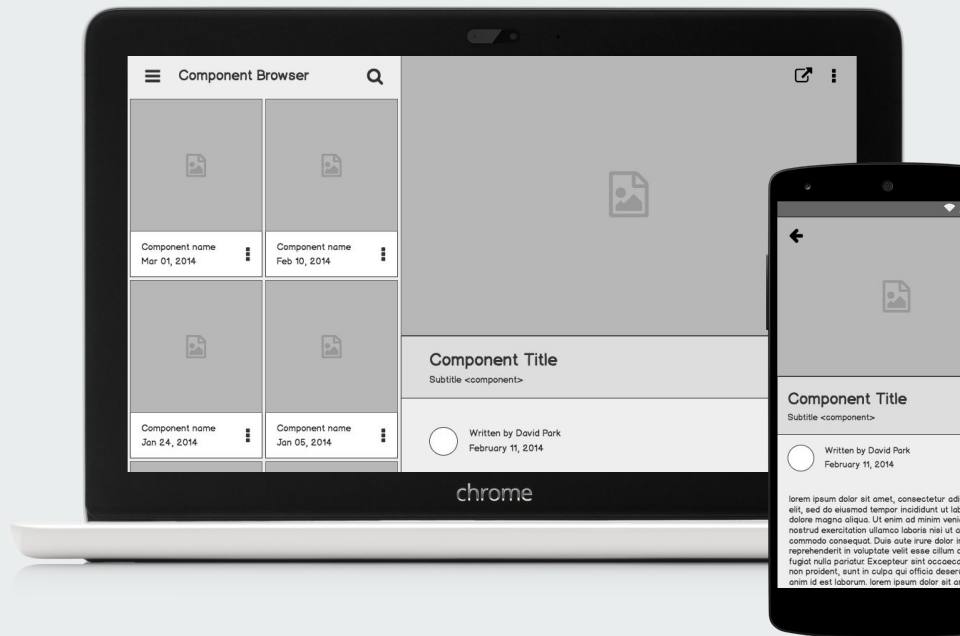




Replimake

A collaborative development platform
built for the fourth industrial revolution



Outline

[The Fourth Industrial Revolution](#)

[The Problems](#)

[Solution Proposal](#)

[Go To Market Strategy](#)

[Wireframes](#)

[Next Steps](#)

[Our Team](#)

The 4th Industrial Revolution



What is the 4th Industrial Revolution?

First	Second	Third	Fourth
Transition from hand manufacturing to machine manufacturing	Technological Revolution: The free exchange of people, ideas, and electricity due to railroads and the telegraph	Digital Revolution: The rise in computers and the interconnectivity between them	Manufacturing Revolution: Automation, Decentralized computing, and Home manufacturing



Digitization of manufacturing

The 4th industrial revolution will see a complete digitization of the manufacturing process

Developers and Manufactures can work together on opposite ends of the Earth to design and manufacture products.



Decentralization of production and development

**The 4th industrial revolution will
rely on the decentralization of
manufacturing**

Decentralized collaboration in the development stage and the manufacturing stage will lead to more efficiency. Product teams will be able to work together to find the most cost effective means of production and development anywhere in the world.



What does this mean?

- Manufacturing and products are getting smarter
- Automation is making products cheaper on a large and small scale
- Development of electronics is becoming more accessible
- Manufacturing is becoming decentralized



Byproducts of a Manufacturing Revolution

- Engineers and makers create open-source products and offer them online (instructables, hackaday, thingiverse, github, etc...)
- Engineers open-source software for home automation platforms
- Access to engineers through freelance websites
- Manufacture electronics at home with little experience with automated processes

Examples of this...

