

## Project Proposal for the BRICS Women's Startups Contest 2024

**Project Title:** Quanto Custa Reformar: Revolutionizing Home Renovations in the BRICS and Beyond

**Category:** BRICS Friends: On the Way to Sustainable Development

---

### Project Overview:

**Quanto Custa Reformar** is an innovative platform designed to simplify and optimize home renovation processes. By providing accurate cost estimates, detailed budgets, and ready-made design projects, our platform addresses the unpredictability and inefficiencies commonly associated with home renovations. We aim to empower homeowners, professionals, and companies in the renovation sector by offering reliable information and tools for better financial planning and project management.



# The Problem

## Home Renovations in the BRICS are Expensive and Overwhelming

- People tend to complain the most about the high cost of home renovation projects
- Lack of transparency in pricing and the complexity of the renovation process are also cited as sources of frustration for many homeowners and professionals.
- People feel overwhelmed by the number of decisions that need to be made during a home renovation project, such as choosing materials, colors, and finishes.
- The need for better information, transparency, and quality standards in the BRICS home renovation industry.



# The Solution

Quanto Custa Reformato

Orçamento Detalhado

Reforma Cozinha

19.04.2023

Total de materiais de construção: R\$ 6.281,30  
Total de mão de obra: R\$ 1.312,57  
Total: R\$ 7.593,88

Quantidade	Material	Valor Material	Mão de Obra	Total	Unid.
<b>REVESTIMENTO CERÂMICO DE PISOS INTERIORS</b>					
0,80	R\$ 8,97	R\$ 7,18	R\$ 16,32	R\$ 24,50	-
0,80	R\$ 30,42	R\$ 24,34	R\$ 19,42	R\$ 74,21	-
<b>REVESTIMENTO DE PISO</b>					
4,70	R\$ 8,97	R\$ 42,13	R\$ 38,86	R\$ 80,99	-
4,15	R\$ 15,37	R\$ 63,83	R\$ 45,57	R\$ 119,40	-
4,15	R\$ 25,45	R\$ 113,34	R\$ 41,30	R\$ 154,69	-
4,15	R\$ 12,72	R\$ 49,70	R\$ 75,42	R\$ 125,12	-
<b>PORRO E TETO</b>					
4,70	R\$ 23,82	R\$ 111,86	R\$ 21,36	R\$ 154,99	-
<b>PLAFONETAS</b>					
1,00	R\$ 21,00	R\$ 21,00	R\$ 21,00	R\$ 63,00	-
1,00	R\$ 21,00	R\$ 21,00	R\$ 21,00	R\$ 63,00	-

## Simplifying Home Renovations

We provide users with easy-to-understand information about the cost involved in home renovations and explain complicated technical information in a user-friendly way.

## Innovation and Commercialization

**Innovative Solution:** Quanto Custa Reformato introduces a novel approach to home renovations by integrating automation, detailed budgeting, and ready-made design projects in a user-friendly digital platform.

**Commercialization Potential:** The platform is designed for scalability, initially targeting the Brazilian market with plans to expand to other BRICS nations, addressing a significant global market need.

