BIMTLY

> **The unified platform for companies managing physical products and assets**

Table of Contents

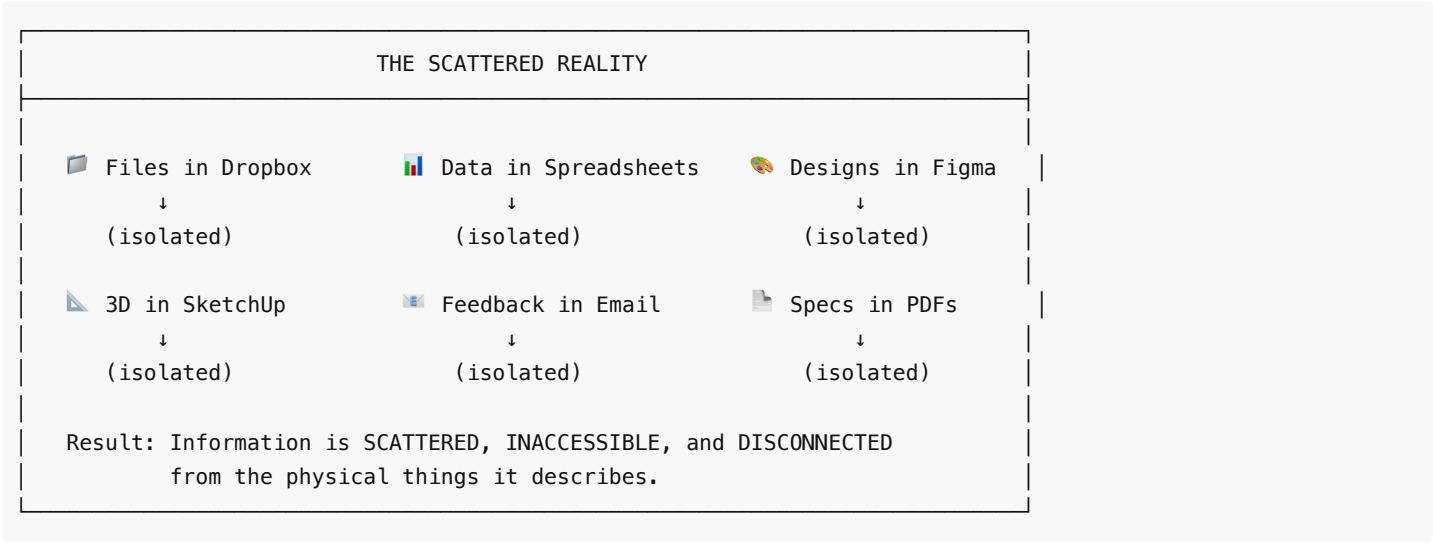# Part 1: The Vision

Mission

Bridge the gap between physical products/assets and their digital information.

Every company with physical products or assets struggles with the same fundamental problem:

```
┌─────────────────────────────────────────────────────────────┐
│                    THE SCATTERED REALITY                     │
├─────────────────────────────────────────────────────────────┤
│                                                              │
│  📁 Files in Dropbox      📊 Data in Spreadsheets   🎨 Designs in Figma  │
│        ↓                        ↓                        ↓    │
│     (isolated)               (isolated)              (isolated)  │
│                                                              │
│  📐 3D in SketchUp       📧 Feedback in Email      📄 Specs in PDFs   │
│        ↓                        ↓                        ↓    │
│     (isolated)               (isolated)              (isolated)  │
│                                                              │
│  Result: Information is SCATTERED, INACCESSIBLE, and DISCONNECTED  │
│          from the physical things it describes.              │
└─────────────────────────────────────────────────────────────┘
```
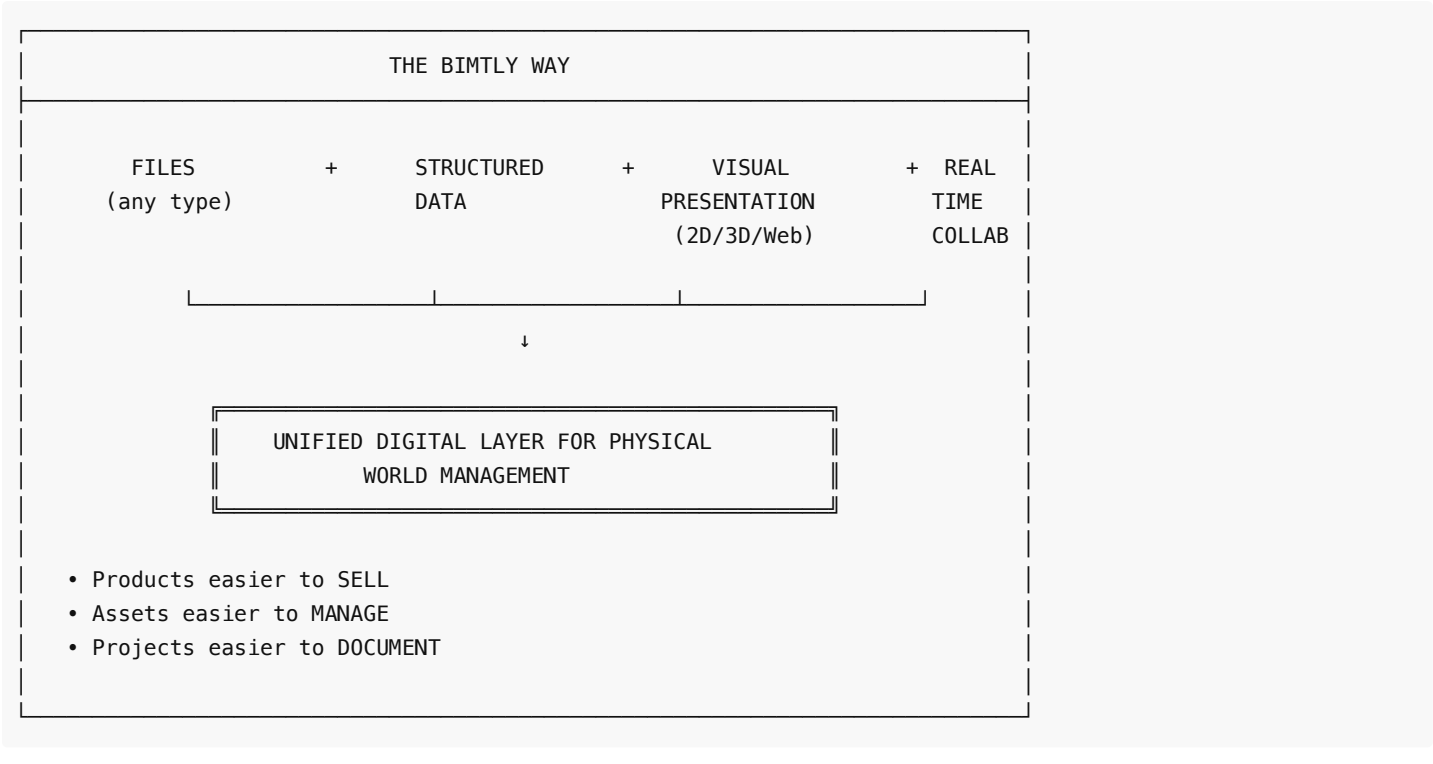
Whether that's:

- A manufacturer's product catalog
- A construction company's site documentation
- A facility manager's asset inventory
- An architect's project files

The Solution

BIMTLY creates a **unified digital layer** for physical world management:

```
┌─────────────────────────────────────────────────────────────┐
│                      THE BIMTLY WAY                          │
├─────────────────────────────────────────────────────────────┤
│                                                             │
│    FILES        +    STRUCTURED    +    VISUAL      +  REAL  │
│  (any type)          DATA              PRESENTATION     TIME │
│                                        (2D/3D/Web)     COLLAB│
│                                                             │
│        └──────────────────┴─────────────────┘               │
│                                                             │
│                           ↓                                 │
│                                                             │
│              ╔═════════════════════════════╗                │
│              ║  UNIFIED DIGITAL LAYER FOR PHYSICAL ║         │
│              ║       WORLD MANAGEMENT       ║                │
│              ╚═════════════════════════════╝                │
│                                                             │
│                                                             │
│   • Products easier to SELL                                 │
│   • Assets easier to MANAGE                                 │
│   • Projects easier to DOCUMENT                             │
│                                                             │
└─────────────────────────────────────────────────────────────┘
```

Where BIMTLY Is Today

Status	Details
Stage	Pre-revenue, pre-launch startup
Platform Maturity	TRL 6-7 (functional prototype, advanced testing)
Focus	Exploring product-market fit across multiple directions
Customers	Active conversations with potential customers

The platform is more versatile than current positioning suggests. Three market directions are being explored to find the strongest pull.
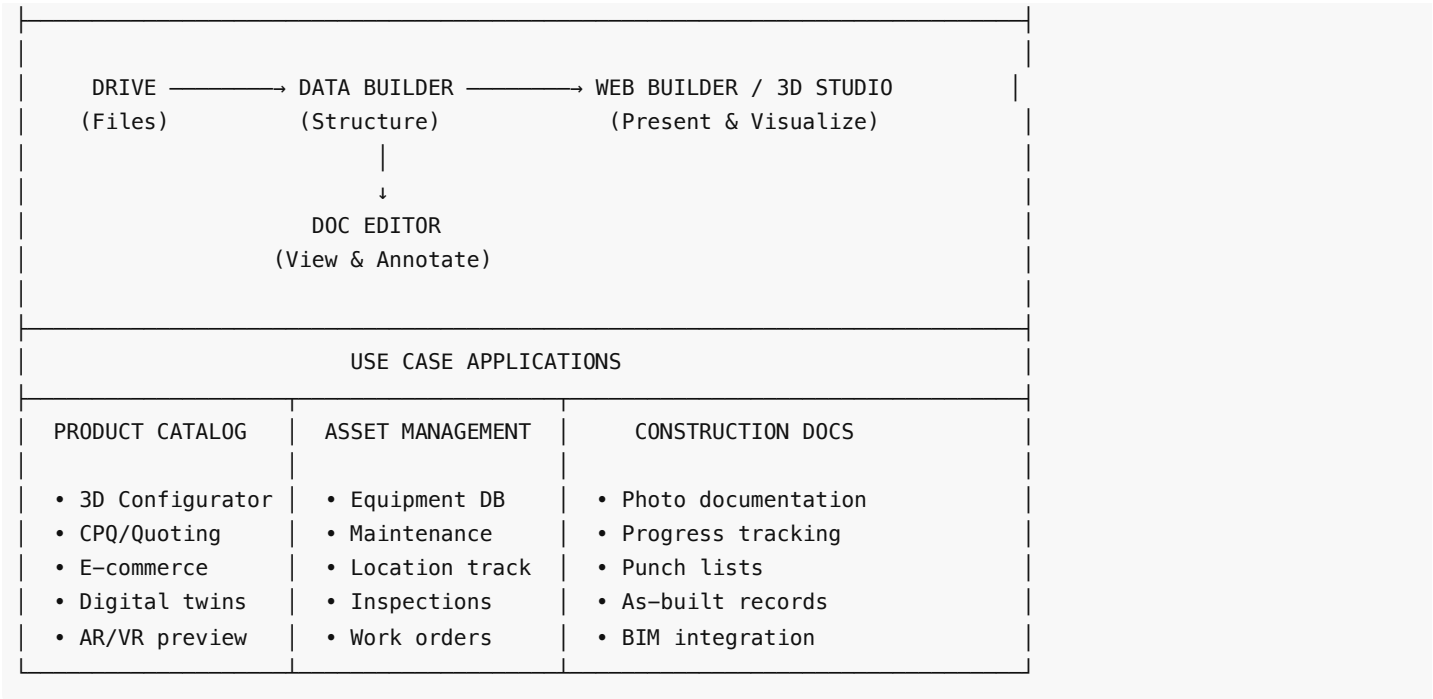
The Opportunity

BIMTLY is more than a "3D product viewer." The platform can:

- Help **manufacturers** transform their entire sales process
- Help **construction companies** digitize field documentation
- Help **facility managers** gain control of asset data
- Position as the **go-to IT partner** for physical-to-digital transformation

