Formily Vision Roadmap

Brand Name: Formily
Domain: formilyapp.com

🌟 Core Vision

Formily is a mobile-first platform that lets users upload or take a photo of a meaningful object—a deer they just hunted, a pet they lost, a memorable catch, or a family moment—and transforms it into a 3D-printed keepsake. The final product is printed and shipped by external 3D printing partners, allowing Formily to scale without physical infrastructure.

We turn memories into physical form—fast, emotional, and affordable.

🚀 Core Product Offering

- User uploads or takes a photo
- Platform converts it to an STL model (AI-assisted, template-based, or hybrid)
- Partner print farm fulfills and ships
- Formily manages order flow, payment, and communication

🧰 Target Audiences

- Hunters (e.g., deer busts, antler trophies)
- Pet owners (memorial statues)
- Fishermen (replica fish mounts)
- Families (custom figurines, photo-to-model gifts)
- Gift buyers (anniversaries, holidays, remembrance)

⚙️ Fulfillment Model

- No in-house printing
- All orders routed to vetted 3D print farms (e.g., Treatstock, Craftcloud, Shapeways)
- API or webhook integration to handle STL submission, order creation, shipping label generation

---

🛍️ Monetization Strategy

- Per-model pricing (tiered by size/detail)
- Subscription option for hobbyists or repeat buyers
- Bundle discounts (e.g., 3 models per year)
- Future upsells: display stands, plaques, engraving

✅ MVP Goals

- Launch basic frontend for photo upload + checkout
- Use existing tools (e.g., Fiverr, AI model APIs) for STL generation
- Secure 1–2 print partners for live test orders
- Complete 5–10 real customer flows from upload to delivery
- Track feedback and optimize UX + fulfillment reliability

🚧 Phase Overview

Phase 1: Brand + Roadmap (COMPLETE)
Phase 2: MVP flow (frontend + STL gen + order routing)
Phase 3: Print partner integration
Phase 4: Soft launch to niche groups (hunters, pet owners)
Phase 5: Refine & scale with automation, AI, and improved UX

✨ Tagline Directions (WIP)

- "Memories you can hold."
- "Bring your photo to life."
- "Real moments. Real models."
- "Personalized. Printed. Perfect."

🔧 Next Up:

- Branding (logo, color, font)
- Finalize tagline
- User journey wireframe
- Print partner pitch deck