# Side Business

**Business Plan Overview: SplineTemplate Studio**

Tagline:

“High-Impact 3D Website Templates for Designers, Developers & Startups.”

**1. Executive Summary**

SplineTemplate Studio offers cutting-edge, fully-responsive Spline-based 3D website templates designed for modern web experiences. By combining the power of WebGL, creative design, and frontend integration, the business delivers plug-and-play assets that help brands stand out — without hiring a dev team or a 3D designer.

The core business model is based on digital product sales, licensing tiers, and premium services for integration/customization.

**2. Problem Statement**

* Most websites look flat, static, and cookie-cutter.
* 3D/interactive design is hot — but hard to implement.
* Businesses and designers want to wow users, but lack the skills, time, or budget to build Spline scenes from scratch.

**3. Solution**

Sell ready-made Spline templates that are:

* Professionally designed and optimized for performance
* Easy to integrate with tools like React, Framer, Webflow, or plain HTML/CSS
* Built with fallback logic for cross-device compatibility
* Licensed for personal, commercial, or exclusive use

**4. Target Market**

* Freelance web designers
* Startup founders
* SaaS landing page creators
* Webflow/Framer/React developers
* Agencies wanting high-end visuals fast

Total Addressable Market (TAM):

Over 1M designers and devs across platforms like Webflow, Framer, React, Shopify, etc.

**5. Revenue Streams**

| **Source** | **Description** | **Est. Price** |
| --- | --- | --- |
| Template Sales | Individual templates on Gumroad or your site | $49–$199 |
| Bundle Packs | 3-5 template bundles at a discount | $149–$499 |
| Exclusive Licenses | Single-user exclusivity rights | $1,000+ |
| Integration Service | Turnkey setup (Spline + Webflow/React) | $300–$1,500 |
| Subscription Model | Access to monthly new templates | $19–$49/month |

**6. Unique Selling Proposition (USP)**

* Templates look like premium agency work — but delivered instantly.
* Mobile-friendly and WebGL-optimized.
* Modern fallback support for older devices.
* Optional premium service: “We integrate it for you.”

**7. Marketing Strategy**

* Social Media: Show off scenes on Twitter, TikTok, YouTube Shorts — content = king.
* Drip Content: Behind-the-scenes design videos, build-in-public progress, tutorials.
* Framer/Webflow Marketplace: Post free + paid samples to generate inbound traffic.
* Email List: Capture leads and drip weekly template drops.
* Gumroad + SEO Site: Sell directly with Stripe/Gumroad, build domain authority.

**8. Tech Stack**

* + Spline for 3D design
  + Framer/Webflow/React integration
  + Vercel/GitHub Pages for landing site
  + Gumroad/Shopify for payment
  + Notion or Airtable for product management
  + Google Analytics + Hotjar for customer insights

**9. Launch Roadmap**

**Month 1 – MVP Phase**

* + Design 3–5 Spline templates
  + Build a clean landing page (Vercel)
  + Set up Gumroad or Shopify to sell
  + Add WebGL detector to templates
  + Start Twitter + TikTok content drops

**Month 2–3 – Monetization Phase**

* + Launch full store
  + Test price points
  + Launch one freebie template to build your email list
  + Add “integration services” tier

**Month 4+ – Scale Phase**

* + Add monthly subscription
  + Partner with influencers/design YouTubers
  + Consider launching a mini affiliate program

**10. Long-Term Vision**

* + Become the #1 marketplace for 3D web templates.
  + Launch a platform to let users customize templates with AI.
  + Create your own Spline-to-code generator or lightweight WebGL toolkit.
  + License templates to SaaS companies or bundle with Framer/Webflow kits.

**Business Model: Custom Spline Design & Web Integration Services**

**1. What You’re Selling**

Custom 3D website experiences using Spline + Webflow/Framer/React.

It’s not just about the visuals — you’re solving real business problems:

* + - Increase user engagement
    - Improve conversion rates
    - Make their brand look elite and modern

**2. Ideal Clients**

* + - SaaS founders
    - NFT projects & Web3 startups
    - Marketing agencies
    - Premium product brands
    - Portfolio sites (photographers, designers, real estate pros)

**3. Your Service Menu**

| **Service** | **Description** | **Price Range** |
| --- | --- | --- |
| Basic Custom Spline Scene | Static 3D design, light animations | $500–$1,000 |
| Spline + Web Integration | Full integration into Framer/Webflow/React | $1,000–$2,500 |
| Fully Custom Landing Page | Spline + UI/UX + copy + deployment | $3,000–$10,000+ |
| Ongoing Retainer | Maintenance, updates, scene optimization | $500–$1,500/month |

Optional Add-ons: fallback image creation, mobile optimization, performance audit, SEO setup, analytics.