Part 2: The Platform
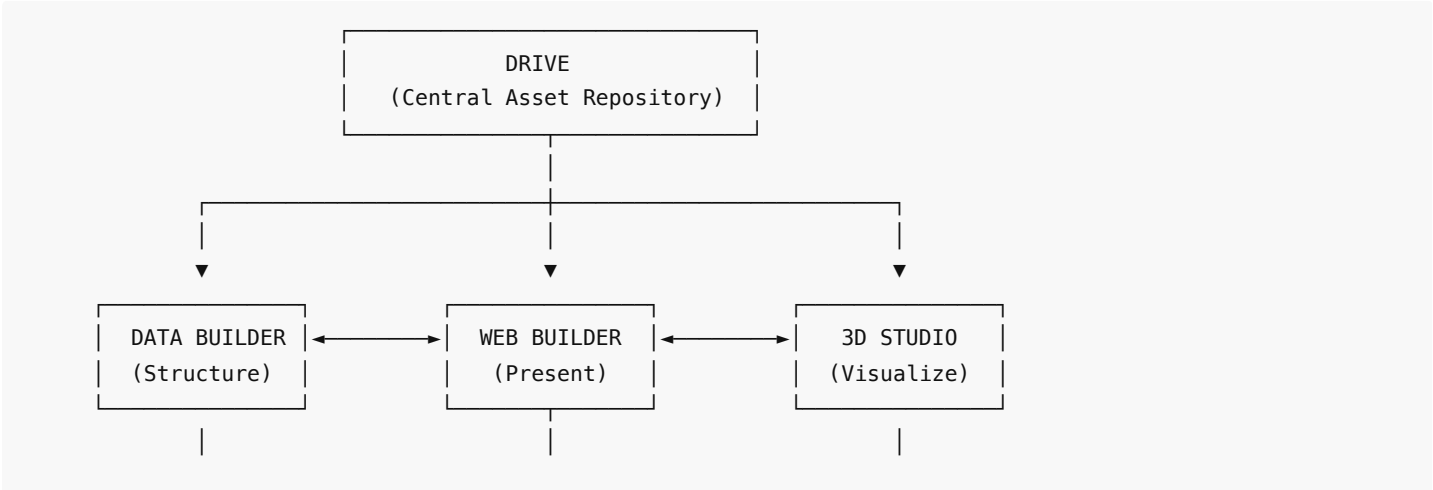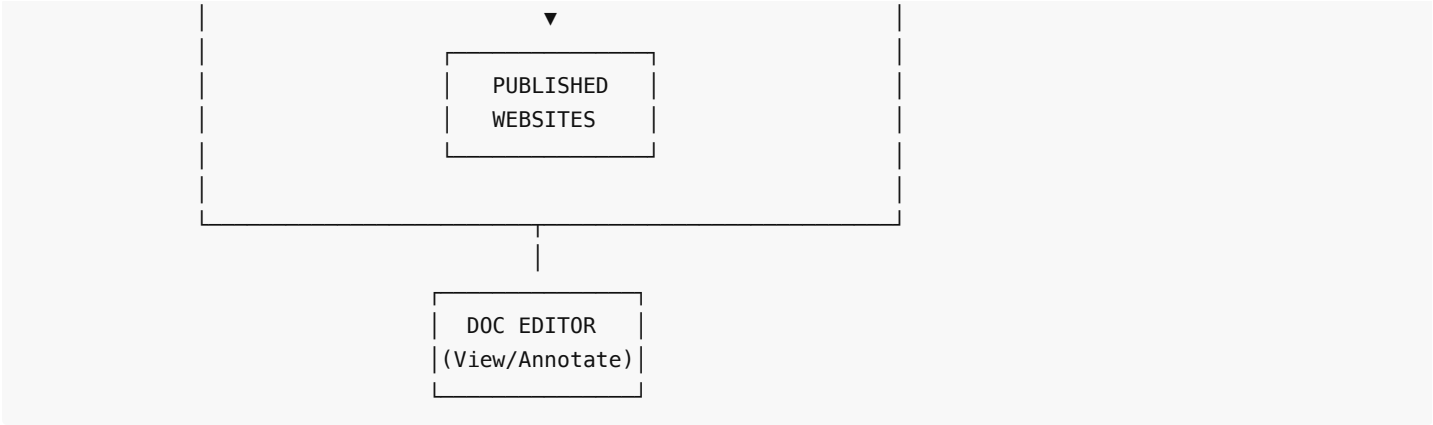
Architecture Overview

```
┌─────────────────────────────────────────────────────────────┐
│                     BIMTLY PLATFORM                         │
│                                                             │
```

```
┌─────────────────────────────────────────────────────────────┐
│                                                               │
│    DRIVE ──────────→ DATA BUILDER ──────────→ WEB BUILDER / 3D STUDIO   │
│   (Files)          (Structure)              (Present & Visualize)  │
│                         │                                     │
│                         ↓                                     │
│                     DOC EDITOR                                │
│                  (View & Annotate)                            │
│                                                               │
├─────────────────────────────────────────────────────────────┤
│                  USE CASE APPLICATIONS                        │
├─────────────────────────────────────────────────────────────┤
│  PRODUCT CATALOG    │   ASSET MANAGEMENT   │   CONSTRUCTION DOCS    │
│                     │                      │                        │
│  • 3D Configurator  │  • Equipment DB      │  • Photo documentation │
│  • CPQ/Quoting      │  • Maintenance       │  • Progress tracking   │
│  • E-commerce       │  • Location track    │  • Punch lists         │
│  • Digital twins    │  • Inspections       │  • As-built records    │
│  • AR/VR preview    │  • Work orders       │  • BIM integration     │
└─────────────────────────────────────────────────────────────┘
```

The same five pillars serve different markets.

The Five Pillars

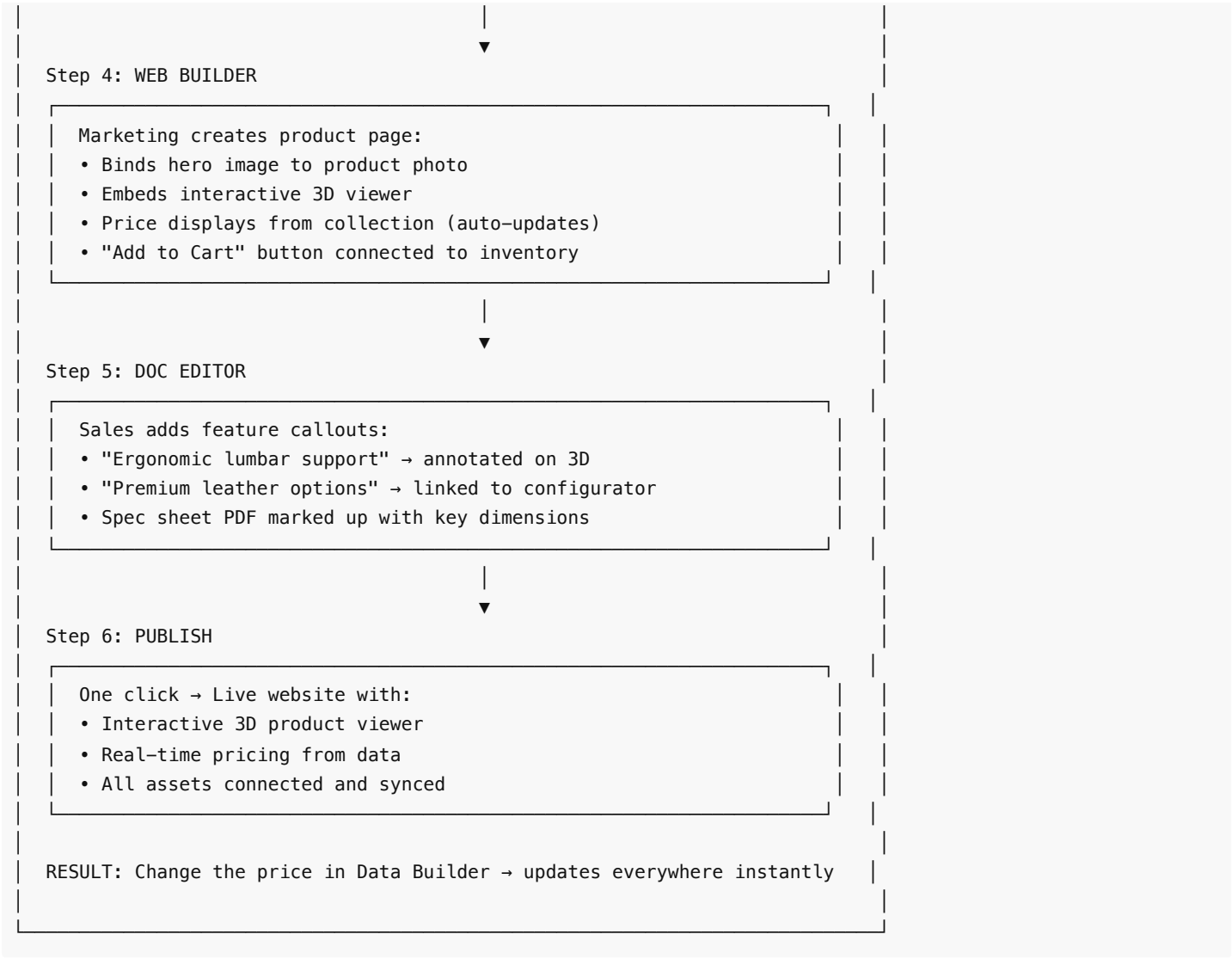| Pillar	Purpose
Drive	Cloud file management for any digital asset
Data Builder	Structured data collections (smart spreadsheets)
Web Builder	No-code website/portal builder with live data
3D Studio	Browser-based 3D visualization with professional tools
Doc Editor	View, annotate, and mark up images, PDFs, and documents

How Everything Connects

```
                    ┌───────────────────────────┐
                    │          DRIVE            │
                    │ (Central Asset Repository)│
                    └───────────────────────────┘
                                 │
              ┌──────────────────┼──────────────────┐
              │                  │                  │
              ▼                  ▼                  ▼
      ┌───────────────┐  ┌───────────────┐  ┌───────────────┐
      │ DATA BUILDER  │←→│  WEB BUILDER  │←→│   3D STUDIO   │
      │  (Structure)  │  │   (Present)   │  │  (Visualize)  │
      └───────────────┘  └───────────────┘  └───────────────┘
              │                  │                  │
```

```
              ▼                        |
  |                                    |
  |        ┌─────────────────┐         |
  |        │  PUBLISHED      │         |
  |        │  WEBSITES       │         |
  |        └─────────────────┘         |
  |                                    |
  |                                    |
  └────────────────────┬───────────────┘
                       |
            ┌──────────────────────┐
            │   DOC EDITOR         │
            │  (View/Annotate)     │
            └──────────────────────┘
```

Real-World Example: Furniture Company Launches New Chair

```
┌───────────────────────────────────────────────────┐
│              PRODUCT LAUNCH WORKFLOW               │
├───────────────────────────────────────────────────┤
│                                                   │
│  Step 1: DRIVE                                    │
│  ┌──────────────────────────────────────────┐    │
│  │  Design team uploads:                     │    │
│  │  • 3D model (chair_pro.glb)               │    │
│  │  • Product photos (hero.jpg, detail_1.jpg, detail_2.jpg) │
│  │  • Spec sheet (specs.pdf)                 │    │
│  │  • Assembly manual (assembly_guide.pdf)   │    │
│  └──────────────────────────────────────────┘    │
│                       │                           │
│                       ▼                           │
│  Step 2: DATA BUILDER                             │
│  ┌──────────────────────────────────────────┐    │
│  │  Product manager creates record:          │    │
│  │  ┌──────────────┬──────────┬────────────┐ │    │
│  │  │ Field        │ Type     │ Value      │ │    │
│  │  ├──────────────┼──────────┼────────────┤ │    │
│  │  │ Name         │ Text     │ "Chair Pro 500" │ │
│  │  │ Price        │ Currency │ €299       │ │    │
│  │  │ Category     │ Select   │ Seating    │ │    │
│  │  │ 3D Model     │ File     │ chair_pro.glb │ │  │
│  │  │ In Stock     │ Checkbox │ ✓          │ │    │
│  │  └──────────────┴──────────┴────────────┘ │    │
│  └──────────────────────────────────────────┘    │
│                       │                           │
│                       ▼                           │
│  Step 3: 3D STUDIO                                │
│  ┌──────────────────────────────────────────┐    │
│  │  Engineer links model parts to data:      │    │
│  │  • Seat cushion → Material options        │    │
│  │  • Frame → Color variants                 │    │
│  │  • Adds dimension annotations             │    │
│  │  • Creates assembly animation             │    │
│  └──────────────────────────────────────────┘    │
```

```
|                              |                        |
|                              ▼                        |
|  Step 4: WEB BUILDER                                  |
|  ┌─────────────────────────────────────────────┐     |
|  │  Marketing creates product page:             │     |
|  │  • Binds hero image to product photo         │     |
|  │  • Embeds interactive 3D viewer              │     |
|  │  • Price displays from collection (auto-updates) │  |
|  │  • "Add to Cart" button connected to inventory │   |
|  └─────────────────────────────────────────────┘     |
|                                                       |
|                              │                        |
|                              ▼                        |
|  Step 5: DOC EDITOR                                   |
|  ┌─────────────────────────────────────────────┐     |
|  │  Sales adds feature callouts:                │     |
|  │  • "Ergonomic lumbar support" → annotated on 3D │  |
|  │  • "Premium leather options" → linked to configurator │ |
|  │  • Spec sheet PDF marked up with key dimensions │   |
|  └─────────────────────────────────────────────┘     |
|                                                       |
|                              │                        |
|                              ▼                        |
|  Step 6: PUBLISH                                      |
|  ┌─────────────────────────────────────────────┐     |
|  │  One click → Live website with:              │     |
|  │  • Interactive 3D product viewer             │     |
|  │  • Real-time pricing from data               │     |
|  │  • All assets connected and synced           │     |
|  └─────────────────────────────────────────────┘     |
|                                                       |
|  RESULT: Change the price in Data Builder → updates everywhere instantly │
|                                                       |
```