# Market Potential:

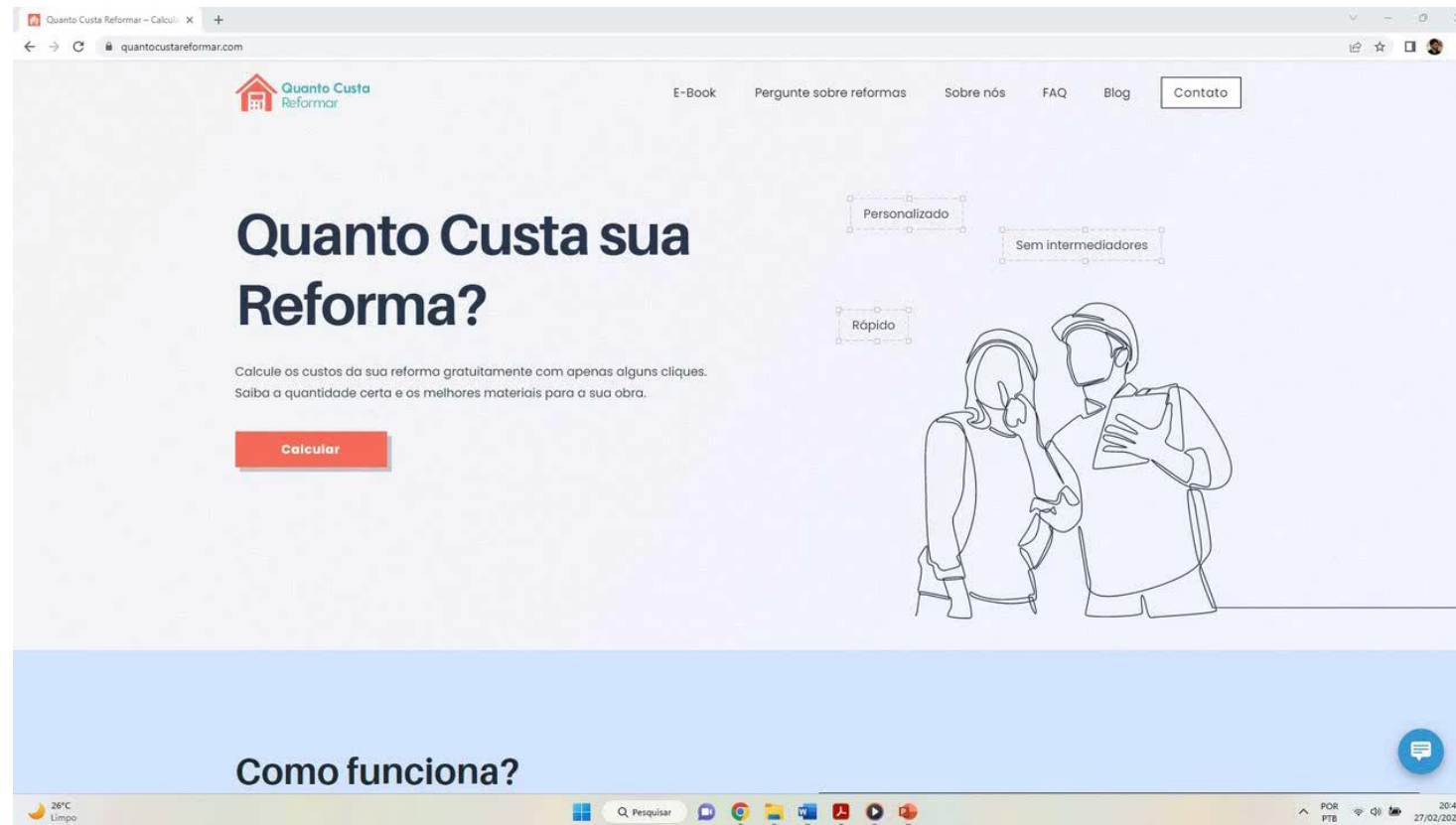
## **Growing Home Renovation Market:**

- The global home renovation market is expanding, driven by increasing disposable incomes, urbanization, and a growing focus on home improvement.
- In the BRICS countries, the middle class is growing rapidly, and with it, the demand for home renovations is increasing, creating a substantial market opportunity.

## **Digital Transformation:**

- As more people turn to online solutions for their needs, digital platforms like Quanto Custa Reformar are well-positioned to capture a significant share of the market.
- The convenience and transparency provided by our platform appeal to a broad audience, including tech-savvy millennials and busy professionals.

**Demo Version of the Project:** The platform is live and functioning, accessible at <https://quantocustareformar.com>  
Users can already make free renovation cost estimates and purchase detailed budgets.



# Social Value and Inclusivity of Quanto Custa Reformar in the BRICS

## **Improving Living Standards:**

- By providing affordable and accurate renovation estimates, we enable more homeowners to improve their living conditions. This is particularly impactful in developing regions where budget constraints often prevent necessary home improvements.
- Enhanced living spaces contribute to the overall well-being of individuals and families, creating healthier and more comfortable environments.

## **Job Creation and Economic Growth:**

The increased demand for renovation services facilitated by our platform leads to job creation in the construction sector, including positions for skilled laborers, contractors, and material suppliers.

By streamlining the connection between homeowners and local contractors, we support local economies and stimulate economic growth.

# Social Value and Inclusivity of Quanto Custa Reformar in the BRICS

## **Inclusivity:**

### **Accessible and User-Friendly Platform:**

- Our platform is designed to be user-friendly, ensuring that individuals from diverse backgrounds, including those with limited technical knowledge, can easily navigate and utilize our services.
- Providing multilingual support ensures that users in different BRICS countries can access our platform in their native languages, enhancing accessibility and inclusivity.

