages Expense	\$0.00	\$0.00	\$0.00	\$0.00
Total Operating Expenses	\$ 10,570.00	\$ 12,000.00	\$ 12,000.00	\$ 12,000.00
EBIT	\$88,707.00	\$114,349.00	\$114,759.82	\$127,716.65
Tax Expense (assume 24.07%)	\$ 21,351.77	\$ 27,523.80	\$ 27,622.69	\$ 30,741.40
Net Income	\$67,355.23	\$86,825.20	\$87,137.13	\$96,975.25

Case Study: Forms to Pay Employees

- Compliance forms
 - W-2, W-4, etc

- Employment Policy forms
 - Offer letters/contracts
 - non-disclosure

22222		a Employee's social security number		OMB No. 1545-0008	
b Employer identification number (EIN)			1 Wages, tips, other compensation	2 Federal income tax withheld	
c Employer's name, address, and ZIP code			3 Social security wages	4 Social security tax withheld	
			5 Medicare wages and tips	6 Medicare tax withheld	
			7 Social security tips	8 Allocated tips	
d Control number			9	10 Dependent care benefits	
e Employee's first name and initial		Last name	Suff.	11 Nonqualified plans	
f Employee's address and ZIP code		13 Statutory employee		Retirement plan	Third-party sick pay
		12a		12b	
		12c		12d	
15 State Employer's state ID number		16 State wages, tips, etc.	17 State income tax	18 Local wages, tips, etc.	19 Local income tax
20 Locality name					

Form **W-2** Wage and Tax Statement **2021** Department of the Treasury—Internal Revenue Service
 Copy 1—For State, City, or Local Tax Department

Case Study: Independent Contractors vs Part-time Employees

- Independent Contractor:
 - Reduced office and supplies cost
 - Staffing flexibility, easy to hire for specific projects
 - Less control over your workers compared to part time employees

- Part-time Employees:
 - Control
 - Seasonal support

- Conclusion: Hire part-time employees

Case Study: Employee Incentives: Stock Options

- Advantages:
 - Incentive to stay at the company
 - Growth over time
 - Tax benefits for employees
 - Reduced amount of tax they have to pay until the stock is sold
- Disadvantages:
 - Should only be applied if the company is predicting a large growth in the future
 - So they can promise a high return
 - Recessions and stock market
- Conclusion: offer stock options to longer-term employees

Case Study: Tax Benefits

- Tax deductible small purchases
 - Small business can expense assets that cost less than \$2,500
- Work Opportunity Tax Credit (WOTC)
 - Tax credits to promote hiring individuals from target groups who have faced barriers to employment.
- Disabled Access Credit

Case Study: Best Way To Find And Secure Employees

- Human resource interns recruiting real estate interns
 - Recruiting at their schools
 - Keep real estate interns accountable
 - Quality checks

- Leverage clubs and Greek life in other schools
 - Targeted opportunities

Goals Accomplished Throughout the Project

- Learn about the Matterport technology and prop-techs in general
- Learn how to develop a financial model
- Competitor/market research

Key Takeaways From Team

3DC is a growing small business in the 3D tours and aerial services industries

- Financial Model
- Implementation of HR and employment strategies
 - HR software
 - Part-time vs. Contractor
- Employee Incentives
- Tax Benefits
- Understand the value of prop-techs

Feedback for the Analyst Program

- Provide more sessions on consulting in general
- Give more insight to certain things the company wants
 - Financial models, etc
- Choose companies who need more work from the consultants
- General hour long meeting once every two weeks instead of a short meeting every week
- Check-in with both the consultants and their respective companies in the middle of the program to ensure things are running smoothly

Questions?

Thank you!