

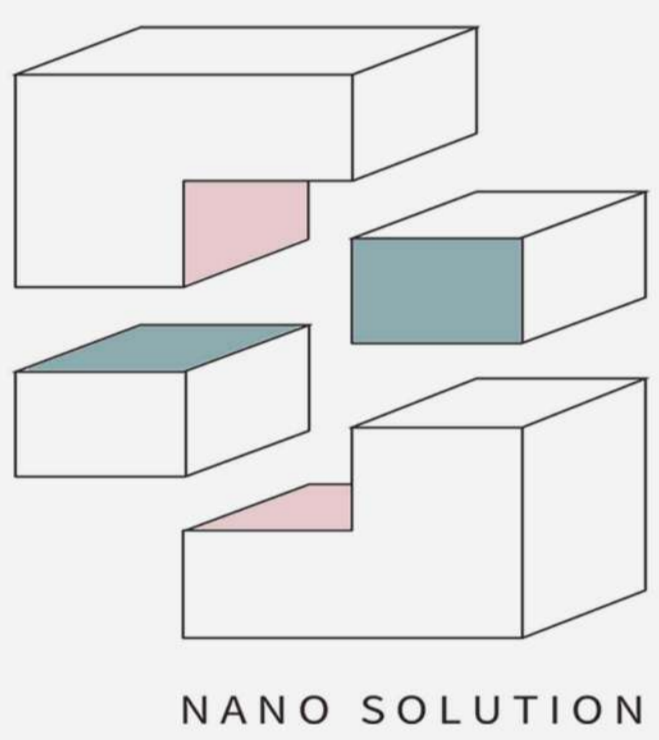
NANO SOLUTION

### Product Service Platform

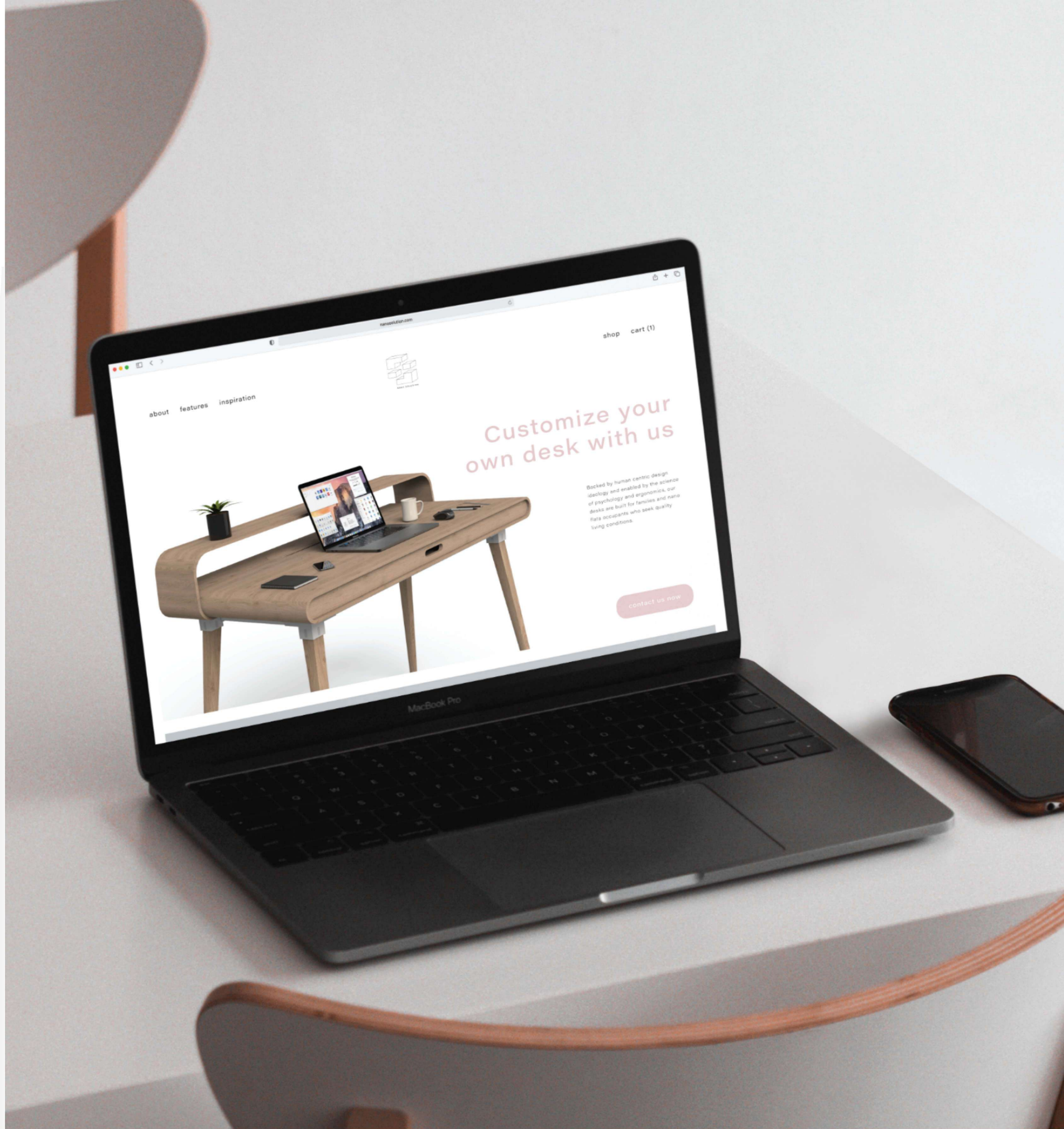
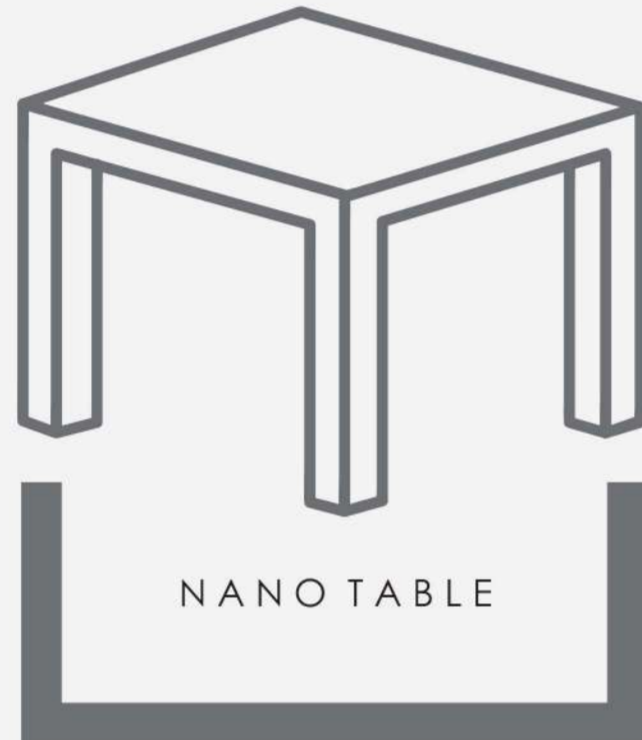
A holistic furniture brand built for mid-income families and nano flats occupants who seek quality living conditions, the product service platform aims to satisfy people with different needs and desires. Nano Solution is the go-to platform for buying, reselling and customising smart interior furniture, backed by human-centric design ideology and enabled by the science of psychology and ergonomics.

It will be the one-stop furniture brand that offers household products with a high level of personalisation, offering customers the freedom to reconfigure their homes.

Sub Logo



Product Logo



### Customer Value

The new value offered is the abundance of choice. Nano Solution offers a library of furniture sets and limitless configurations for customers to choose from. Components with different functions can be combined to satisfy specific needs with highly customisable parts enabled by modular product designs. These components are designed to be reusable, while the brand's service include reclaiming and reselling of used parts.

### Buy & Return System

- 01** Mix & match or customise different style, size and functionality.
- 02** Choose from a material library of different price point and quality.
- 03** Purchase on online store or in app with real time availability.
- 04** Assemble furniture with tool-free modular design.
- 05** Move and rearrange furniture due to shift in need.
- 06** Return used part for shop assessment.
- 07** Receive discount or partial refund voucher for returned parts.
- 08** Shop for new parts or sets to refit.

### Scenarios

**Quality Seeking Family**  
Functional products with entertainment and space improvement.



**Low Budget Family**  
Multi-functional furniture that works for the whole family.



**Fast Changers Family**  
Flexible configuration, easy to assemble and interchangeable parts.



Various design features are demonstrated through persona and scenario settings, with real-life nano flat in Hong Kong. There are three main user groups: low budget family, quality seeking family, and fast changers. The scenarios represent different user considerations and provide the proposed solution for the users.

Our core ideologies are Functionality, Lifestyle and Flexibility. The combination of these three elements helps us to create a practical and attractive composition for the market. We are offering aesthetics and style with functional and affordable goods. The future product line will continue to utilise these ideologies that extend to a whole-house experience.