## **Affordability:**

- By offering free cost estimates and affordable detailed budget plans, we make renovation planning accessible to a broader range of income groups, including low- and middle-income households.
- Our emphasis on cost-effective solutions ensures that high-quality renovations are not exclusive to wealthier individuals but are available to a wider demographic.

# Implementation in the BRICS Context:

## **Brazil:**

- Addressing the housing needs of favelas and low-income neighborhoods through affordable renovation solutions and community-driven projects.
- Partnering with local NGOs and government programs to support housing improvements and sustainability initiatives.

## **Russia:**

- Providing renovation solutions that cater to the unique architectural and climatic needs of Russian homes, especially in rural and underserved areas.
- Supporting local craftspeople and contractors through our platform, promoting economic inclusivity.

## **India:**

- Focusing on urban slums and rural housing, where renovation needs are critical but often unmet due to financial constraints.
- Collaborating with microfinance institutions to provide financial support for renovations, ensuring that even the poorest households can benefit.

## **China:**

- Promoting sustainable and eco-friendly renovation practices in rapidly urbanizing areas, aligning with China's environmental goals.
- Enhancing accessibility for rural populations through localized content and support.

## **South Africa:**

- Addressing the renovation needs of informal settlements and low-income housing, providing affordable and effective solutions.

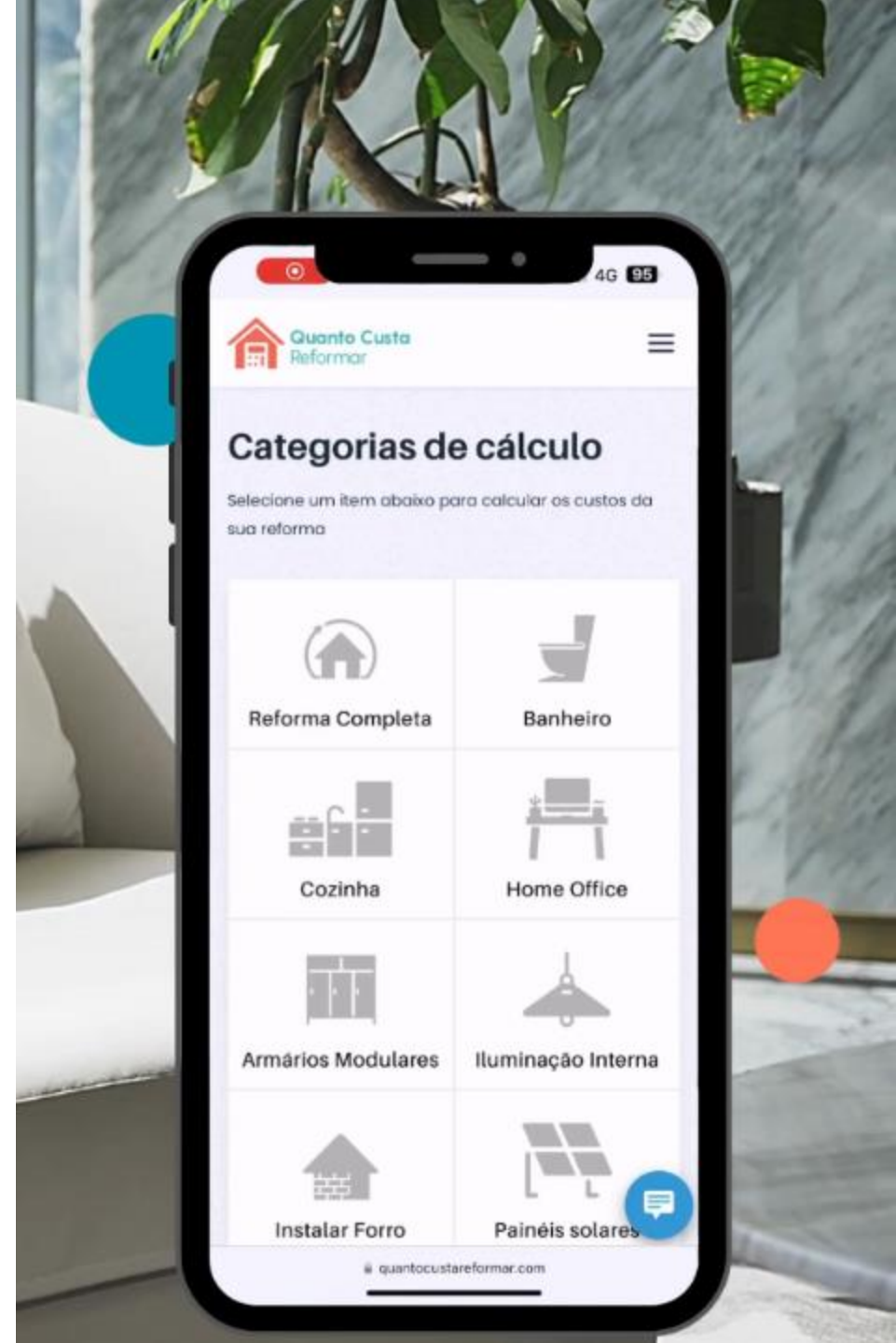
## Capitalization Potential in the International Market:

**Quanto Custa Reformar** has a robust capitalization potential in the international market, particularly within BRICS nations, where there is a growing demand for home renovation services and solutions. Here's a detailed analysis of our platform's potential for capitalization and growth:

### Market Size and Demand:

#### BRICS Countries:

- **Brazil:** The Brazilian home renovation market is expanding, driven by urbanization and a growing middle class. The demand for accurate and cost-effective renovation solutions is high.
- **Russia:** With increasing home ownership and a rising trend of DIY renovations, there is a significant market for tools that simplify and demystify the renovation process.
- **India:** Rapid urbanization and rising disposable incomes make India a prime market for home renovation services. The need for budget-friendly and efficient solutions is paramount.
- **China:** As the largest construction market globally, China has a massive demand for renovation and remodeling services. Our platform can cater to both urban and rural areas with customized solutions.
- **South Africa:** With a focus on affordable housing and renovation, our platform can tap into a market that seeks both cost-effective and sustainable renovation options.



## Capitalization Potential in the International Market:

### **Revenue Model:**

*Free Cost Estimates:* Attracts a large user base by providing valuable insights at no initial cost, creating a strong foundation for upselling premium services.

*Subscription Fees:* We offer premium subscription plans for homeowners and professionals, providing additional features such as detailed budget planning, editable budgets, access to exclusive content, and priority customer support.

*Partnerships with Suppliers and Contractors:* Establishing partnerships with local suppliers and contractors can provide a commission-based revenue stream and exclusive deals for our users.

*Advertising and Sponsorship:* Monetizing through targeted advertisements and sponsorships from relevant brands and service providers within the construction and home improvement sectors.

### **Return on Investment (ROI):**

#### **Short-Term ROI:**

- In the initial years, we anticipate a moderate return as we focus on building the user base and brand recognition.
- Strategic marketing and partnerships will drive early growth and revenue generation.

#### **Long-Term ROI:**

- Over the long term, we expect significant returns as the platform becomes a go-to resource for home renovations in the BRICS countries and beyond.
- The combination of steady revenue streams, scalable operations, and a growing market ensures high long-term profitability.

# Capitalization Potential in the International Market:

## **Competitive Advantage:**

*Data-Driven Insights:* Our platform leverages a vast database of material and labor costs to provide accurate and reliable cost estimates, giving us a competitive edge.

*User-Centric Design:* Focus on ease of use and accessibility ensures that our platform is attractive to a broad audience, from individual homeowners to professional contractors.

*Sustainable Practices:* Emphasizing eco-friendly options and sustainable materials aligns with global trends towards green building practices, making our platform appealing to environmentally conscious consumers.

## **Social and Economic Impact:**

**Job Creation:** By streamlining the renovation process and connecting homeowners with local contractors, we contribute to job creation in the construction sector.

**Financial Inclusivity:** Our platform democratizes access to cost-effective renovation solutions, allowing more people to improve their living conditions without financial strain.

**Sustainable Development:** Promoting the use of sustainable materials and practices supports the global agenda for sustainable development, particularly in rapidly urbanizing regions.