Part 3: Platform Deep Dive

Drive (File Management)

Cloud file management for any digital asset

Capabilities

Feature	Description
Folder Organization	Hierarchical folders with drag-and-drop
File Previews	Thumbnails for images, 3D models, PDFs
Search	Find files by name, type, or metadata
Sharing	Share with specific people or make public
Permissions	Read, Comment, Edit, Share access levels

Public Drive	Organization-wide asset library

Use Cases Across Verticals

Product Catalogs	Asset Management	Construction
Store 3D models, product photos, spec sheets, manuals	Store equipment manuals, warranty docs, maintenance records	Store site photos, drawings, permits, reports
Organize by product line, category, region	Organize by building, floor, system, asset	Organize by project, phase, trade, date

File Flow Through Platform

```
Upload to Drive
      |
      ▼
Use in Data Builder (file fields)
      |
      ▼
Display in Web Builder (image blocks)
      |
      ▼
Import into 3D Studio (models, textures)
```
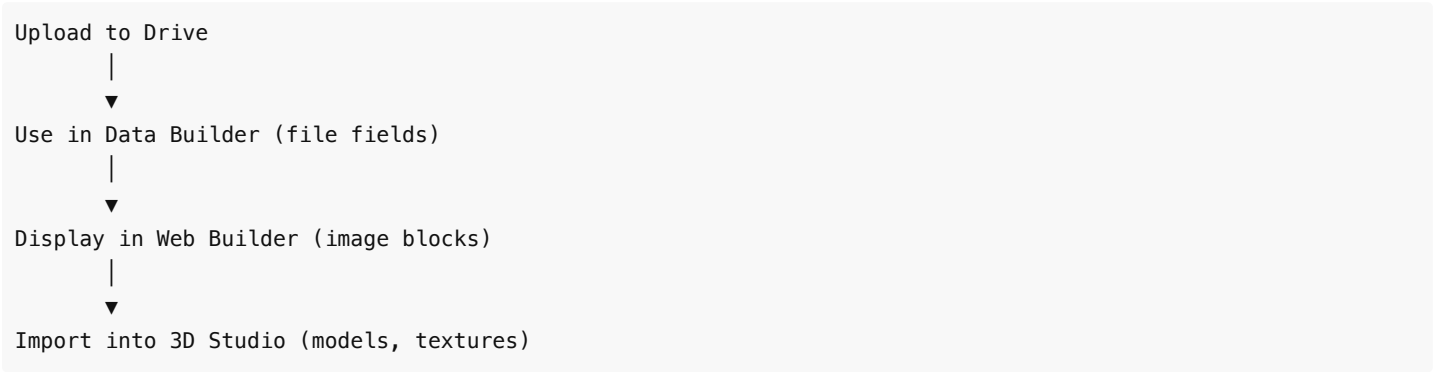
Data Builder (Structured Data)

Structured data collections—smart spreadsheets that connect to files, 3D models, and web pages

This is the platform's **secret weapon**: Airtable-level functionality, but integrated with everything else.

Field Types

Category	Types
Text	Text, Long Text, Rich Text
Numbers	Number, Currency, Percent, Rating
Dates	Date, DateTime, Created Time, Last Modified
Selection	Single Select, Multi-Select (with colors)
Media	File, Image (linked to Drive)
Logic	Checkbox, Boolean
Visual	Color Picker
Relations	Linked Record (connects collections)

Example Schemas

For Product Catalogs:

Field	Type	Example
Product Name	Text	"Window System Pro 500"
Price	Currency	€1,250
Category	Single Select	Windows, Doors, Facades
3D Model	File	window_pro_500.glb
Spec Sheet	File	specs.pdf
In Stock	Checkbox	✓

For Asset Management:

Field	Type	Example
Asset Name	Text	"HVAC Unit #47"
Location	Text	Building A, Floor 3
Install Date	Date	2019-03-15
Last Service	Date	2024-11-20
Status	Single Select	Active, Needs Repair, Retired
Manual	File	hvac_manual.pdf
Photos	Image	[multiple]

For Construction Documentation:

Field	Type	Example
Photo	Image	site_photo_001.jpg
Date Taken	DateTime	2024-12-15 09:30
Location	Text	Grid B-7, Level 2
Trade	Single Select	Electrical, Plumbing, Structural
Issue Type	Single Select	Defect, Progress, Safety
Status	Single Select	Open, Resolved
Notes	Long Text	"Conduit run incomplete..."

Visual Web Builder

No-code website/portal builder with live data connections

The Infinite Canvas

```
┌─────────────────────────────────────────────────────────┐
│                    INFINITE CANVAS                       │
│                                                          │
│   ┌──────────────┐   ┌──────────────┐   ┌──────────────┐ │
│   │   Mobile     │   │   Tablet     │   │   Desktop    │ │
│   │   375px      │   │   768px      │   │   1440px     │ │
│   │              │   │              │   │              │ │
│   │  ┌────────┐  │   │  ┌────────┐  │   │  ┌────────┐  │ │
│   │  │        │  │   │  │        │  │   │  │        │  │ │
│   │  │ PAGE   │  │   │  │ PAGE   │  │   │  │ PAGE   │  │ │
│   │  │        │  │   │  │        │  │   │  │        │  │ │
│   │  └────────┘  │   │  └────────┘  │   │  └────────┘  │ │
│   └──────────────┘   └──────────────┘   └──────────────┘ │
│                                                          │
│          Pan, zoom, and design all breakpoints           │
└─────────────────────────────────────────────────────────┘
```
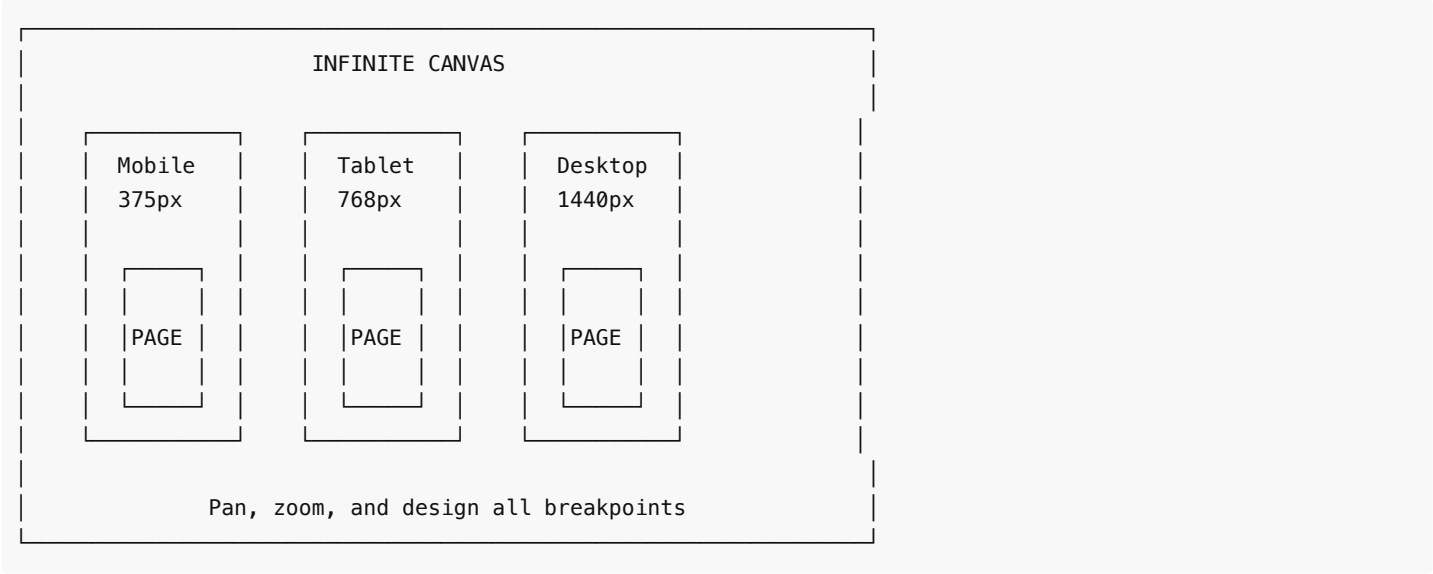
Building Blocks

Type	Examples
Layout	Container, Flex, Grid
Content	Text, Image, Button, Icon, Video
Data	Collection (repeats content for each record)
Interactive	Map, Gallery, Media Player
Advanced	Custom HTML/Components

Data Binding

```
Products Collection ─────────────→ Product Grid on Website
                                        │
                                        ├── Product Card 1 (Chair Pro)
                                        │
                                        ├── Product Card 2 (Desk Elite)
                                        │
                                        └── Product Card 3 (Lamp Mini)


Add a product to collection → Automatically appears on website
```
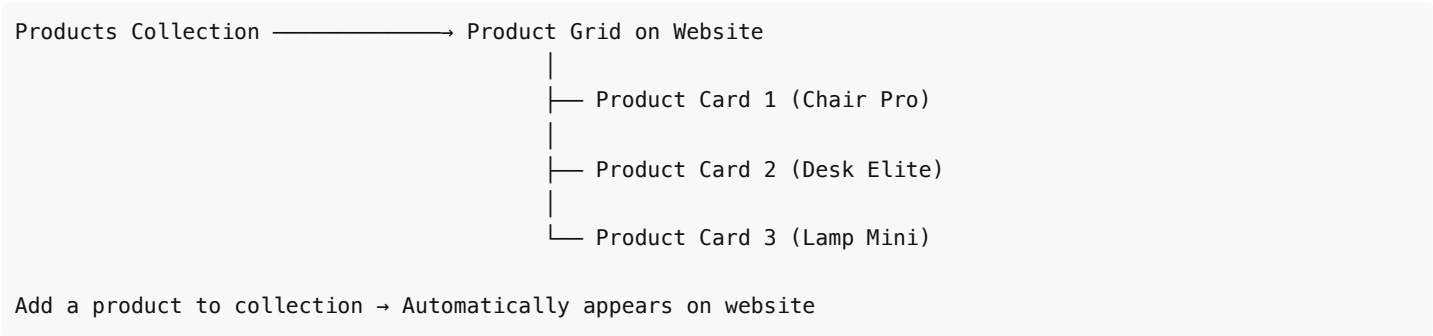
Use Cases Across Verticals

Product Catalogs	Asset Management	Construction
Public product catalog website	Internal asset dashboard	Project status dashboards
Partner/dealer portals	Maintenance scheduling interface	Client-facing progress portals
Interactive lookbooks	Inspection checklists	Daily report generators

3D Studio

Browser-based 3D visualization with professional tools

Inspection Tools

Tool	Purpose
Cross-Sections	Cut through models to see internal structure
X-Ray Mode	Make surfaces transparent
Measurements	Point-to-point, edge, angle, radius dimensions
Isolate	Focus on specific parts

Animation

- Keyframe-based animation system
- Timeline editor with scrubbing
- Animate position, rotation, scale
- Camera paths for presentations

