Business Overview

Paint Forge is a mobile application designed to assist miniature paint hobbyists to organize and manage their paint collections. The app provides the ability to catalogue and wish list paints to allow for informed purchasing decisions and enhancing the overall painting experience.

# Purpose:

Paint Forge aims to adress the challenges faced by painters by allowing the organization and managing of their paint collections. By creating a centralized platform for cataloging paints and creating wish lists, the app streamlines the paint management process and empowers users to make informed decisions about their painting projects.

# Target Audience:

The target audience consists of mainly miniature paint hobbyists, including tabletop gamers, model builders, and hobbyist painters. These individuals are passionate about painting miniatures and are seeking tools and resources to enhance their painting experience and optimize their paint collections.

# Unique Value Proposition:

Paint Forge offers several unique features and benefits that set it apart from existing solutions in the market:

* The app simplifies the process of cataloguing paints, instead of having to go through massive lists by swiping, instead you can just see a drop down of all the available paints
* Overall the app will aim to be simple to use and user friendly, many others do not have this functionality and can be very confusing to a new user
* Instead of text, the app aims to use pictures and icons so that users can easily find what they are looking for.
* A simple system for adding paints and removing them along with easy to reach categories of wish listing and the catalogue.

# Monetization Strategy:

Paint Forge employs a freemium model with ad integration as the primary revenue stream. The app is available for free to users with only a few ads per session.