

Comparison: Innodraw <==> Matterport

[Innodraw](#) web site <==> [Matterport](#) web site

Innodraw video: <https://youtu.be/oF1K8in3Eb0>

Matterport video: <https://www.youtube.com/watch?v=B4o8PvcqHC4>

Both Matterport and Innodraw offer 3D scanning and measurement services, but cater to different needs and budgets:

Technology:

- Matterport: Uses its own high-end 3D cameras and advanced AI processing (Cortex) to create virtual tours
- Innodraw: Employs in-expensive laser-based devices and friendly software to create whole space, high accuracy, detailed, 2D and 3D drawings.

Target Audience:

- Matterport: Geared towards professionals in real estate, architecture, construction, and facilities management, offering premium features and scalability. Its main product is virtual tours
- Innodraw: Caters to both professional DIY contractors and Home Improvement Designers, providing affordable and accessible measurement and automatic 2D and 3D drawing solutions, targeting DIY, Home Improvement, House Renovation/Remodeling, Interior Designers, Architects and stone countertops fabricators.

Cost:

- Matterport: Requires purchasing or renting their 3D cameras and subscribing to their software platform, making it a pricier option.
- Innodraw: Offers more budget-friendly pricing with low cost laser devices.

Overall:

- Choose Matterport: If you need **virtual tours**, and advanced features for professional projects.
- Choose Innodraw: If you prioritize affordability, ease of use, and **detailed and high accuracy 2D/3D drawings**, at one of the **TOP CAD** such as AutoCAD, 2D-20, ProKitchen, SketchUp, Revit and more.

Conclusion and summary:

Matterport main products are virtual tours, for real estate promotion.

Innodraw main products are accurate, detailed, 2D and 3D drawings, which are used by interior designers and architects, in their CAD design programs, to plan and design renovation and remodeling projects.

For Home Improvement, DIY, renovation and remodeling:

1. Matterport cameras are expensive and in most cases – not affordable for Innodraw's target audience.
2. Matterport cameras are not producing a real CAD drawing, while Innodraw system creates complete, highly detailed, highly accurate 2D and 3D drawings **right at the job site** ! No need for any extra work in the office !
3. As a result, with the Innodraw system, the designer at the office can start his planning and design - 2 seconds after the measure person has finished his laser scanning at the job site.
4. Innodraw drawings are 99% accurate and are more suitable for interior designers and architects. Innodraw software, together with the laser devices, can easily digitize any area in the house, including small and narrow closets, bathroom, hallways, etc.
5. In case of existing furniture, the Innodraw system can overcome this difficulty and creates a complete 2D and 3D drawings, showing the exact dimensions and locations of BOTH the "hidden" walls and the existing furniture.
6. Innodraw system, through its cloud-based server, automatically converts each drawing to any of the world's TOP CAD programs.

Business Models:

Both Innodraw and Matterport are using independent service providers to do the site scanning:

In Matterport: MSP - Matterport Service Partners

In Innodraw: ISP - Innodraw Service Partners

Innodraw is already working with ISPs in the US, Sweden, Israel, Brazil and India. We are now advertising in different platforms, including social media, to find more ISPs, with a target of 100 ISPs by the end of January, 2025.

Following up after Matterport's sales activities:

Since both Matterport and Innodraw are working in similar environments, we are actively following up on Matterport activities to learn about Matterport sales activities, business models and traction.

Recently, we have **hired ex-Matterport**, top business development person, to consult us regarding the campaign for obtaining more ISPs, globally. Together with our new consultant, we are aiming at Matterport Service Partners (MSPs), in attempt to obtain new ISPs from the large global network of Matterport MSPs.

Matterport Virtual Tour



Innodraw 2D and 3D drawings

