What does the competition look like?

CHEAP

TinkerCAD

SketchUp

EndoSketch

Fusion360

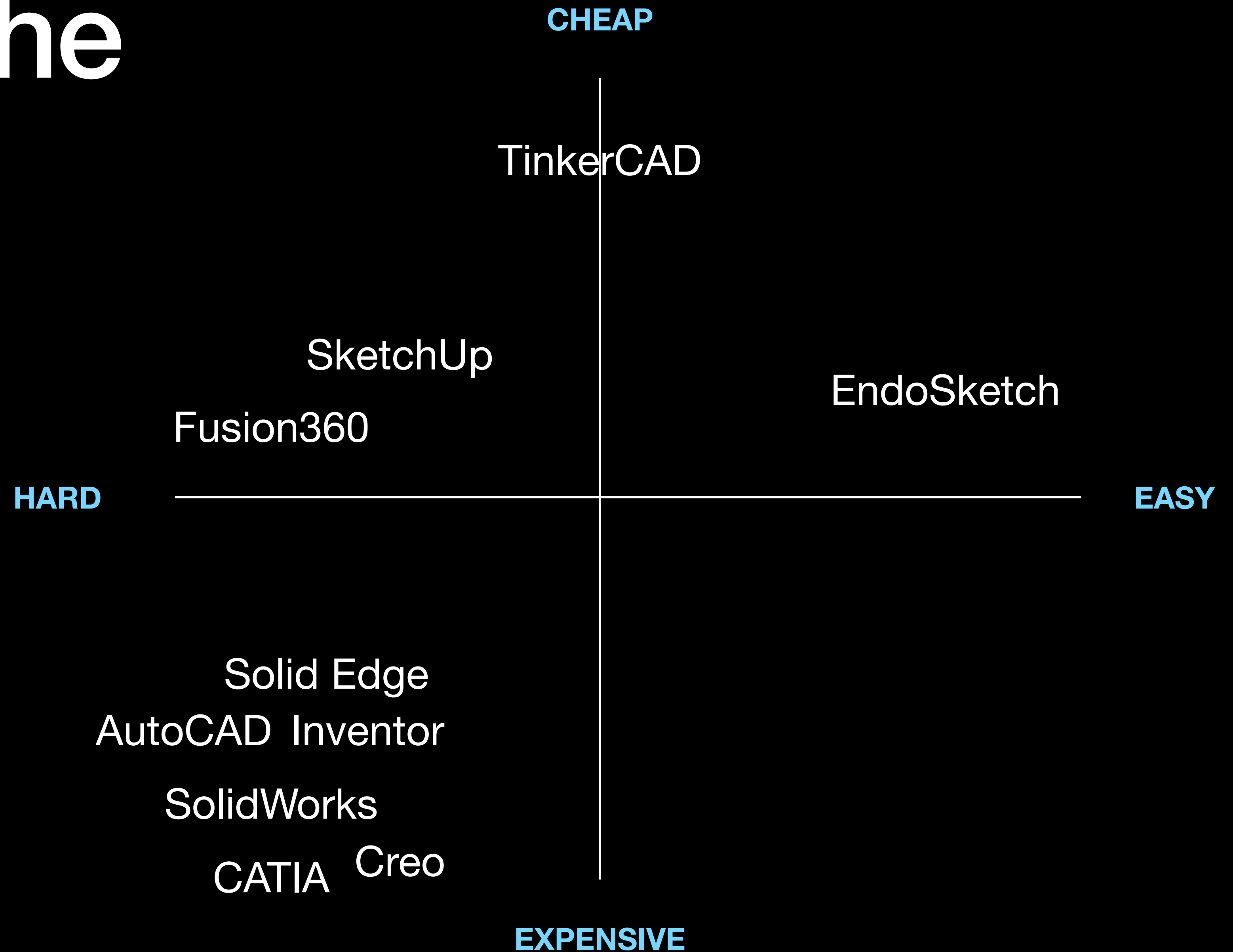HARD

EASY

Solid Edge

AutoCAD Inventor

SolidWorks

CATIA Creo

EXPENSIVE

What is it, exactly?

Simple—A design tool for building things a particular way and a service to order parts.