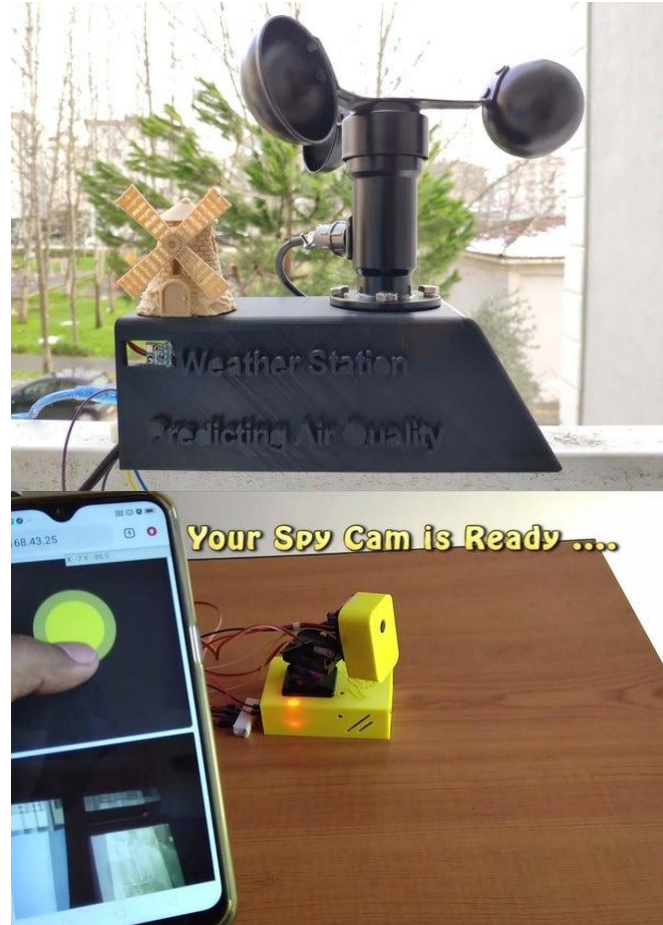
Instructables

O1

User uploaded instructions on how to build smart high-tech electronic devices

O3-enabled BLE Weather Station Predicting Air Quality with TensorFlow

Wifi Pan-Tilt Camera





GitHub

02

Smarter open-source software repositories
that encourage collaboration



HackADay

03

User uploaded blog style posts of unique hardware projects and instructions

Mini handheld laptop with wifi and bluetooth

Portable wifi camera security camera system with deployable wifi hotspot



The Problems...

Not Easy to Replicate

High barrier-to-entry due to no standardized assembly instructions

No incentives for developers

These blog style sites do not have ways for their users to monetize their projects.

No path to expand on popular ideas or projects

There is a disconnect between decentralized development and the manufacturers

Solution Proposal



Replimake.com

Replimake will be the link between the developer and open-source community to the normal consumer. On our platform developers will be able to collaborate to: build hardware products; monetize immediately on their completed prototypes; get feedback from their community; And ultimately streamline the product's path to production.



Why it's better than existing solutions

- We will be one of the first ever collaborative development web platforms for hardware.
- We will also utilize blockchain technology to track projects and issue royalties to original developers when projects are forked and expanded upon.
- We will also focus on being the link for project teams to monetize their initial designs by pairing them up with manufacturers that can issue prototypes to consumers for no money upfront.
- We will also help these team streamline their designs to larger manufacturers so that popular designs can be whitelabeled or sold in bulk.

How do we do this?



Standardized build instructions

**The products posted to replimake
will have to follow certain upload
instructions**

Either by buildable kit or by downloadable files: Replimake will ease the barrier to entry by standardizing build instructions. All instructions will follow a multistep model with clear action items and descriptions. Every set of product instructions on Replimake will look the exact same.



Transparency in the products

Transparency of the products we buy is becoming more and more necessary.

People are becoming more and more worried about their data privacy. With Replimake, products can be audited by the community to ensure that their data is safe.



Prototype Access

**The products of the 4th industrial
revolution requires community
testing**


By offering access to prototypes of products Replimake will increase transparency and be able to get feedback from the consumer audience with no cost.