**4. How to Handle Inquiries: Your Process**

Here’s your client workflow — the “I know what I’m doing” play:

**Step 1: Qualify the Client**

Ask:

* + - What’s the purpose of the site? (Launch, product showcase, portfolio, etc.)
    - What’s your timeline?
    - What’s your budget range?
    - Do you want just the design, or full implementation?

Red flags: “I need it tomorrow.” “My budget is $50.” — decline those like a boss.

**Step 2: Discovery Call**

Get on a quick 15–30 min Zoom.

* + - Ask for examples they like
    - Understand their brand/aesthetic
    - Find out what kind of interactions they want (parallax, hover, scroll-triggered, etc.)

**Step 3: Send a Proposal**

Use a tool like Notion, Canva, or Google Docs to send:

* + - Project scope
    - Timeline (include milestones)
    - Cost breakdown (fixed or hourly)
    - Deliverables
    - Revision policy
    - Payment terms (50% upfront, 50% on delivery — no exceptions)

**Step 4: Contract + Invoice**

Use Bonsai, HelloBonsai, or a simple DocuSign + Stripe combo.

**Step 5: Execute Like a Pro**

* + - Use Spline to mock the scene
    - Get feedback early
    - Integrate with their platform of choice (React/Webflow/Framer)
    - Optimize performance
    - Include fallback logic for older devices
    - Test across devices

**Step 6: Deliver, Hand Off, Upsell**

* + - Provide final files + integration notes
    - Offer post-launch support (maintenance)
    - Suggest a retainer for updates or seasonal refreshes

**5. Tools You’ll Use**

* + - Spline (duh)
    - Framer/Webflow/React (for frontend)
    - Notion (client proposals + project mgmt)
    - Gumroad/Stripe (invoicing/payments)
    - Zoom (calls)
    - Figma (UI mockups if needed)
    - Loom (client walkthroughs)

**6. Revenue Strategy: Hybrid Hustle**

| **Revenue Stream** | **% of Income** |
| --- | --- |
| Template sales (productized) | 40% |
| Custom projects (freelance) | 50% |
| Retainers / support | 10% |

Start with 1:1 projects to fund your time while scaling up product sales. Then as your template empire grows, you reduce custom work and increase passive sales.

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**Business Model 101: Productize Once, Monetize Forever**

You build a dope Spline template once, and then you:

* + Sell it to 1 person?

Cool, you made $100.

* + Sell it to 100 people?

Boom — that’s $10,000 off the same digital asset.

This is what’s called a productized asset — infinite scalability, zero marginal cost. No shipping, no inventory, no customer support headaches (unless you want to offer premium support).

**But Wait — Is That Even Legal or Ethical?**

Yes, if you license it right. You control the rules. Here’s how:

**1. Personal License**

* + One-time use for personal or small biz websites.
  + Price: ~$49–$99

**2. Commercial License**

* + For businesses making revenue.
  + Price: ~$149–$299

**3. Extended/Exclusive License**

**(optional)**

* + Buyer wants full rights, no one else gets the template.
  + Price: $1,000+

So yes, sell the same template to as many people as you want unless someone pays for exclusivity. Easy.

**How Big Brands Already Do It**

* + Envato Elements — thousands of people download the same template. They rake in millions.
  + Framer, Webflow, Figma marketplaces — same deal.
  + Gumroad sellers — digital templates, sold in volume.

You’re just taking the same proven concept, wrapping it in Spline magic, and monetizing creativity at scale.

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WebGL support detector in pure JavaScript. This will protect your Spline templates from exploding on Grandma’s 2009 laptop.

**Step 1: Add This WebGL Support Check**

This function returns true if WebGL is supported, false if not. Super lightweight. Runs in milliseconds.

**Step 2: Show or Hide the Spline Scene**

**Step 3 (Optional But Elite): Replace with a Static Image**

Instead of just showing a fallback message, swap in a static image or a simplified version of your Spline scene:

This detector is your insurance policy against janky devices. It:

* + Keeps your templates professional
  + Avoids user confusion
  + Reduces bounce rates

If you’re selling premium Spline templates, this little script is a must-have.

A screenshot of a computer code

AI-generated content may be incorrect.A screenshot of a computer program

AI-generated content may be incorrect.