

<p>Key Partners</p> <p>Tool providers.</p> <p>Via our deep collaboration with Autodesk & Shopbot we get to leverage cutting edge technology, help shape the future of that technology, and get positive marketing from both.</p> <p>We also make heavy use of and help support open source software such as Drupal and Blender, which allow us to leverage a huge community of terribly smart people to have the very best tools possible.</p> <p>Contractors & Subcontractors.</p> <p>We strive to find the very best contractors and subcontractors, and then to collaborate with them at a high level, to maximize value to the client and make everyone win.</p> <p>We then foster this network of people to create an on-demand skilled labor pool we can pull upon as projects demand. This lets us stay small and keep a very low overhead while still able to deliver on any project.</p> <p>Material suppliers.</p> <p>We've researched and formed relationships with various material suppliers and local vendors to have a reliable supply to high-quality sustainable materials at affordable prices.</p>	<p>Key Activities</p> <p>Making Great Things.</p> <p>Producing designs, ideas, concepts, prototypes, buildings, elements to be incorporated into buildings, decorative elements, furniture, and art.</p> <p>Making Things Great.</p> <p>Being great to work with, solving problems creatively, working holistically, understanding and helping to define our client's culture, collaborating openly, being reasonable in costs and time, being on budget and on time, and being a great company to work for.</p>	<p>Value Proposition</p> <p>Love! via...</p> <p>Making Great Things & Making Things Great!</p> <p>By producing creative, interesting, reasonable, and sustainable Architecture, Interiors, Furniture, and Art; and by being wonderful to work with, we are a force of love and creation in the world.</p> <p>Creating awesome things from nothing (i.e. “art”) is the closest humans can come to real magic.</p> <p>So our promise is that working with us will be great, and the things we make together will be great.</p>	<p>Customer Relationships</p> <p>Direct, dedicated, personalized highly-responsive service from everyone in the company.</p> <p>By doing great work, and by being great to work with, we cultivate client relationships so that our reputation is excellent and repeat business is high.</p> <p>By directly integrating and collaborating with our clients via online wikis & direct sharing of digital design files, we are able to make a more personalized and creative project for our clients and an engaging & exiting experience.</p>	<p>Customer Segments</p> <p>We make great things for great people.</p> <p>With a unique offering, we are creating a ‘blue sky’ a niche offering to a large existing market.</p> <p>We serve businesses and individuals that are looking for more creative, interesting, sustainable, and reasonable buildings, interiors, furniture, and art elements; and who are looking for a more collaborative working experience.</p> <p>By staying small and focusing on only taking on projects where both our clients, and us, will love the end result, we create exuberant and distinctive work that stands out as being very different from more ‘traditional’ design and construction companies.</p>
	<p>Key Resources</p> <p>Our two key resources are People & Process; organized into three Big Ideas:</p> <p>Art & Architecture: We approach problems creatively, with the exuberance of life, a wealth of experience, a love of collaboration, and a responsible sustainable mindset.</p> <p>BIM & Digital Fabrication: Enables a shared unified model for design, analysis, documentation, and fabrication. It allows for a higher level of collaboration, a reduction in errors, much more creative possibilities, and a higher quality project overall.</p> <p>Agile & Lean Business: Modern management tools give us the rigor and focus to produce real quality and meet our client's goals. They enables us to be incredibly prolific, efficient, and competitive.</p>		<p>Channels</p> <p>Our main ways of reaching clients is through referrals, our website, and personal networking.</p> <p>Our two sales channels are vertically-integrated design and/or building services under contract direct with the client & direct sales of limited runs of collectable elements on our website.</p> <p>Our simple two-stage contracts and collaborative working culture make for little friction and overhead for us, make it easy for the clients to hire us, and by focusing on a single channel we can be highly optimized and efficient.</p>	

<p>Cost Structure</p> <p>We are a value-focused, niche service. We set our pricing to be equivalent to slightly less than ‘traditional’ designers and/or builders, but believe that we deliver significantly more value.</p> <p>While using concepts from Lean Manufacturing & the Agile Software world greatly increase our efficiency, our greatest cost is in labor for skilled people. Our primary bottleneck in growth is finding awesome people with great skills that work well within the context of what we do.</p> <p>Next, we have to make certain that those awesome people are able to get things done. While our process helps keep everyone on track & efficient, we have to have a great space, great tools, and what we need to make the magic happen. While digital fabrication and Building Information Modeling are an empowering technologies that multiplies our efforts, and save huge amounts of labor, and are significantly more affordable now, they still not only cost money, but require highly skilled people to make best use of them.</p>	<p>Revenue Streams</p> <p>Our primary revenue stream are contract work for designs and/or lump sum quoted fabricated elements.</p> <p>Our two-stage contract system allows us to ; our one-page 'getting started' allows us to work under time & materials with a deposit towards the first invoice to define the project scope and design enough to get preliminary pricing; then every discrete part of a project that involves a deliverable of some kind has it's own lump-sum detailed quote with work progressing after an initial deposit is made.</p> <p>This allows us to show our clients exactly where the money is going, as well as keeping us from wasting the client's money by going down design 'dead ends' by doing iterative work that's just enough for that particular phase of a project, then when fabrication/construction begins allows for lump sum costs & schedules for real costs. This way we stay in budget and on time!</p>
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