Unique and niche products

Many products that are useful to niche audiences never see the light of day

Niche products do not attract a wide enough audience and therefore do not generate the money required to manufacturer. However, some of these items add to quality of life and are needed by smaller communities. Developers will now be able to generate income from these niche products by offering them as a kit or for download on Replimake



Bulk Manufacturing and Whitelabeling

One platform that streamlines the process from prototyping to manufacturing

Taking a project from an idea to the manufacturing stage is usually very difficult and not transparent. With Replimake we will streamline that process by providing access to manufactures all over the world. This will give developers the tools they need to immediately be able to white label their designs for bulk production.

How can we build the community?



Our Go-To-Market Strategy

Our community outreach will have to be realized on two fronts. One will be the developers that we will try to incentivise to come and build on our platform. The other will be how we reach out to potential consumers to let them know what our platform can offer.



Initial Attraction Developers

Our first priority will be to reach out to developers. They are the heart of our entire platform and it is necessary that we initially focus on maintaining a comfortable ecosystem.

We will attract developers with our uniquely supportive platform and ecosystem as well as incentive programs:

- A zero cost system for developers to monetize on product designs
- An inclusive environment for developers to help one another
- A royalty system for developers that create and add onto projects
- A bounty system to encourage developers to design products needed by the community



Initial Attraction Consumers

Our next priority will be to use our platform's natural ecosystem in order to attract consumers. The community at large is the lifeline of Replimake. We will need to maintain a high standard of products across the site as well as an easy to understand standardization for assembly or replimaking.

We will attract consumers with a unique catalog of devices and products that will not be readily available to average consumers.

- Unique and niche products
- Easy to understand assembly or replimaking instructions
- Popular sample products offered for free through the website
- Incentive programs for consumers to share ideas for the community to build (will receive royalties for their ideas if developed)



Social Media Developers

Social media outreach will be a large part of our market strategy. Many developer tutorials are online on places like youtube. Also, there are many influencers on these platforms that we will ask to open accounts and promote their own products.

We will reach out to influencers in order to have them add their projects on Replimake. As well as plan marketing campaigns on major social platforms.

- Incentivize influencers to open accounts on replimake
- Launch ad campaigns on reddit, instagram, and youtube.
- Launch a youtube channel for assembly videos of popular products on the site
- Reach out to youtube influencers to have them fork and contribute to existing products on Replimake.



Social Media Consumers

The main goal of marketing campaigns toward consumers will be to show them how easy it is to assemble their own products with our Replimake kits.

We will launch multiple campaigns across reddit, instagram and youtube that focuses on the products available on the site.

- Launch Replimake with 100 basic products available on the site
- Post on different reddit forums with pictures and videos of the products available on Replimake
- Launch a youtube channel for assembly videos of popular products on the site
- Reach out to instagram influencers and send them assembly kits for them to assemble and post to their instagram accounts



Events Developers

Developer events will be a great way to build the community and encourage camaraderie.

We will host events for the developer community to come together to show new products and host contests.

- Bounty Hackathon | A hackathon where bounties are completed and the winners win the bounty reward
- Developer meetups to discuss product and network with other developers from their area
- Product test and evaluation events.