Key Feature: Data Integration

```
┌─────────────────────────────┐   ┌─────────────────────────────┐
│      DATA BUILDER           │   │       3D STUDIO             │
│  ┌──────────────────────┐   │   │                             │
│  │   Parts Collection   │   │   │                             │
│  │  ┌────────────────┐  │   │   │  ┌───────────────┐          │
│  │  │                │  │   │◄─►│  │   3D Model    │          │
│  │  │ Part A  │ $50  │──┼───┼───┼─►│   [Part A]    │          │
│  │  │ Part B  │ $75  │──┼───┼───┼─►│   [Part B]    │          │
│  │  │ Part C  │ $30  │──┼───┼───┼─►│   [Part C]    │          │
│  │  └────────────────┘  │   │   │  └───────────────┘          │
│  └──────────────────────┘   │   │                             │
└─────────────────────────────┘   └─────────────────────────────┘
```

```
• Click a part in 3D → highlights the row in data table
• Click a row in table → selects the part in 3D
• Change a property → reflected everywhere
```
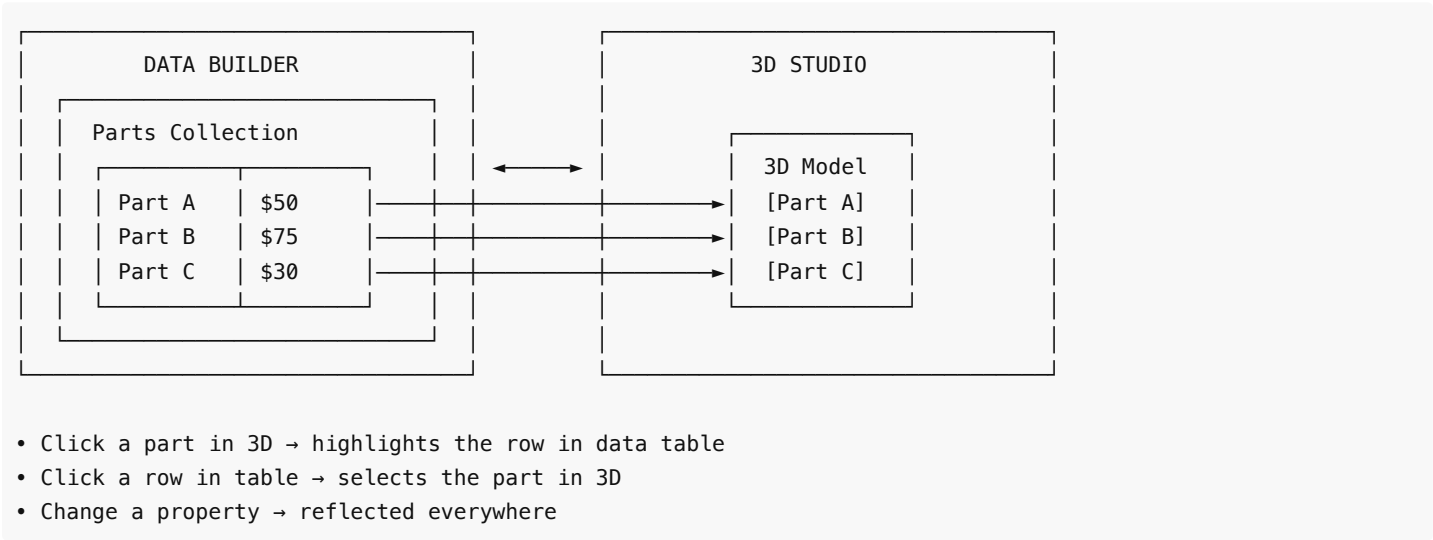
File Format Support

Format	Status	Common Use
GLTF/GLB	✅ Ready	Modern 3D standard
FBX	✅ Ready	3D software exchange
OBJ	✅ Ready	Simple geometry
STL	✅ Ready	3D printing
IFC	🚧 Coming	Building/BIM data
STEP	🚧 Coming	Mechanical CAD

Use Cases Across Verticals

Product Catalogs	Asset Management	Construction
Interactive product viewers	3D facility models with clickable equipment	BIM model viewing
Configurators with real-time updates	Visual maintenance guides	As-built documentation
AR/VR product preview	Training simulations	Clash detection visualization

Doc Editor

View, annotate, and mark up images, PDFs, and documents

A unified viewer and annotation tool for all document types—images, PDFs, technical drawings, and 3D models.

Supported File Types

Type	Capabilities
Images	View, zoom, annotate, crop, markup
PDFs	Multi-page viewing, annotations per page, text selection
Documents	Preview common formats, add comments
3D Models	View within context, surface-anchored annotations

Annotation Tools

For Images & PDFs:

- Point markers (pins) with labels
- Rectangles, circles, and ellipses
- Polygons (custom shapes)
- Freehand drawing and highlighting
- Text callouts with leader lines
- Measurement overlays

For 3D Models:

- Surface-anchored points
- Labels that follow the model as it rotates
- Comments tied to specific camera views
- Dimension annotations

Context-Aware Annotations

Annotations can be scoped to specific contexts, preventing "bleed" across different uses:

Context	Visibility
Global	Everywhere the asset appears
Comment Thread	Only within that specific discussion
Page	Only on that particular editor page

Task	Only when viewing that task

Use Cases Across Verticals

Product Catalogs	Asset Management	Construction
Highlight features for marketing	Mark issues on equipment photos	Annotate site photos with defects
Create annotated spec sheets	Create visual inspection reports	Mark up drawings and blueprints
Review and comment on product PDFs	Document maintenance with photo evidence	Create punch list items from photos

Part 4: Market Opportunities

Three market directions are being explored. The platform fits all three—the question is which to lead with.

Direction A: Product Visualization & Sales

The Pitch

> *Help manufacturers transform how they present, configure, and sell products online.*

Target Customers

- Construction product manufacturers (windows, doors, facades, aluminum systems)
- Modular/prefab building companies
- Industrial equipment manufacturers
- Furniture and interior product companies
- Commercial refrigeration

Value Proposition

Benefit
Replace static PDFs with interactive 3D
Enable self-service configuration and quoting
Reduce sales cycle and support load
Modern customer experience = competitive differentiation

How the Platform Fits

Module	Use
Drive	Store 3D models, product photos, spec sheets
Data Builder	PIM: product catalog with prices, options, inventory
3D Studio	Interactive configurators, product viewers
Web Builder	Public catalog website, dealer portals

Doc Editor	Feature callouts, annotated spec sheets, PDF markup

3D Configurator Complexity Spectrum

Configurators range from simple to highly complex. The platform evolves to handle more over time.

```
┌──────────────────────────────────────────────────────────────┐
│                3D CONFIGURATOR COMPLEXITY SPECTRUM             │
├──────────────────────────────────────────────────────────────┤
│                                                                │
│   NO-CODE (Platform)            →              CUSTOM DEVELOPMENT │
│   ═══════════════════                          ═══════════════════ │
│                                                                │
│   Basic configurators           Complex, industry-specific logic │
│   • Color/material swaps         • Custom pricing rules         │
│   • Option toggles               • Engineering validations      │
│   • Simple variants              • CAD/BIM output generation     │
│   • Standard pricing             • ERP/CRM integrations          │
│                                                                │
│   Available NOW                  Available as SERVICE           │
│   Self-service setup             Tailored to your requirements  │
│                                                                │
│   ──────────────────────────────────────────────────           │
│                                                                │
│   Platform roadmap: Over time, more complexity moves left (no-code). │
│   Today's custom work becomes tomorrow's standard feature.     │
│                                                                │
└──────────────────────────────────────────────────────────────┘
```

Sales Talking Point:

> "Our platform handles standard configurators out of the box. For highly specific requirements—custom pricing logic, engineering rules, ERP integration—we offer that as custom development aligned with your exact needs."

Competitive Landscape

Competitor	Notes
Custom development	Expensive, slow, hard to maintain
Sketchfab, Threekit	3D only, no data integration
Akeneo, Salsify, inRiver	PIM only, no 3D or web building
PTC Vuforia, Configure One	Enterprise, complex
BIMTLY edge	PIM + 3D + Web in one unified platform

Revenue Model

- SaaS subscription (€50-500/month depending on tier)
- Implementation/setup fees
- Per-product or usage-based options

Challenges

- Long B2B sales cycles
- Need industry-specific demos
- Competing with custom solutions and status quo

Real-World Scenario: Window Manufacturer

```
|                                                        |
|            ALUPRO WINDOWS — BEFORE vs AFTER            |
|                                                        |
|                                                        |
|  BEFORE BIMTLY:                                        |
|   ┌──────────────────────────────────────────────┐    |
|   │  Customer: "I need a quote for sliding windows" │   |
|   │         ↓                                       │   |
|   │  Sales rep: Sends 50-page PDF catalog          │    |
|   │         ↓                                       │   |
|   │  Customer: "What colors are available?"        │    |
|   │         ↓                                       │   |
|   │  Sales rep: Sends separate color chart         │    |
|   │         ↓                                       │   |
|   │  Customer: "Can I see it in 3D?"               │    |
|   │         ↓                                       │   |
|   │  Sales rep: "We'd need to schedule a showroom visit..." │ |
|   │         ↓                                       │   |
|   │  [3 weeks later, customer buys from competitor] │   |
|   └──────────────────────────────────────────────┘    |
|                                                        |
|  AFTER BIMTLY:                                         |
|   ┌──────────────────────────────────────────────┐    |
|   │  Customer: Visits alupro.com/configurator      │    |
|   │         ↓                                       │   |
|   │  Selects window type in 3D viewer              │    |
|   │         ↓                                       │   |
|   │  Tries different colors (real-time update)     │    |
|   │         ↓                                       │   |
|   │  Enters dimensions → price updates automatically │  |
|   │         ↓                                       │   |
|   │  Downloads spec sheet, requests quote          │    |
|   │         ↓                                       │   |
|   │  [Same day, qualified lead in sales pipeline]  │    |
|   └──────────────────────────────────────────────┘    |
|                                                        |
```

Direction B: Asset Management

The Pitch

> *Help organizations track, document, and visualize their physical assets and equipment.*

Target Customers

- Facility management companies

- Property managers (commercial, residential portfolios)
- Manufacturing plants (equipment tracking)
- Municipalities (infrastructure assets)
- Healthcare facilities
- Schools and universities

Value Proposition

Benefit
Single source of truth for all asset information
Connect documents, photos, maintenance records to visual representation
Mobile-friendly for field workers
Replace spreadsheets and disconnected systems

How the Platform Fits

Module	Use
Drive	Document repository for manuals, warranties, photos
Data Builder	Asset database with maintenance history
3D Studio	Facility visualization, equipment models
Web Builder	Dashboards, inspection forms, work order interfaces
Doc Editor	Photo documentation, PDF markup, visual reports

Competitive Landscape

Competitor	Notes
IBM Maximo, SAP PM	Enterprise, expensive, complex
UpKeep, Fiix, Limble	CMMS focused, no visualization
Airtable/Monday	Generic, no 3D integration
BIMTLY edge	Visual-first, 3D integration, simpler than enterprise

Revenue Model

- Per-asset or per-location pricing
- Tiered subscriptions based on portfolio size
- Implementation and training services

Challenges

- Different buyer persona (operations, facilities vs. marketing/sales)
- May need specific integrations (IoT sensors, work order systems)
- Less "sexy" than product visualization

Real-World Scenario: Hospital Facility Management

```
┌─────────────────────────────────────────────────────────────┐
│              CITY HOSPITAL — ASSET TRACKING                  │
├─────────────────────────────────────────────────────────────┤
│                                                             │
│  THE CHALLENGE:                                             │
│  • 2,000+ pieces of medical equipment across 5 buildings   │
│  • Maintenance records in Excel, filed cabinets, and emails│
│  • Equipment manuals scattered across network drives       │
│  • No visibility into what's where or when it was last serviced│
│                                                             │
│  THE BIMTLY SOLUTION:                                      │
│  ┌──────────────────────────────────────────────────┐  │  │
│  │                                                     │  │  │
│  │    DATA BUILDER                3D STUDIO            │  │  │
│  │   ┌──────────────────┐      ┌──────────────────┐  │  │  │
│  │   │  Assets Collection│      │  Floor Plan View │  │  │  │
│  │   │  ───────────────  │      │                  │  │  │  │
│  │   │  MRI Scanner #1   │◄────►│      [MRI]       │  │  │  │
│  │   │  • Building A, Fl 2│      │       ↑          │  │  │  │
│  │   │  • Last service: Nov│     │  Click to see    │  │  │  │
│  │   │  • Status: ✓ Active│      │  all asset data  │  │  │  │
│  │   │  • Manual: mri.pdf │      │                  │  │  │  │
│  │   └──────────────────┘      └──────────────────┘  │  │  │
│  │                                                     │  │  │
│  │    WEB BUILDER                 DOC EDITOR           │  │  │
│  │   ┌──────────────────┐      ┌──────────────────┐  │  │  │
│  │   │  Maintenance Portal│      │ Issue Documentation│ │  │  │
│  │   │  ───────────────  │      │                  │  │  │  │
│  │   │  • Work order forms│      │  [Photo with     │  │  │  │
│  │   │  • Service calendar│      │   annotation:    │  │  │  │
│  │   │  • Equipment lookup│      │   "Leak detected │  │  │  │
│  │   │  • QR code scanning│      │    here"]        │  │  │  │
│  │   └──────────────────┘      └──────────────────┘  │  │  │
│  │                                                     │  │  │
│  └──────────────────────────────────────────────────┘  │  │
│                                                             │
│  RESULT:                                                   │
│  • Technician scans QR code on equipment                   │
│  • Instantly sees maintenance history, manuals, location   │
│  • Logs service with photo documentation                   │
│  • Manager sees real-time dashboard of all assets          │
│                                                             │
└─────────────────────────────────────────────────────────────┘
```

