

Why now?

Other's have paved the way for what is possible.

Canva showed us you could make graphic design accessible to everyone.
TinkerCAD showed us people love to design 3d objects and want a simple tool to do it. People want simple tools to help them accomplish their vision with minimal learning curve.

Who's it for?

Short answer: millennials

Millennials are by far the biggest DIYers with 73% of them doing DIY projects¹. However, starting out, we are planning on targeting makers who are looking to get into advanced prototyping and manufacturing methods like 3d printing, CNC, and robotics.

¹<https://comfyliving.net/diy-statistics/>