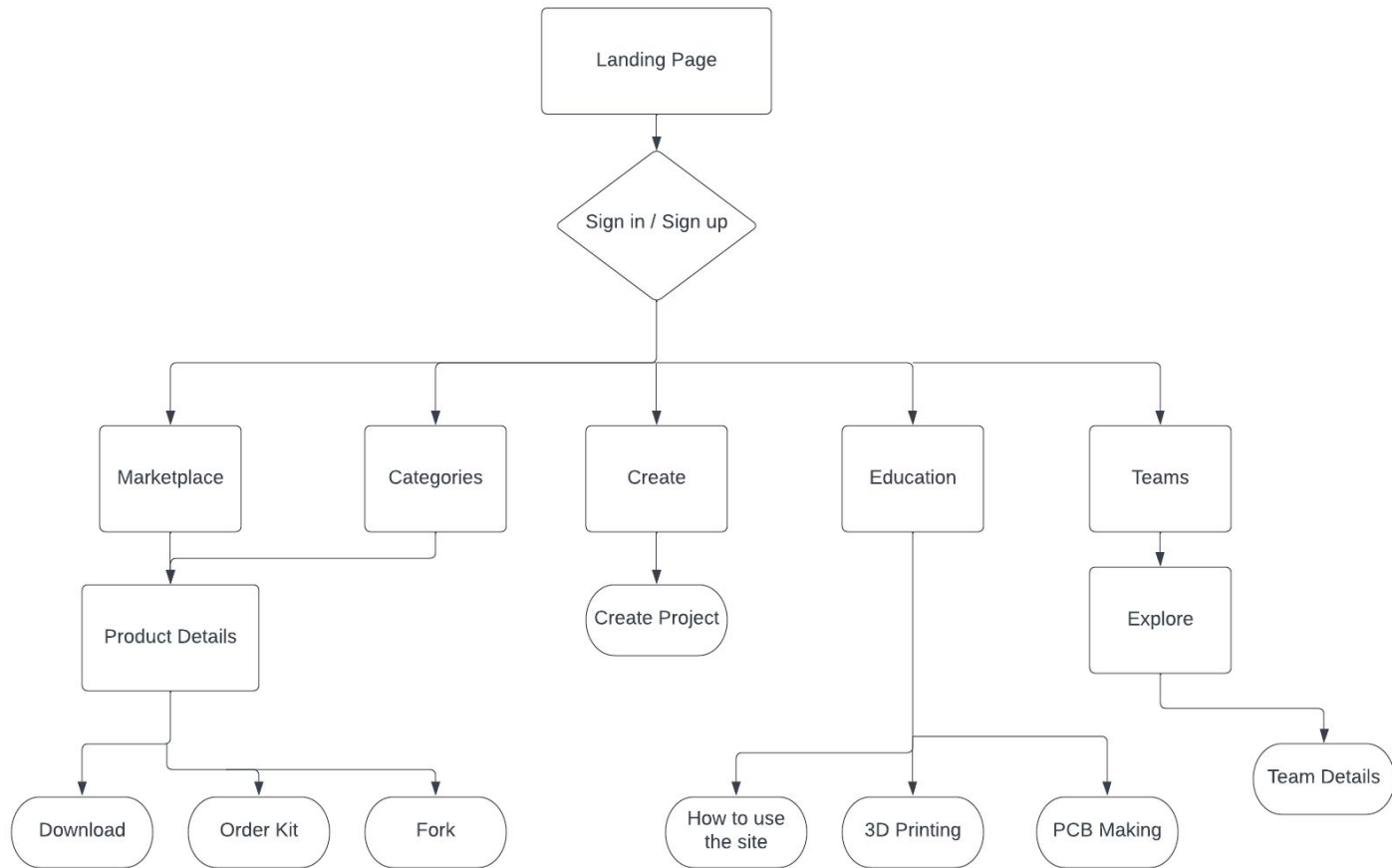
Events Consumers

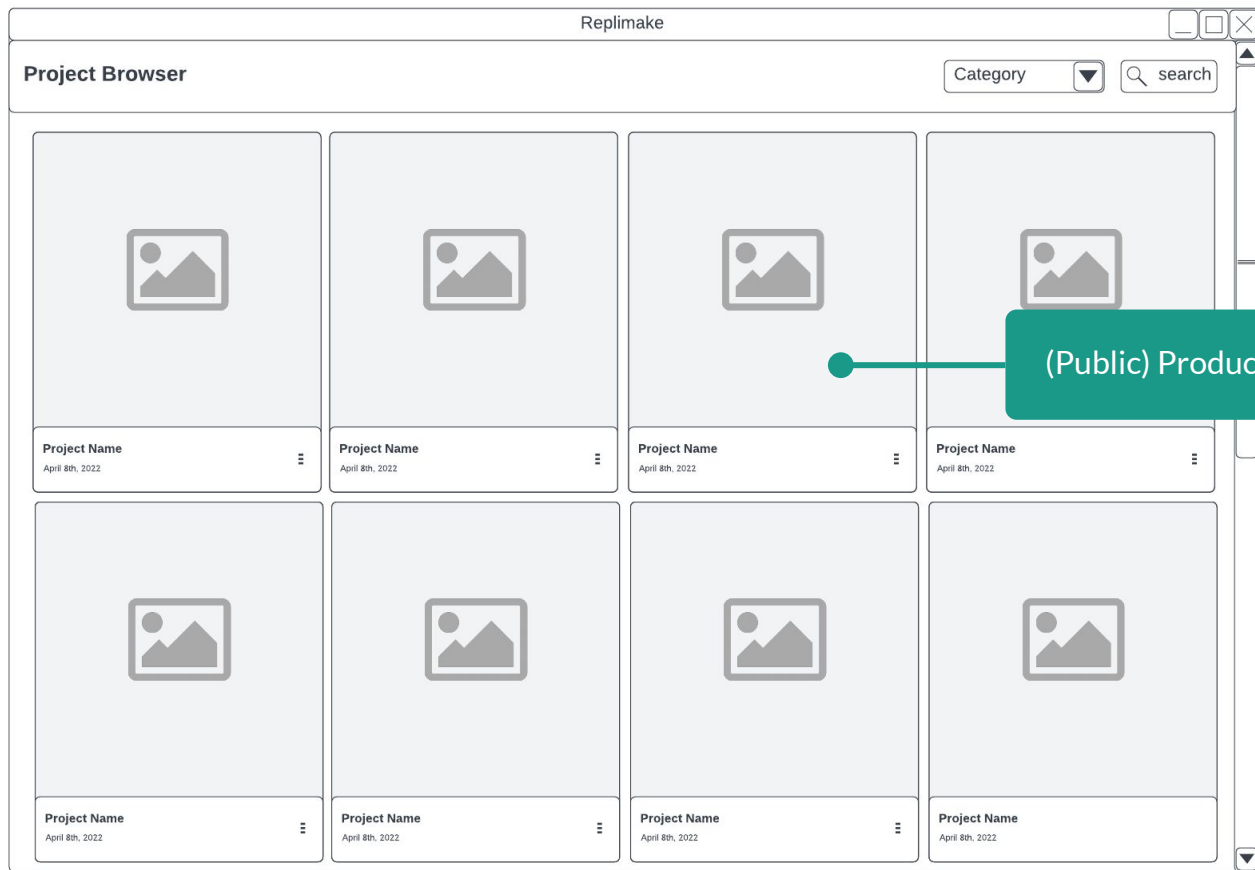
Our goal for these events will be to introduce potential consumers to the products available on the site. It will also serve the purpose of dispelling the hesitancy of assembling their own electronics.