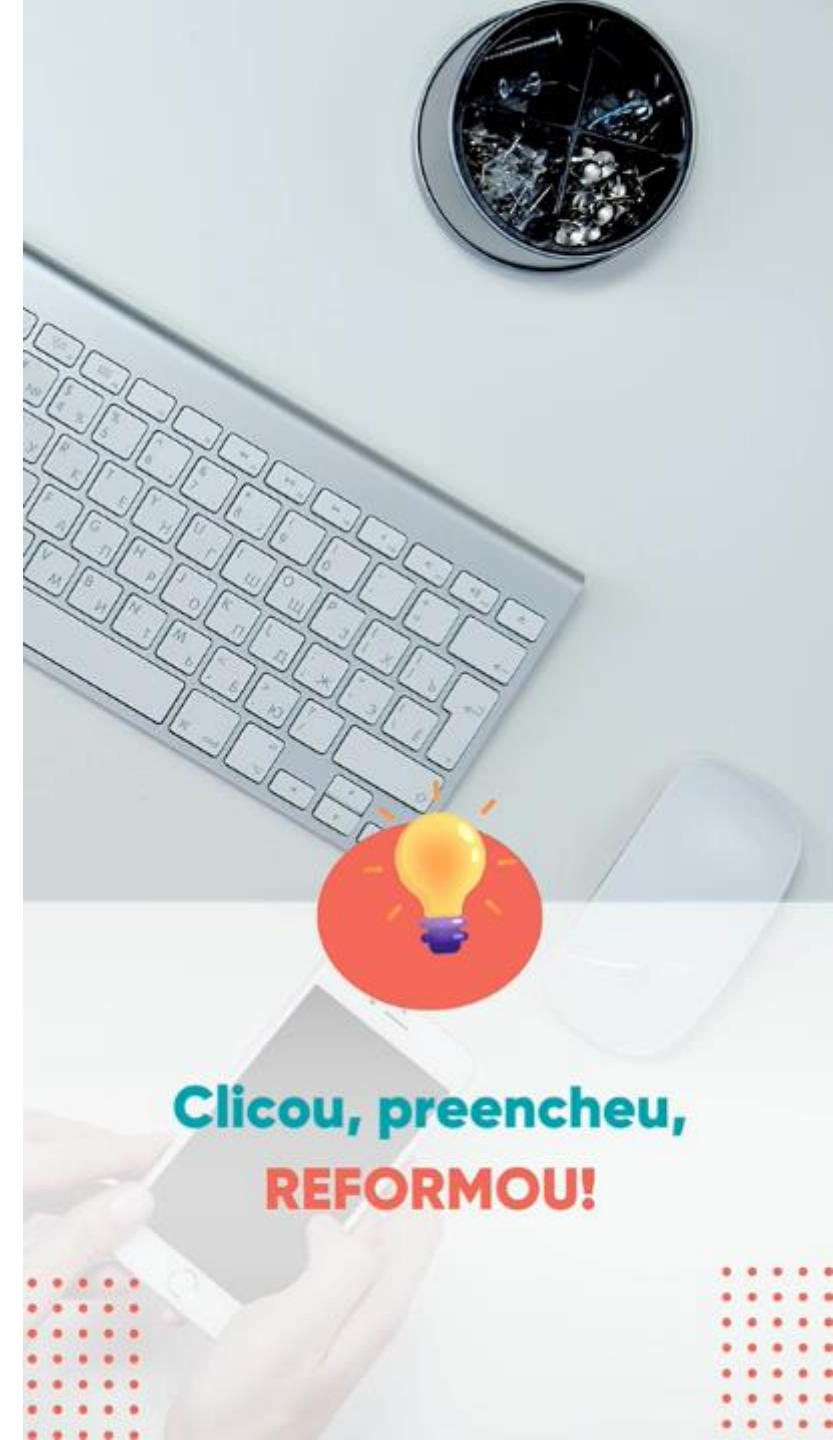
# The Business Model

## A Profitable and Scalable Business Model

**Attracting Investors:** The scalability and innovative nature of Quanto Custa Reformar make it an attractive opportunity for investors looking to support tech-driven solutions in the home improvement sector.

**Expansion Plans:** With a proven model in Brazil, we plan to raise funds to support our expansion into other BRICS countries, adapting our platform to local markets and leveraging regional growth opportunities.

In summary, Quanto Custa Reformar has a significant capitalization potential in the international market due to its innovative approach, scalability, and the growing demand for efficient and cost-effective renovation solutions. Our platform is well-positioned to expand and succeed across BRICS nations, delivering substantial social and economic benefits while generating sustainable revenue growth.