Direction C: Construction Documentation

The Pitch

> *Help construction teams capture, organize, and share project documentation with visual precision.*

Target Customers

- General contractors

- Subcontractors (especially finishing trades)
- Architecture firms
- Construction managers
- Facility owners during construction

Value Proposition

Benefit
Photo documentation linked to location and time
Progress tracking with visual evidence
Punch list and defect management
As-built record creation
BIM model viewing and annotation

How the Platform Fits

Module	Use
Drive	Project file storage (photos, drawings, specs)
Data Builder	Issue tracking, daily reports, punch lists
3D Studio	BIM viewing, as-built models
Web Builder	Project dashboards, client portals
Doc Editor	Mark up photos, drawings, and PDFs

BIM Connection

- Company name comes from **BIM** (Building Information Modeling)
- IFC format support coming
- Bridge between BIM authoring tools and field documentation

Competitive Landscape

Competitor	Notes
Procore, PlanGrid, Fieldwire	Established, feature-rich
OpenSpace, HoloBuilder	Photo documentation specific
BIM 360, Trimble Connect	BIM-focused
BIMTLY edge	Simpler, more affordable, combines capabilities

Revenue Model

- Per-project pricing
- Company subscription with project limits
- Storage-based tiers

Challenges

- Very competitive market
- Construction is notoriously slow to adopt
- May need specific integrations (scheduling, accounting)

Real-World Scenario: Commercial Building Renovation

```
┌──────────────────────────────────────────────────────────────┐
│              OFFICE TOWER RENOVATION — PUNCH LIST             │
├──────────────────────────────────────────────────────────────┤
│                                                              │
│  THE CHALLENGE:                                              │
│  • 20—story renovation, multiple subcontractors             │
│  • Punch list items tracked in spreadsheets                 │
│  • Photos taken on phones, emailed around                   │
│  • No clear record of what was fixed, when, by whom          │
│                                                              │
│  THE BIMTLY SOLUTION:                                        │
│  ┌────────────────────────────────────────────────┐         │
│  │                                                │         │
│  │   FIELD WORKFLOW:                              │         │
│  │                                                │         │
│  │   Superintendent walks floor 12                │         │
│  │          │                                     │         │
│  │          ▼                                     │         │
│  │   Takes photo of defect (BIMTLY mobile)        │         │
│  │          │                                     │         │
│  │          ▼                                     │         │
│  │   ┌──────────────────────────────────────┐    │         │
│  │   │  DOC EDITOR (on phone)               │    │         │
│  │   │  • Circles the defect                │    │         │
│  │   │  • Adds note: "Paint drip on window frame" │    │
│  │   └──────────────────────────────────────┘    │         │
│  │          │                                     │         │
│  │          ▼                                     │         │
│  │   ┌──────────────────────────────────────┐    │         │
│  │   │  DATA BUILDER (auto—creates record)  │    │         │
│  │   │  • Location: Floor 12, Grid C—4      │    │         │
│  │   │  • Trade: Painting                   │    │         │
│  │   │  • Status: Open                      │    │         │
│  │   │  • Assigned: ABC Painters            │    │         │
│  │   │  • Due: Dec 20                       │    │         │
│  │   └──────────────────────────────────────┘    │         │
│  │          │                                     │         │
│  │          ▼                                     │         │
│  │   ┌──────────────────────────────────────┐    │         │
│  │   │  WEB BUILDER (subcontractor portal)  │    │         │
│  │   │  ABC Painters logs in, sees their items │ │         │
│  │   │  Fixes issue, uploads completion photo │  │         │
│  │   │  Status → Resolved                   │    │         │
│  │   └──────────────────────────────────────┘    │         │
│  │                                                │         │
│  └────────────────────────────────────────────────┘         │
│                                                              │
└──────────────────────────────────────────────────────────────┘
```

```
| RESULT:                                          |
| • Complete audit trail of every issue            |
| • Subcontractors see only their items            |
| • Owner gets real—time progress dashboard         |
| • All photos/docs organized for as—built handover |
|                                                  |
```

Alternative Positioning: Digital Transformation Partner

Instead of picking one vertical, position as **IT experts** helping companies with physical-to-digital transformation.

The Story

> *"Every company with physical products or assets faces the same challenge: critical information is scattered across spreadsheets, PDFs, filing cabinets, and people's heads. BIMTLY brings it all together into a unified digital layer—making products easier to sell, assets easier to manage, and projects easier to document."*

This Positioning Allows

✅ Flexibility to serve different verticals

✅ Higher-touch consulting/implementation services

✅ Custom solutions for specific client needs

✅ Premium pricing for transformation projects

Trade-offs

⚠️ Harder to market (less focused message)

⚠️ Longer sales cycles

⚠️ More resource-intensive per client

⚠️ Harder to scale initially

Decision Framework

Factor	Product Viz	Asset Mgmt	Construction
Current traction	★★★★	★	★
Platform fit	★★★★	★★★★	★★★☆
Market size	★★★	★★★★	★★★★
Competition	★★☆	★★☆	★☆☆
Sales cycle	★★☆	★★☆	★★☆
Team expertise	★★★★	★★☆	★★☆

Options

1. **Go deep on Product Visualization** — Leverage current traction, refine message

2. **Test Asset Management** — Different buyer, but platform fits well
3. **Explore Construction** — Ties to BIM heritage, but competitive
4. **Stay broad** — Digital transformation partner, take what comes
5. **Run parallel experiments** — Different pitches to different audiences

Part 5: Go-to-Market

Sales Approach by Direction

Product Visualization

Target	Marketing directors, sales leaders at manufacturers
Channels	LinkedIn, trade shows (BAU, etc.), industry publications
Hook	"See how [competitor] is using 3D configurators to close deals faster"

Asset Management

Target	Facility managers, operations directors, CFOs
Channels	LinkedIn, FM conferences, property management associations
Hook	"Still tracking assets in spreadsheets? There's a better way."

Construction

Target	Project managers, site superintendents, BIM managers
Channels	LinkedIn, construction tech events, contractor associations
Hook	"Document your site with photos that actually connect to your data"

Elevator Pitches

Product Visualization

> *"BIMTLY combines PIM, 3D visualization, and web publishing in one platform. Manufacturers manage product data, build interactive configurators, and publish—all connected, all in the browser."*

Asset Management

> *"BIMTLY provides a single source of truth for all physical assets. Track equipment, store documents, visualize facilities—everything connected and accessible from anywhere."*

Construction Documentation

> *"BIMTLY makes construction documentation visual and connected. Capture photos, track issues, link everything to drawings and BIM models."*

Digital Transformation (Broad)

> *"BIMTLY helps companies with physical products and assets bring their information into the digital age. The IT partner for physical-to-digital transformation."*

Discovery Questions

The right questions uncover real pain points and qualify opportunities. Listen more than talk.

Opening Questions (Understand Current State)

Question	What It Reveals
"Walk me through how a customer currently finds and orders your products."	Sales process gaps, manual steps
"How do you manage your product information today?"	Tool sprawl, data silos
"Where do your product photos, 3D models, and specs live?"	File management pain
"Who touches this information and how often?"	Stakeholders, update frequency

Pain Point Questions (Uncover Problems)

Question	What It Reveals
"What happens when a price changes or a product is updated?"	Manual sync pain
"How long does it take to get a new product online?"	Time-to-market issues
"What do your sales reps wish they had when talking to customers?"	Missing tools
"What questions do customers ask that you can't easily answer?"	Information gaps
"Have you ever lost a deal because of slow response or outdated info?"	Real cost of inaction

Impact Questions (Quantify the Cost)

Question	What It Reveals
"How many hours per week does your team spend updating catalogs?"	Labor cost
"What's the cost of a lost deal in your business?"	Revenue impact
"How many support calls are just customers asking for information they couldn't find?"	Support burden
"If you could cut your quote-to-order time in half, what would that mean?"	Value of speed

Vision Questions (What Success Looks Like)

Question	What It Reveals
"If you could wave a magic wand, what would your ideal customer experience look like?"	Aspirations
"What would your team do with the time they save?"	Resource reallocation
"How would your competitors react if you had this capability first?"	Competitive motivation

Decision Questions (Buying Process)

Question	What It Reveals
"Who else would need to be involved in a decision like this?"	Stakeholders, politics
"What's your timeline for addressing this?"	Urgency
"Have you tried to solve this before? What happened?"	Past attempts, blockers
"What would make this a 'no' for you?"	Deal breakers to address early

Customer Personas

Understanding who makes decisions and what drives them.

Product Visualization Personas

Marketing Director

Cares About	Brand perception, customer experience, competitive differentiation
Daily Frustrations	Outdated product images, slow content creation, inconsistent brand across channels
How BIMTLY Helps	Interactive 3D replaces static photography, instant updates across all channels
What They Need to Hear	"Customers expect Amazon-level experiences. Interactive 3D is the new standard."

Sales Director

Cares About	Close rates, sales cycle length, rep productivity
Daily Frustrations	Reps sending outdated PDFs, slow quote turnaround, losing deals to faster competitors
How BIMTLY Helps	Self-service configurator qualifies leads, instant quotes, reps focus on relationships
What They Need to Hear	"Reps stop being catalog lookup services and start closing deals."

Digital/E-commerce Manager

Cares About	Conversion rates, site performance, reducing returns
Daily Frustrations	Static product pages, high bounce rates, "call for quote" killing conversions
How BIMTLY Helps	Interactive 3D increases engagement, real-time pricing reduces friction
What They Need to Hear	"Interactive 3D can increase conversion by 40% and reduce returns."

Asset Management Personas

Facility Manager

Cares About	Uptime, maintenance costs, compliance

Daily Frustrations	Can't find equipment manuals, no visibility into maintenance history, spreadsheet chaos
How BIMTLY Helps	All asset info in one place, visual floor plans with clickable equipment
What They Need to Hear	"Every technician has instant access to every manual, every history, every location."

Operations Director

Cares About	Efficiency, cost reduction, process standardization
Daily Frustrations	No single source of truth, tribal knowledge walks out the door, reactive maintenance
How BIMTLY Helps	Centralized asset database, standardized workflows, proactive planning
What They Need to Hear	"Stop managing assets in spreadsheets. Get a real system without enterprise complexity."

CFO

Cares About	Asset depreciation, capital planning, risk management
Daily Frustrations	No visibility into asset condition, surprise capital expenses, audit headaches
How BIMTLY Helps	Complete asset records, lifecycle tracking, audit-ready documentation
What They Need to Hear	"Know exactly what you have, where it is, and what it's worth."

Construction Personas

Project Manager

Cares About	On-time delivery, budget, stakeholder communication
Daily Frustrations	Punch lists in spreadsheets, photos scattered across phones, no single project view
How BIMTLY Helps	Visual issue tracking, automated documentation, real-time dashboards
What They Need to Hear	"Every photo, every issue, every update—connected and searchable."

BIM Manager

Cares About	Model accuracy, data integrity, handover quality
Daily Frustrations	Field data disconnected from models, as-builts always behind, no easy viewing
How BIMTLY Helps	Browser-based model viewing, field documentation linked to BIM, smooth handover
What They Need to Hear	"Bridge the gap between what's in the model and what's on the site."

Site Superintendent

Cares About	Getting work done, clear communication, avoiding rework
Daily Frustrations	Can't find drawings, photos lost in phone albums, reporting takes forever

How BIMTLY Helps	Mobile-first documentation, instant issue capture, automatic organization
What They Need to Hear	"Document once on your phone. It's organized automatically."

Objection Handling

Common pushbacks and how to respond. Never argue—acknowledge, then redirect.

Objection	Response
"We already have a solution."	"That makes sense—most companies do. What I'm curious about: is everything connected, or are there still manual steps between your 3D, your data, and your website? That's the gap we close."
"It's too expensive."	"Compared to what? Custom development costs 5-10x more and takes years to maintain. What's the cost of your current manual processes—in hours, in lost deals, in outdated information?"
"We don't have time to implement."	"What if implementation actually saved time from day one? We handle setup, migration, and training. Most teams are live within weeks, not months."
"We need [specific feature] you don't have."	"Tell me more about that use case. If it aligns with our roadmap, we often build features with early customers. If not, we'll be honest about whether we're the right fit."
"We'll build it ourselves."	"Some companies do. The question is: is building product visualization software your core competency? What happens when the developer who built it leaves? We've seen this movie before."
"We need to think about it."	"Of course. What specific questions are still open? Let's address those now so you have everything you need to make a decision."
"Can you just do the 3D/website part?"	"We can—that's part of our services. But here's what we've learned: one-off projects solve today's problem. The platform solves it permanently. Would you rather pay once or pay forever?"
"We're not ready yet."	"What would need to change for you to be ready? Sometimes 'not ready' means 'not urgent enough'—and that's fine. But sometimes it means there's a blocker we can help remove."
"Your company is too small/new."	"Fair concern. Here's how we mitigate that risk: your data stays portable, contracts are flexible, and we grow with you. The real question is: do we solve your problem better than the alternatives?"
"We need to involve IT/Legal/Procurement."	"Absolutely—let's bring them in. What would they need to see? We have security documentation, API specs, and standard contract language ready."