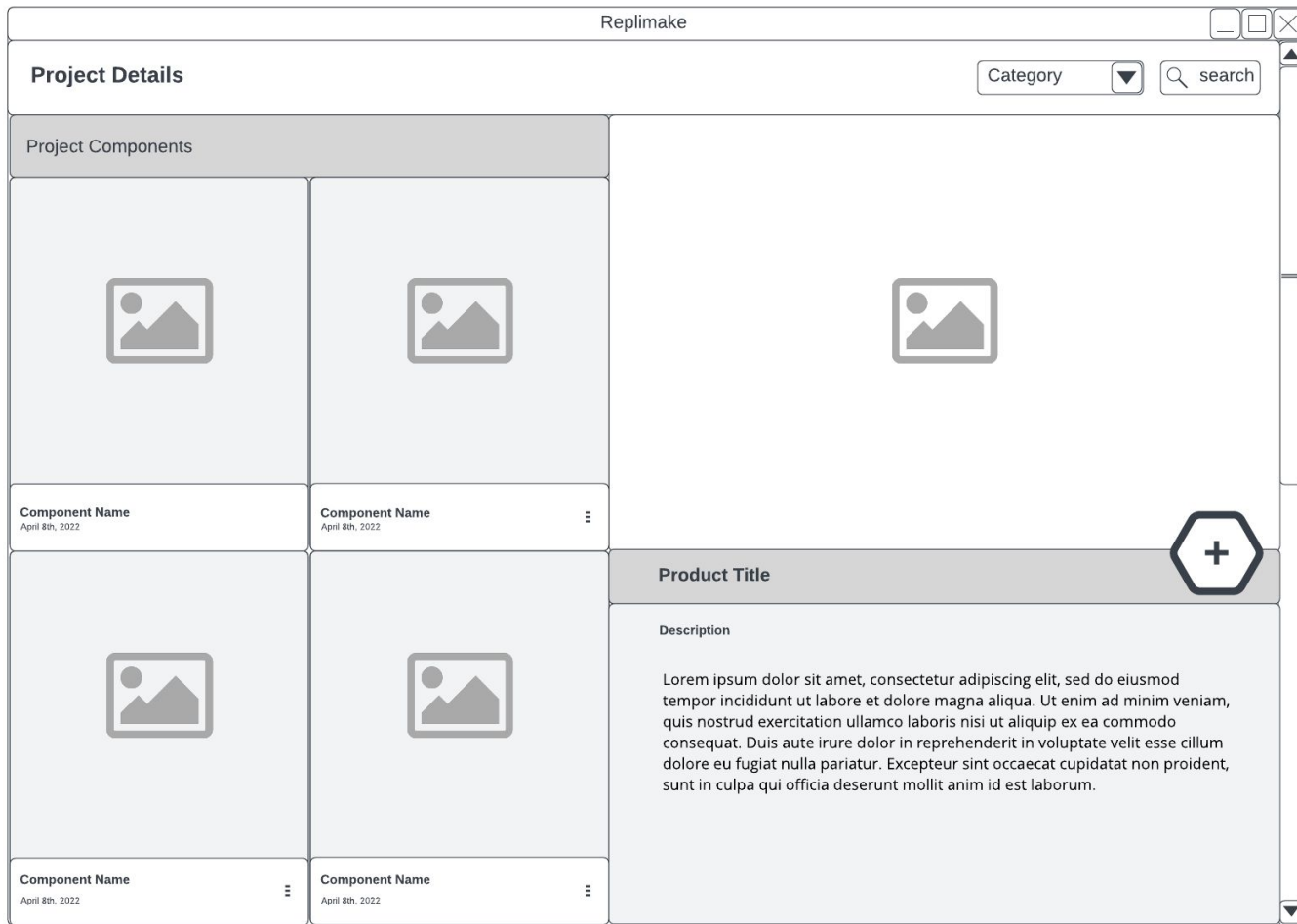
We will host build and test events for consumers and developers to join to dispel hesitancy in building your own electronics.

- Grandmother assembly contest.
- Booths to test new products from the website
- Booths to assemble products to take home
- Educational speaking events for participants to come and listen to leaders in the product design industry