# Growth to date

## Making Waves in the Home Renovation Business

- Quanto Custa Reformar has more than 250k users and has been featured in more than 30 articles in relevant press/media outlets, generating brand awareness and exposure.
- The startup has participated in four startup programs, DF Inovador, Inovativa, Centelha Program and Catalisa ICT without giving up equity, gaining valuable support and guidance.
- Our website is experiencing monthly visitor growth, demonstrating increasing interest in our platform and services.
- Positive feedback from customers using our home renovation calculators indicates that we are helping them achieve their goals and make informed decisions about their renovations.

## Na mídia:



**Casal lança calculadora de reformas e estima crescimento de 280% em 2023**

[Leia o artigo completo ↗](#)



**O que os CEOs das empresas esperam para o mercado em 2023?**

[Leia o artigo completo ↗](#)



**5 dicas para economizar na reforma da casa**

[Leia o artigo completo ↗](#)



**Quanto Custa Reformar abocanha aporte de mais de R\$100 mil**

[Leia o artigo completo ↗](#)

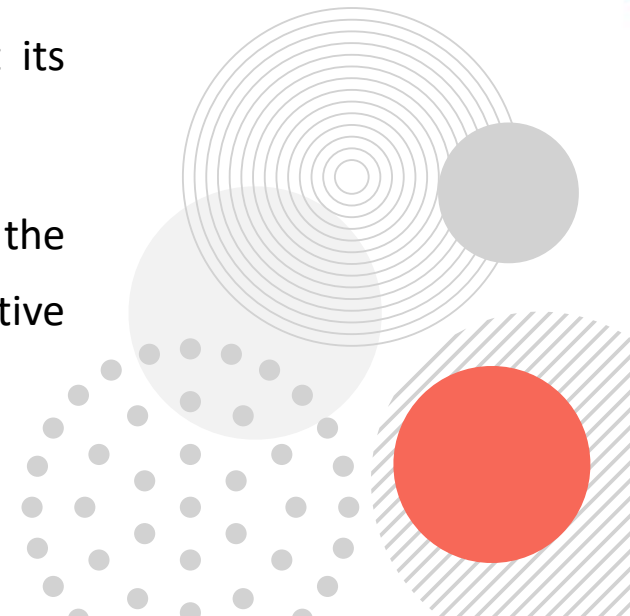
# Creativity/innovation

Quanto Custa Reformar is a startup that offers a revolutionary approach to the home renovation market, providing users with a comprehensive and accurate estimate of the cost of their renovation project.

**What sets Quanto Custa Reformar apart is its innovative use of technology,** which enables users to input the details of their renovation project and receive an instant estimate of the cost, based on data from thousands of real-world renovation projects.

The startup has also registered property rights for its brand and software, ensuring that its technology remains proprietary and protected.

By leveraging the power of data and technology, Quanto Custa Reformar is transforming the home renovation industry, providing users with a more transparent, efficient, and cost-effective way to plan their renovation projects.



# The Roadmap



# Meet the team

A Team of Experts in Construction, Technology, and Business

- ✓ Our team has extensive experience in construction, technology, and business.
- ✓ We are passionate about helping homeowners achieve their renovation goals.
- ✓ We are committed to building a platform that delivers the best possible experience for our users.



## **Nara Bittencourt | co-founder and CEO**

Internationalist with a postgraduate degree in Marketing and has a strong background in promoting international trade and market access. Has expertise in international marketing, online marketing, business planning, analytics, and government relations.

## **Fernando Henrique Neves | co-founder**

Architect and urban planner with a postgraduate degree in Project Management, a Master's degree in Civil Construction, and is currently a PhD student in Architecture and Urbanism. Has extensive experience in building design, maintenance, renovations, and construction execution.

# Join Us in Building the Future of Home Renovations in the BRICS

Quanto Custa Reformar stands at the intersection of technology, sustainability, and social impact. Our platform not only simplifies the renovation process but also promotes economic inclusivity and sustainable development. We are excited to participate in the BRICS Women's Startups Contest 2024 and look forward to the opportunity to scale our innovative solution across BRICS countries, fostering a more connected and empowered community of women entrepreneurs.

## Get in Touch

Contact us to learn more about our platform and investment opportunities:  
[contato@quantocustareformar.com](mailto:contato@quantocustareformar.com)

Visit our website to sign up for our platform and start your renovation journey today: [quantocustareformar.com](https://quantocustareformar.com)