The Golden Rule

> *Never dismiss an objection. Every objection is a question in disguise.*

- "It's too expensive" = "Help me understand the value"
- "We're not ready" = "I'm not convinced yet"
- "We need to think about it" = "Something is blocking me"

Dig deeper. The real objection is often behind the first one.

Pricing Conversations

Never lead with price. Lead with value.

The Value-First Approach

```
┌──────────────────────────────────────────────────────────┐
│                PRICING CONVERSATION FLOW                 │
├──────────────────────────────────────────────────────────┤
│                                                          │
│   1. UNDERSTAND THE PROBLEM                               │
│      What is this costing them today?                    │
│      (hours, lost deals, customer frustration, missed opportunities) │
│                                                          │
│   2. QUANTIFY THE IMPACT                                 │
│      "If you're spending 20 hours/week on manual updates at €50/hour, │
│       that's €52,000/year in labor alone—before lost deals." │
│                                                          │
│   3. ESTABLISH VALUE                                     │
│      "If we cut that in half and help you close even 2 more deals │
│       per year, what's that worth?"                      │
│                                                          │
│   4. THEN DISCUSS PRICE                                  │
│      "Our platform starts at €X/month. Given the value we discussed, │
│       does that feel like a reasonable investment?"      │
│                                                          │
└──────────────────────────────────────────────────────────┘
```

Handling "What Does It Cost?" Early

When prospects ask about price before value is established:

> *Prospect: "Before we go further, what does this cost?"*

> *Response options:*

Approach	Example
Redirect to value	"It depends on what you need. Can I ask a few questions first so I can give you an accurate picture?"
Give a range	"Typically €200-500/month for the platform, plus implementation. But let me understand your situation—pricing depends on scope."
Flip the question	"What would you expect to pay for a solution that solves this problem? I want to make sure we're in the right ballpark before we invest more time."

Pricing Models Overview

Model	When to Use	Range
SaaS Subscription	Ongoing platform access	€50-500/month based on tier
Implementation Fee	Setup, migration, training	€1,000-10,000 one-time

| Per-Product/Asset | Usage-based scaling | Variable by volume |
| Services | Custom development, 3D work | Project-based quotes |

Anchoring Techniques

Before stating price, anchor the value:

Anchor	Example
Cost of alternative	"Custom development for this would run €50,000-100,000. We're a fraction of that."
Cost of inaction	"You're spending €52,000/year on manual processes. Our platform is €6,000/year."
Revenue opportunity	"If this helps you close 3 more deals at €10,000 each, it pays for itself in month one."

Negotiation Principles

Principle	Explanation
Don't discount—add value	Instead of lowering price, offer additional training, extended support, or faster implementation
Understand the real blocker	"Is it the total cost, or the timing of the payment?"
Create urgency legitimately	"We have capacity to start implementation next month. After that, it's Q2."
Walk away if needed	Not every deal is right. Bad-fit customers cost more than they pay.

The Bottom Line

> *Price is only a problem when value isn't clear.*

If someone says "too expensive," the conversation about value wasn't complete. Go back and quantify impact before discussing price again.

Demo Strategy

Direction	Demo Needed
Product Viz	Interactive product configurator (windows, machinery, furniture)
Asset Mgmt	Equipment tracking dashboard with 3D facility view
Construction	Photo documentation workflow with issue tracking

Tender Opportunities

- Public procurement as a channel
- More relevant for asset management and construction
- **Pros:** Large contracts, credibility
- **Cons:** Long cycles, heavy documentation, may not fit early stage

Qualification Framework

Use this checklist to qualify every opportunity. Strong prospects check most boxes.

Dimension	Questions to Ask	Good Signs	Warning Signs
Budget	"Do you have budget allocated for this?"	Budget exists or can be created	"We have no budget" with no path forward
Authority	"Who makes the final decision?"	Talking to decision-maker or clear path	Gatekeeper with no access to decision-maker
Need	"What problem are you trying to solve?"	Clear pain point, quantifiable impact	Vague interest, no urgency
Timeline	"When do you need this solved?"	Active project, near-term deadline	"Maybe next year"
Fit	"Do you have products/assets to manage?"	Physical products, 3D models exist, data scattered	Pure software/digital business

Scoring

Score	Action
4-5 strong	Prioritize - high probability
2-3 strong	Nurture - needs development
0-1 strong	Deprioritize - not ready

Disqualification Criteria

Not every prospect is a good fit. Walk away early to save time for better opportunities.

Hard Disqualifiers (Walk Away)

Signal	Why It's a Problem
No physical products or assets	Core platform value doesn't apply—we bridge physical and digital
Looking for free/spec work	Not sustainable, signals bad-fit customer mindset
No decision-maker access	Gatekeeper with no path to authority = wasted cycles
Hostile or disrespectful behavior	Life's too short; bad clients cost more than they pay
Fundamentally misaligned expectations	They want something we're not building and won't be

Soft Disqualifiers (Proceed with Caution)

Signal	What to Do
"We'll build it ourselves"	Validate if they have resources; often they don't
Committee decision with 5+ stakeholders	Long cycle; qualify urgency and champion
Previous failed implementation	Dig into why—may be organizational, not technical

Comparing to free tools (Notion, Google Drive)	Educate on value; may not see platform need

The Walk-Away Script

> *"Based on what you've shared, I'm not sure we're the right fit for your current needs. Here's why: [specific reason]. If that changes, we'd love to reconnect. In the meantime, you might want to look at [alternative]."*

Walking away professionally builds trust. Sometimes they come back when ready.

FAQ: Common Technical Questions

Answers to questions prospects ask. Be honest about what we do and don't do.

Platform & Architecture

Question	Answer
"Is it cloud or on-premise?"	Cloud-only SaaS. Your data is hosted securely, accessible from any browser.
"Where is data stored?"	Cloud infrastructure with regional options (Europe, US, Asia). We match your compliance requirements.
"Do you have an API?"	Yes, REST API for data integration. Webhook support for real-time events.
"Can we white-label it?"	Yes—custom domains, branding, and styling are supported.
"What about mobile?"	Responsive web app works on mobile. Native apps on roadmap.

3D & Files

Question	Answer
"What 3D formats do you support?"	GLTF/GLB (recommended), FBX, OBJ, STL. IFC (BIM) coming soon.
"Can you import from SketchUp/Revit/SolidWorks?"	Export to GLTF or FBX from those tools, then import to BIMTLY.
"What's the max file size?"	Currently 500MB per file. Larger models can be optimized.
"Do you support CAD formats (STEP, IGES)?"	Not yet—on roadmap. Currently need conversion to GLTF/FBX.

Integration & Data

Question	Answer
"Can you integrate with our ERP/CRM?"	API allows data sync. Custom integrations available as services.
"Can we import existing data?"	Yes—CSV import, API, or we help with migration during implementation.
"Do you support SSO?"	Yes—Google SSO available now. Enterprise SSO (SAML, OAuth) on higher tiers.

Security & Compliance

Question	Answer

| "Is data encrypted?" | Yes—encrypted in transit (TLS) and at rest. |
| "Are you GDPR compliant?" | Yes. Data processing agreement available. |

Honest "Not Yet" Answers

Question	Honest Answer
"Do you have offline mode?"	Not yet—requires internet connection.
"Do you support AR/VR?"	Experimental. Not production-ready.

Glossary

Terms you'll hear in sales conversations.

Industry Terms

Term	Definition
BIM	Building Information Modeling — 3D models with embedded data for construction/architecture.
IFC	Industry Foundation Classes — open file format for BIM data exchange.
CPQ	Configure, Price, Quote — software that helps sales reps configure products and generate quotes.
PIM	Product Information Management — centralizing and managing product data for distribution across channels.
PLM	Product Lifecycle Management — managing product data from design to retirement.
DAM	Digital Asset Management — organizing and distributing digital files (images, videos, documents).
CMMS	Computerized Maintenance Management System — software for tracking maintenance and work orders.
ERP	Enterprise Resource Planning — business software for finance, inventory, operations.
CRM	Customer Relationship Management — software for tracking sales and customer interactions.

3D & Technical Terms

Term	Definition
GLTF/GLB	GL Transmission Format — modern, efficient 3D file format. GLB is binary version.
FBX	Filmbox — common 3D interchange format from Autodesk.
OBJ	Wavefront OBJ — simple 3D geometry format (no animations).
STL	Stereolithography — 3D printing format, geometry only.
Mesh	3D model made of vertices, edges, and faces (triangles/polygons).
Texture	Image applied to 3D surface to add color, detail, or material appearance.
LOD	Level of Detail — versions of a model with different complexity for performance.
Draco	Google compression format for 3D geometry—makes files smaller.

BIMTLY-Specific Terms

Term	Definition
Collection	A Data Builder table—structured data like products, assets, or issues.
Record	A single row in a collection—one product, one asset, one issue.
Node	A building block in Web Builder—container, text, image, etc.
Viewport	Screen size breakpoint in Web Builder—Desktop, Tablet, Mobile.
Object-Record Link	Connection between a 3D object and a data record in a collection.

Marketing Strategy

A lean, high-impact approach focused on authenticity, education, and community building.

Philosophy

```
|                  MARKETING PRINCIPLES                    |
|                                                          |
|                                                          |
|   1. EDUCATE, DON'T SELL                                 |
|      Teach people how to solve problems. The platform sells itself. |
|                                                          |
|   2. BE WHERE THE AUDIENCE IS                            |
|      Reddit, YouTube, LinkedIn—not expensive ad campaigns. |
|                                                          |
|   3. SHOW, DON'T TELL                                    |
|      Live demos, real projects, actual results > marketing fluff. |
|                                                          |
|   4. BUILD IN PUBLIC                                     |
|      Share the journey, the challenges, the wins. Authenticity wins. |
|                                                          |
```

YouTube Strategy (Primary Channel)

YouTube is the cornerstone. Educational content with a real person builds trust and reach.

Content Pillars

Pillar	Description	Example Topics
Industry Education	Teach concepts, not just product	"What is PIM?", "3D for Manufacturing 101", "BIM Explained"
Platform Tutorials	How to use BIMTLY step-by-step	"Building Your First Configurator", "Data Builder Deep Dive"
Customer Stories	Real implementations, real results	"How [Company] Digitized Their Catalog"
Behind the Scenes	Building the platform, team culture	"Why We Built This", "Feature Development Journey"

Format Guidelines

Element	Approach
Presenter	Real person on camera—builds trust, humanizes the brand
Style	Conversational, educational, not salesy
Length	Mix: Short (2-5 min) tutorials + Long (15-30 min) deep dives
Frequency	Consistent schedule > sporadic quality. Aim for 1-2/week
Thumbnails	Clear, bold, face when possible

Content Calendar Example

Week	Video 1	Video 2
1	"What is a Product Configurator?" (educational)	"Build One in 10 Minutes" (tutorial)
2	"Why Manufacturers Need PIM" (industry)	"Setting Up Collections" (tutorial)
3	"3D on the Web—How It Works" (educational)	"Upload Your First 3D Model" (tutorial)
4	"The Problem with PDF Catalogs" (pain point)	"Create a Live Product Page" (tutorial)

Reddit Strategy (Community Presence)

Reddit rewards genuine participation and punishes self-promotion. The goal: become a trusted community member.

Target Subreddits

Subreddit	Relevance	Approach
r/manufacturing	Window/door, industrial equipment	Answer questions about digitization
r/3Dprinting	3D model handling, file formats	Share knowledge about GLTF, optimization
r/webdev	Web builder tech discussions	Contribute to no-code/low-code threads
r/BIM	Construction/architecture	IFC discussions, BIM workflow tips
r/startups	Founder community	Share journey, lessons learned
r/SaaS	B2B software discussions	Product-market fit insights

Reddit Rules

Do	Don't
Answer questions helpfully (without mentioning product)	Drop links to BIMTLY unprompted
Share genuine expertise and insights	Create fake accounts or astroturf
Post about journey in relevant subreddits (r/startups, r/SaaS)	Spam the same content across subreddits
Mention BIMTLY only when directly relevant and helpful	Hard sell or push demos
Build karma through genuine participation first	Post product announcements to unrelated subs

The Long Game

```
Month 1–2:  Pure participation. Answer questions. Zero self-promotion.
Month 3–4:  Occasionally mention "we're building something in this space" when relevant.
Month 5+:   Known community member. Can share content naturally.
```

Guerrilla Marketing Tactics

Low-budget, high-impact moves that punch above their weight.

