# People build things.

## From inexpensive and readily available, to expensive and difficult to learn—our tools have changed dramatically.

### Concepts

Ideas are ideas, and that will never change. How we record and work with our ideas has.

### Designing

How we design has completely transformed, and the barrier to entry for design has never been higher.

### Construction

Power tools, CNC machines, and 3d printers. The world is your oyster, if you have the $.

# What's the problem?

**Designing and building structures is a complex process.**

Building useful things is hard. Designing them is even harder. It takes years to become proficient at these disciplines in order to create simple and functional structures and every project requires countless hours and iterations before becoming something people can use.