Wireframes









Next Steps

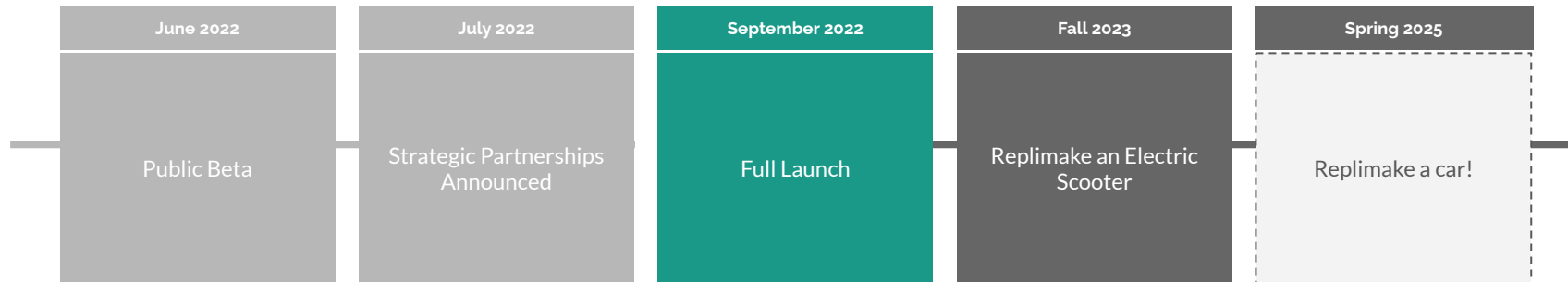


What next?

- We plan on launching this platform in June 2022
- We are now speaking with potential partners in the manufacturing industry that have expressed a willingness to work with us. We will be able to announce our partners in mid to late Q2 2022
- Before launch we will have the entire platform's code audited and made open-source for transparency



Timeline



Our Team



Founder

LinkedIn: <https://www.linkedin.com/in/colby-ehren-wilson/>

Colby Wilson is an experienced software engineer from Houston, Texas that has built many products for companies worldwide. Colby started out as a systems engineer and has developed software and hardware products for fortune 500 companies. Colby has since focused on blockchain technology and has been a contributor in many projects across the world including a layer 1 blockchain for the metaverse. From solidity development to business development Colby has played a part in the blockchain industry helping promote the adoption of the technology worldwide.



Colby Ehren Wilson
Founder



CTO

Mr. John Y. Thiescheffer has over three decades of IT experience to service his clients and has extensive experience in unusual and innovative cyber network/cloud security solutions. His recent activities include selling enterprise network security solutions and Adaptive Business Intelligence & Operational Efficiency solutions as a cloud/hybrid service.

John is sponsor/advisor for foreign Chambers of Commerce in China, including Benelux, France, Italy and Germany. John serves his clients with the latest news regarding business, IT laws & regulations in China.



John Y. Thiescheffer
Chief Technology Officer



COO

Marissa has 3 years of project management experience at Tencent. Worked in supply chain management in multinational company. Afterwards, she has done industry information integration in the field of VR/AR/AI, interviewed many top leaders in the industry at diff tech conferences; help organize the 2019 global Artificial General Intelligence conference (AGI Conference)in shenzhen.

Later, she joined the Hong Kong SingularityNet blockchain company, a market place for AI service, and participates in the project operation.



Marissa Lam
Chief Organizational Officer



Our Advisory Team

Jiang Jiazhi, Digital Consultant, Ai Faner

Mr. Jiang is currently serving as a digital consultant for Aifaner, providing digital solution consultation for government and enterprise customers, as well as coaching and expanding the company's software engineering team.

Since 2012, he has been designing products around the Internet of Things, social networks (especially WeChat), and enterprise digitalization. He led the team to design and build the world's first IoT product based on WeChat API - WeChat Photo Printer, which created a new industry. In 2009, he participated in the development of the first receipt printer with a cloud interface, creating a new category in this market.

Mr. Jiang has been active in the science and technology innovation community at home and abroad. In 2012, he co-founded Startup Grind Guangzhou / Guangzhou Startup Grind Community (the first city chapter in China). From 2004 to 2007, he participated in the initiation and operation of the IEEE-SMC Guangzhou Chapter, helping local artificial intelligence scholars to carry out international academic exchanges.

LinkedIn: <https://www.linkedin.com/in/chancejiang/>



Chance Jiang
Strategic Advisor



Our Advisory Team

The YCVR company he founded has raised millions of dollars from prominent international investors, including the HTC Vive. With a strong XR technology and hardware development team, they developed its own branding panoramic camera product. He is not only familiar with VR and hardware, but also with blockchain. He has done AR and NFT projects for McLaren. His clients including HTC, Huawei, Wanda Group, etc.



YC Tsai
Chief Advisor



Thank you!