Tactic	How It Works	Cost
Comment on competitor content	Thoughtful, non-promotional comments on competitor YouTube/LinkedIn	Free
Answer Quora questions	Long-form answers to "How do I build a product configurator?" type questions	Free
Guest on podcasts	Reach established audiences; target manufacturing/tech podcasts	Free
LinkedIn thought leadership	Daily posts about industry challenges, platform journey	Free
Product Hunt launch	Coordinate launch for visibility spike	Free
Free tools/templates	"Product Data Template" spreadsheet, "3D Optimization Checklist"	Free
Demo to YouTubers	Send to tech reviewers, no-code influencers	Free
University outreach	Free accounts for students learning BIM/3D	Low cost
Attend (don't sponsor) trade shows	Network, learn, be present without booth costs	Travel only

LinkedIn Strategy

B2B buyers live on LinkedIn. Focus on personal brand over company page.

Content Mix

Type	Frequency	Example
Industry insight	2x/week	"Why 80% of manufacturer websites still use PDF catalogs"
Platform milestone	1x/week	"Shipped real-time collaboration this week. Here's what we learned."
Customer win	When available	"Helped [Company] cut their quote time from 2 days to 10 minutes"
Behind the scenes	1x/week	"We debated this feature for 3 weeks. Here's what we decided."
Engagement	Daily	Comment on relevant posts, join discussions

Profile Optimization

Element	Approach
Headline	Problem-focused, not title-focused: "Helping manufacturers bring products online"
About	Story-driven: why you're building this, what problem you solve

Featured	Pin: YouTube intro, case study, product demo
Activity	Consistent posting shows active engagement

Website Blog Strategy

The blog is owned real estate—unlike social platforms, you control it forever. It's also the SEO foundation.

Blog Purpose

```
┌─────────────────────────────────────────────────────────┐
│                    BLOG STRATEGY                         │
├─────────────────────────────────────────────────────────┤
│                                                          │
│   1. SEO MAGNET                                          │
│      Rank for searches your target customers are making  │
│      "how to build a product configurator" → BIMTLY blog → demo request │
│                                                          │
│   2. CONTENT HUB                                         │
│      Central home for all educational content            │
│      YouTube transcripts, expanded guides, how-tos       │
│                                                          │
│   3. CREDIBILITY BUILDER                                 │
│      Deep expertise signals trust to B2B buyers          │
│      "These people know what they're talking about"      │
│                                                          │
│   4. LEAD CAPTURE                                        │
│      Email signups, downloadable resources, newsletter   │
│      Convert anonymous visitors into known contacts      │
│                                                          │
└─────────────────────────────────────────────────────────┘
```

Content Categories

Category	Purpose	Example Posts
Educational	Teach industry concepts, rank for searches	"What is PIM? A Complete Guide", "3D File Formats Explained"
How-To Guides	Practical tutorials, show expertise	"How to Build Your First Product Configurator", "Migrating from PDF Catalogs"
Industry Analysis	Thought leadership, shareable content	"The State of Digital Product Catalogs in 2025", "Why Manufacturers Are Going 3D"
Customer Stories	Social proof, use case examples	"How [Company] Reduced Quote Time by 80%"
Product Updates	Platform news, feature announcements	"New: Real-Time Collaboration in Web Builder"
Comparison	Capture competitor search traffic	"BIMTLY vs Custom Development", "PIM vs Spreadsheets"

SEO-First Approach

Element	Approach
Keyword Research	Find what target customers search for (Ahrefs, SEMrush, or free alternatives)
Long-Tail Focus	Target specific queries like "product configurator for window manufacturers"
Search Intent	Match content to what searcher actually wants (tutorial vs comparison vs definition)
Internal Linking	Connect related posts, keep visitors on site longer
Meta Descriptions	Compelling summaries that drive clicks from search results

Blog Content Calendar

Week	Post Type	Topic Example
1	Educational	"What is a Product Configurator?" (cornerstone content)
2	How-To	"5 Steps to Digitize Your Product Catalog"
3	Industry	"Why PDF Catalogs Are Costing You Sales"
4	Product	"Feature Deep Dive: Data Builder Collections"

Writing Guidelines

Guideline	Why
Lead with value	Answer the reader's question in the first paragraph
Use headers liberally	Scannable content performs better
Include visuals	Screenshots, diagrams, GIFs where helpful
End with CTA	Every post should have a next step (demo, related post, signup)
1,500-2,500 words	Long-form ranks better, but only if it's valuable

Lead Magnets

Downloadable resources that capture emails:

Resource	Target Audience
"Product Data Template"	Manufacturers starting to organize product info
"3D Optimization Checklist"	Teams preparing 3D models for web
"Digital Catalog ROI Calculator"	Decision-makers building business case
"Configurator Planning Worksheet"	Companies considering configurator projects

Blog + YouTube Integration

```
                    BLOG ↔ YOUTUBE  SYNERGY
```

```
|  YOUTUBE VIDEO                    BLOG POST                  |
|  ────────────                    ─────────                  |
|                                                             |
|  "What is PIM?"           →      Written guide with more detail  |
|  (visual, engaging)              (SEO, reference, downloadable)  |
|                                                             |
|  Embed video in post             Link to video in post      |
|  Post links to blog              Blog ranks in Google        |
|                                                             |
|  YouTube drives awareness    +   Blog drives SEO traffic    |
|                            ═══════════                       |
|                        BOTH drive leads                      |
|                                                             |
|                                                             |
```

Content Repurposing Flow

One piece of content → multiple channels.

```
|                                                             |
|                   CONTENT MULTIPLICATION                    |
├─────────────────────────────────────────────────────────────┤
|                                                             |
|                                                             |
|   YouTube Video (15 min)                                    |
|        │                                                    |
|        ├──→ LinkedIn post (key insight + link)              |
|        ├──→ Twitter/X thread (5 key points)                 |
|        ├──→ Blog post (written version)                     |
|        ├──→ Reddit comment (when relevant question appears) |
|        ├──→ Email newsletter snippet                        |
|        └──→ Short clips for Instagram/TikTok (if relevant)  |
|                                                             |
|   One hour of creation → One week of content across channels |
|                                                             |
|                                                             |
```
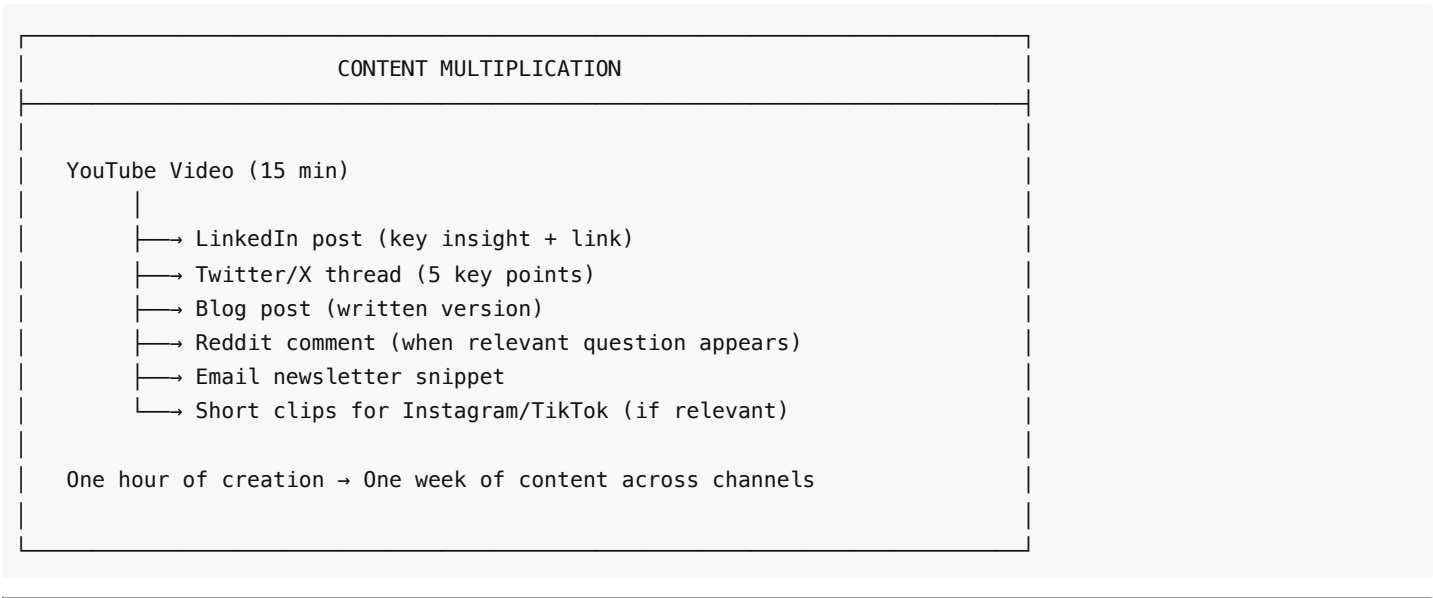
Metrics That Matter

Track what drives business, not vanity metrics.

Metric	Why It Matters	Target
YouTube subscribers	Growing audience	Steady growth
Video watch time	Engagement quality	>50% average retention
Website traffic from content	Content → interest	Track source
Demo requests from content	Content → pipeline	Track attribution
Reddit karma/reputation	Community standing	Organic growth
LinkedIn engagement rate	Content resonance	>2% engagement

What NOT to Track (Vanity Metrics)

- Follower counts without engagement
- Impressions without clicks
- Video views without watch time
- Likes without comments

Marketing Calendar Template

Monday	Tuesday	Wednesday	Thursday	Friday
LinkedIn post	Reddit engagement	YouTube upload	LinkedIn post	LinkedIn post
Respond to comments	Answer questions	Promote video on LinkedIn	Guest content	Week review

Budget Allocation (Lean Phase)

Category	Monthly Budget	Notes
YouTube production	€0-200	Basic equipment, editing software
LinkedIn Sales Navigator	€80	Prospecting and research
Tools	€50-100	Scheduling, analytics
Paid promotion	€0-200	Boost top-performing content only
Total	€130-580	Scale up only when content proves ROI

The Core Message

Every piece of content should reinforce:

> **"Physical products and assets deserve better digital experiences. BIMTLY makes that possible—without enterprise complexity or custom development costs."**

Part 6: The Roadmap

```
┌─────────────────────────────────────────────────────────┐
│                    BIMTLY VISION                        │
├─────────────────────────────────────────────────────────┤
│                                                         │
│   TODAY                                                 │
│   ═════                                                 │
│   Platform capabilities ready, seeking product─market fit │
│                                                         │
│                         │                               │
│                         ▼                               │
│                                                         │
│   NEAR─TERM                                             │
│   ═════════                                             │
│   Establish beachhead in one or two verticals with paying customers │
│                                                         │
│                         │                               │
```

```
|                                    ▼                         |
|                                                             |
|   MEDIUM—TERM                                               |
|   ══════════                                               |
|                                                             |
|   Expand within verticals, build integrations, grow team   |
|                                                             |
|                                  |                          |
|                                  ▼                          |
|                                                             |
|   LONG—TERM                                                 |
|   ════════                                                 |
|                                                             |
|   BIMTLY becomes the standard platform for connecting      |
|   physical assets/products to their digital representations—|
|   the operating system for the physical—digital bridge     |
|                                                             |
```

Key Questions to Answer

Question
Who responds fastest?
Who has budget and urgency?
Where does BIMTLY have competitive advantage?
What would make someone pay this month?

Market conversations will answer these questions and determine the path forward.

Part 7: Quick Reference

Platform Access

App	app.bimtly.com
Website	bimtly.com

Team

Name	Focus
Marko Šantić	Technical, strategy, product
Tanja Šantić	Marketing, brand, content
Ivan Šantić	Design, 3D, UX/UI
Luka Soldo	Head of Sales & Business Development

Technical Foundation

Layer	Technology
Frontend	React 19, TypeScript, TanStack Router
State	Zustand (with slices pattern)
Styling	Tailwind CSS
3D	Three.js via React Three Fiber
Backend	Express.js, Node.js
Database	PostgreSQL with Drizzle ORM
Real-Time	Yjs + WebSocket
Jobs	BullMQ with Redis

Getting Started

A hands-on path for learning the platform:

Step	Activity
1	**Explore Drive** — Upload test files, create folders, try sharing
2	**Build a Collection** — Create a data table with a few fields (text, select, file)
3	**Design a Page** — Drop blocks on canvas, bind content to your collection
4	**View 3D** — Upload a GLTF model, try orbit/pan/zoom, test inspection tools
5	**Add Annotations** — Mark up an image or 3D model with Doc Editor
6	**Collaborate** — Invite a colleague, edit together in real-time

Each step builds on the previous. By the end, you'll have touched every pillar of the platform.

