

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/>

How big is the market?

\$646b (2018)

DIY and Home Improvement¹

>

\$4.97b (2019)

Via 2.69 million sellers on Etsy²

¹US/Euro market — <https://comfyliving.net/diy-statistics/> -> <http://www.edra-ghin.org/>

²Largest crafts marketplace -> <https://expandedramblings.com/index.php/etsy-statistics/>