



# Casita Sequoia

AI-native modular housing for climate, defense, and the art of living

## Seed Funding Pitch Deck

# Vision



- A platform for beautiful modular housing generated and refined by AI.
- Homes that feel safe and restorative, delivered with factory speed.
- Licensing network of builders for rapid, global deployment.





# Problem

- Housing is either fast or beautiful; the world needs both.
- Climate events and displacement outpace conventional construction.
- Buyers want trust and taste without bespoke architect timelines.

# Solution



- Viral, data-validated designs → orderable kits → licensed manufacturing.
- Inventory-light IP model with high margins and faster scale.
- A design language attuned to neuroarchitecture and wellbeing.

# Casita Sequoia Concept #1





## Casita Sequoia Concept #2





## Casita Sequoia Concept #3





# Casita Sequoia Concept #4





# Casita Sequoia Concept #5





# Casita Sequoia Concept #6





# Casita Sequoia Travel Trailer Concept





# Casita Sequoia Dome Concept





# Business Model

- Design IP: kits and licenses to individuals, institutions, and partners.
- Enterprise: pilots with defense, emergency response, and hospitality.
- Media + commerce: content, digital plans, and affiliate channels.



# Traction

- 1M+ organic impressions across Pinterest, TikTok, and YouTube.
- Printables MVP: 40+ plan downloads within 24 hours.
- \$43K revenue from consulting and product sales; founder-bootstrapped.
- Growing pipeline of manufacturing and deployment partners.



# Roadmap (12–18 months)

- Sign 3 licensed builders across NA + EU; launch first paid pilots.
- Direct ordering with financing; first 50 units shipped.
- Expand SKUs (ADUs, domes, trailers) with standardized components.



# The Ask

- Seed round: \$1.5M for 18 months runway.
- Use of funds: productization, engineering, licenses/pilots, IP, working capital.
- Milestones: licensed partners signed, pilots executed, revenue ramp.

# Team



- Luisa Schumacher — Founder & CEO. Former Ford innovation leader.
- Led multi-million dollar portfolios; systems design across sectors.
- Advisors and partners in advanced manufacturing and 3DCP.

# Contact



- Luisa Schumacher • [river.luisaschumacher@gmail.com](mailto:river.luisaschumacher@gmail.com) • 313.706.4841
- Casita Sequoia • [casitasequoia.com](http://casitasequoia.com)