Part 8: Services

One Roof, Complete Solutions

The "everything under one roof" philosophy extends beyond the platform. Customers seeking digital transformation often need more than software—they need execution. Rather than sending them to find separate vendors for websites, 3D content, or implementation, BIMTLY offers services that complement the platform.

Current Phase: In-House Services

While the platform matures, the team offers direct services:

Service	Description

Website & E-commerce Development	Custom websites, product catalogs, dealer portals built on BIMTLY
3D Modeling	Product models, facility models, BIM-ready assets
3D Rendering & Visualization	Photorealistic renders, product imagery, marketing visuals
Platform Implementation	Setup, data migration, training, custom configuration

The Guiding Principle

> **Services must align with and enhance the platform.**

Not all custom work is accepted. The litmus test for any service engagement:

Question	Required Answer
Does this align with BIMTLY's vision?	Yes
Will this work improve the platform?	Yes
Can learnings be applied to future customers?	Yes

What BIMTLY will do:

- Build product configurators that push platform capabilities forward
- Create 3D content that expands the asset library and workflows
- Develop features that benefit all future customers

What BIMTLY will NOT do:

- Generic software development unrelated to the platform
- One-off integrations that don't serve the broader vision
- Custom work that pulls focus from platform growth

Every service project is an investment in the platform—not just revenue.

Strategic Value of Services

```
┌──────────────────────────────────────────────────────────┐
│                WHY SERVICES MATTER NOW                    │
├──────────────────────────────────────────────────────────┤
│                                                          │
│   1. FOOT IN THE DOOR                                    │
│      Services create customer relationships before platform sale │
│      Lower barrier to engagement than full platform commitment │
│                                                          │
│   2. REVENUE WHILE PLATFORM MATURES                      │
│      Sustainable income during product—market fit exploration │
│      Each project funds further development              │
│                                                          │
│   3. DEEP CUSTOMER UNDERSTANDING                         │
│      Hands—on work reveals real pain points             │
│      Direct feedback shapes platform features           │
│                                                          │
│   4. TRUST BUILDING                                      │
```

```
|      Deliver value first, then introduce platform      |
|      Proven execution leads to platform adoption       |
|                                                        |
```

Long-Term Vision: Services Marketplace

As the platform scales, services evolve from in-house to ecosystem:

```
|                    SERVICES EVOLUTION                         |
|                                                               |
|                                                               |
|   TODAY                         FUTURE                        |
|   =====                         ======                        |
|                                                               |
|    ┌───────────────┐            ┌──────────────────────────┐  |
|    │    BIMTLY      │            │          BIMTLY          │  |
|    │  (In-House)    │            │  (Platform + Marketplace)│  |
|    │                │   →        │                          │  |
|    │ • Web dev      │            │ ┌────────┐┌────────┐┌───────┐│  |
|    │ • 3D modeling  │            │ │Partner A││Partner B││Partner││  |
|    │ • Rendering    │            │ │Web Dev ││3D Model││Render ││  |
|    │ • Implementation│           │ └────────┘└────────┘└───────┘│  |
|    └───────────────┘            │                          │  |
|                                 │ BIMTLY orchestrates, ensures│ |
|                                 │ quality, handles billing  │  |
|                                 └──────────────────────────┘  |
|                                                               |
|                                                               |
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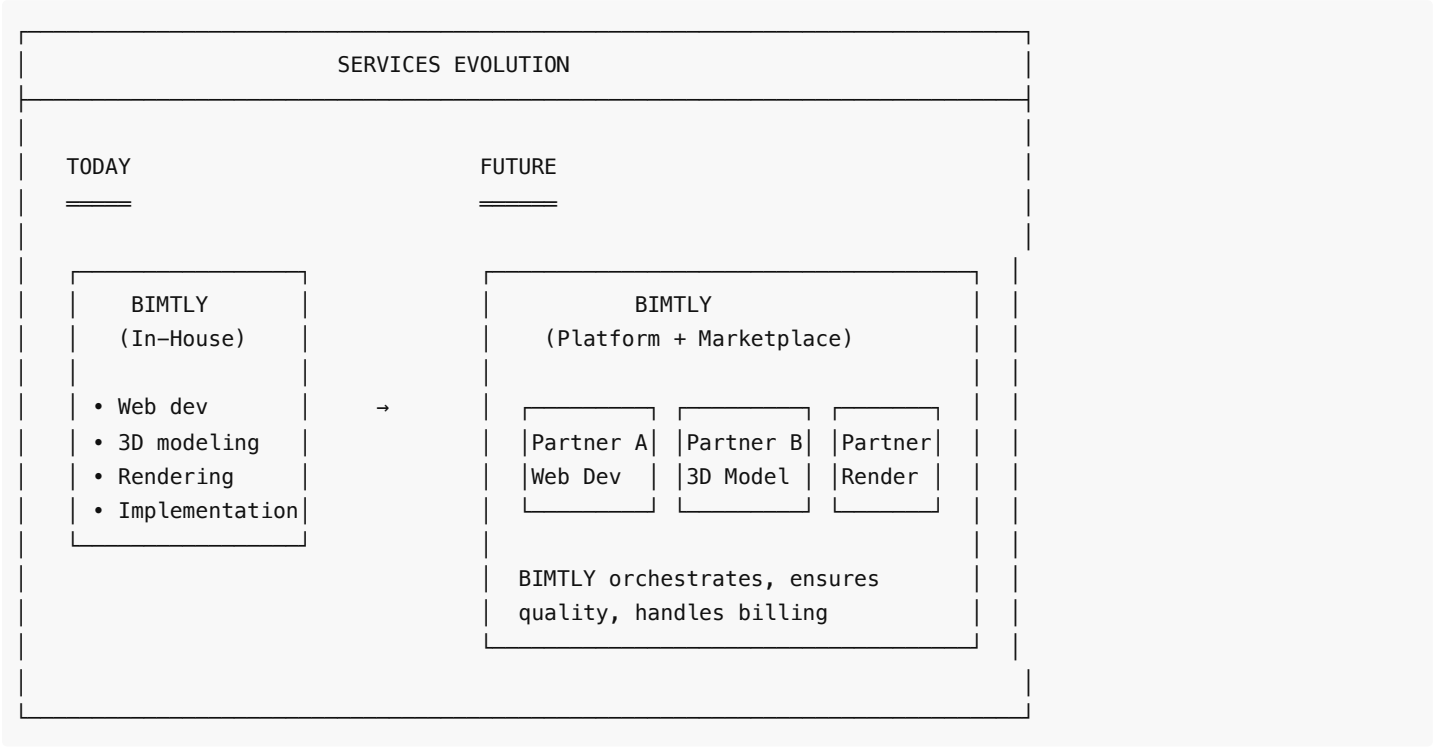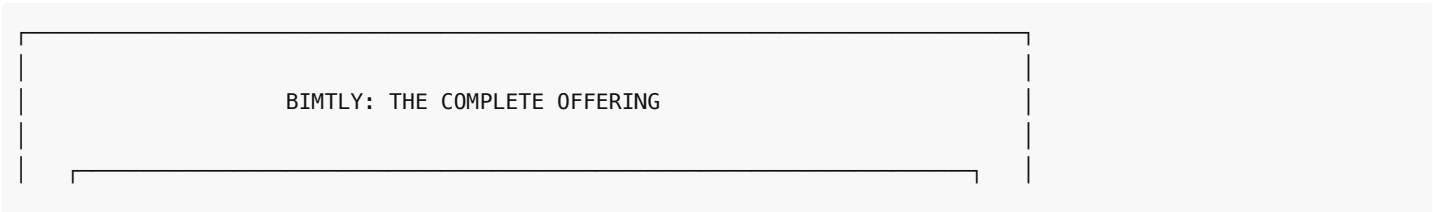
Marketplace Model

Aspect	Approach
Curation	Vetted partners with proven quality
Integration	Services delivered directly within platform
Billing	Unified invoicing through BIMTLY
Quality	BIMTLY maintains standards and oversight
Scale	Partners handle volume, BIMTLY handles platform

The Complete Picture

```
|                                                               |
|                 BIMTLY: THE COMPLETE OFFERING                 |
|                                                               |
|                                                               |
|   ┌─────────────────────────────────────────────────────┐    |
```

```
|  |                       PLATFORM                        |  |
|  |  Drive + Data Builder + Web Builder + 3D Studio + Doc Editor  |  |
|  └────────────────────────────────────────────────────┘  |
|                           +                               |
|  ┌────────────────────────────────────────────────────┐  |
|  |                       SERVICES                       |  |
|  |  Web Development + 3D Modeling + Rendering + Implementation  |  |
|  └────────────────────────────────────────────────────┘  |
|                           =                               |
|  ╔════════════════════════════════════════════════════╗  |
|  ║          COMPLETE DIGITAL TRANSFORMATION PARTNER     ║  |
|  ║                                                      ║  |
|  ║  Products easier to SELL                             ║  |
|  ║  Assets easier to MANAGE                             ║  |
|  ║  Projects easier to DOCUMENT                         ║  |
|  ║                                                      ║  |
|  ║  All under one roof.                                 ║  |
|  ╚════════════════════════════════════════════════════╝  |
|                                                           |
```
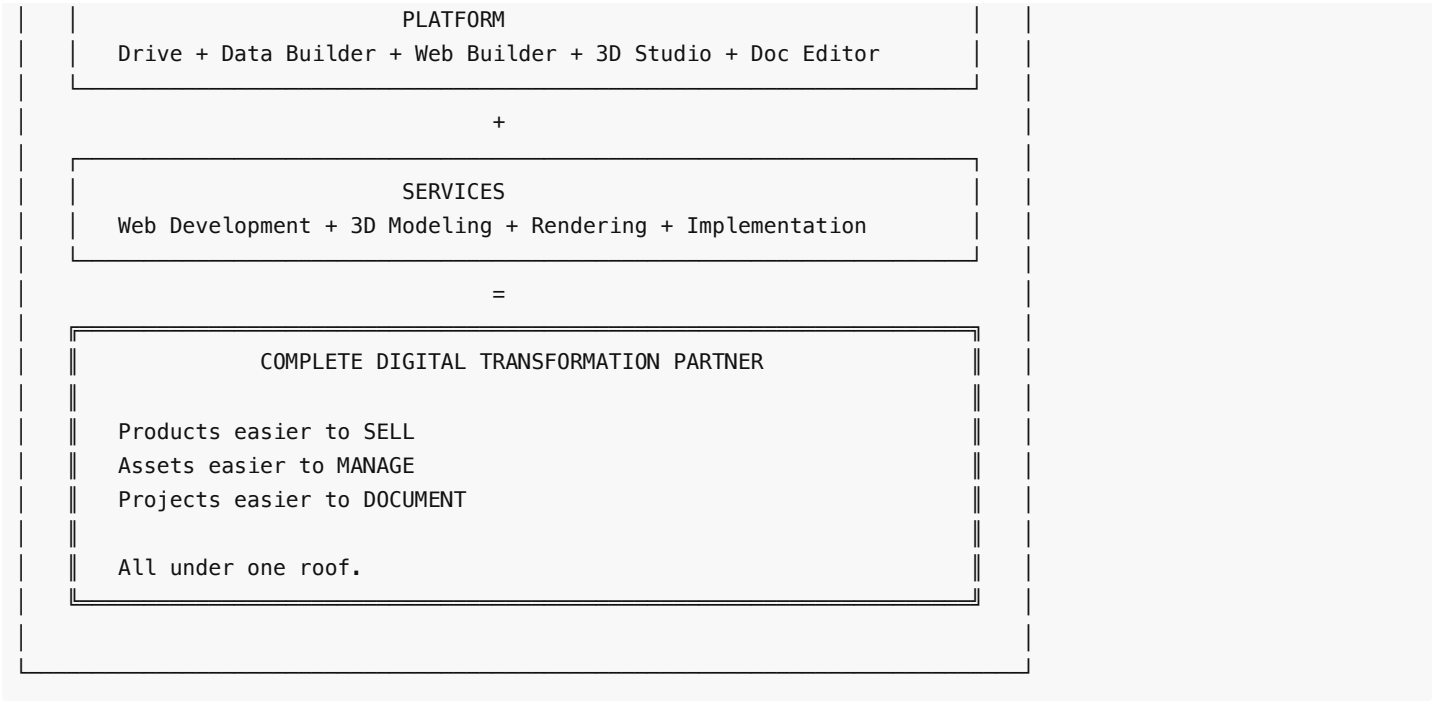
Platform + Services + Marketplace = The complete digital transformation partner for companies managing physical products and assets.