



THE DIY HOMEBUILDER

by Vince Wallace



Imagine . Design . Build

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01

the DIY HOMEBUILDER EXECUTIVE SUMMARY

by Vince Wallace

01 WHAT Is This App and WHO Is It For?

An app for those with the New Pioneer Spirit

the DIY HOMEBUILDER APP is a web-responsive app that serves as a detailed start-to-finish guide for those who dream of a hands-on experience designing and building their own home, but

- don't have any construction experience, or
- have some experience in hands-on construction, crafts or DIY handy work but want some detailed guidance in the imagine/design/build process for their home.

01 WHERE Will DIY HOMEBUILDER Be Used?

- ON SITE OR IN THE FIELD
- AT HOME OR OFFICE
- ON THE RUN

01 WHEN Will DIY HOMEBUILDER Be Used?

- ANY TIME THE HOME BUILDER WOULD LIKE TOT WORK ON THEIR PROJECT

01 HOW Will DIY HOMEBUILDER Be Accessed?

- ONLINE VIA ANY DEVICE THROUGH WEB-BASED APP
- OFFLINE VIA ANY DEVICE WITH LIMITED FEATURES

02

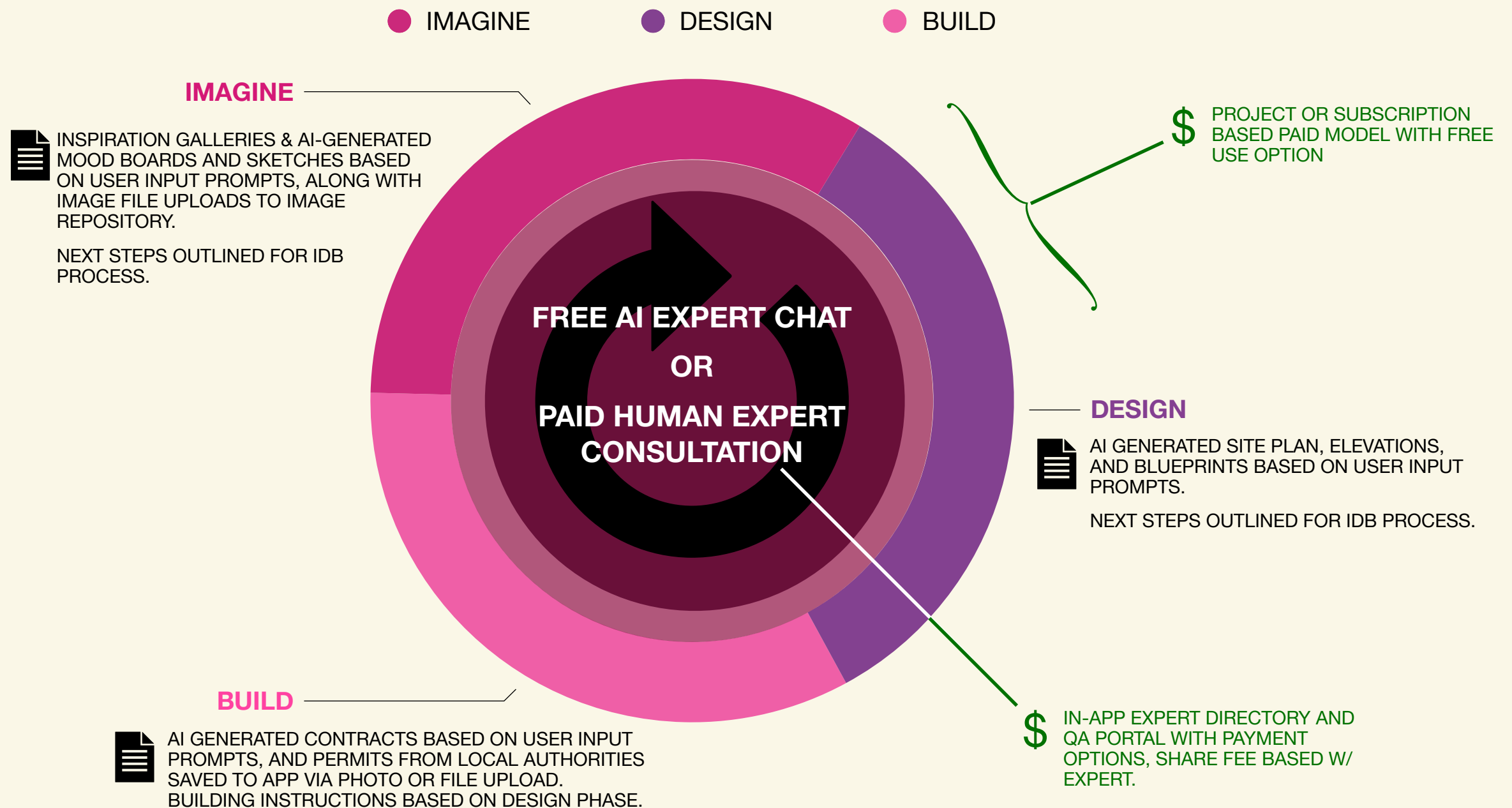
Problem & Solution

The DIY HOMEBUILDER Problem

Our DIY home builders need a guide to lead them through the process of building a home from beginning to end because they don't know the right questions to ask , tools to use, or people to talk with in order to successfully walk through the complicated home building process.

We will know this need exists when we see that a significant number of DIY homebuilders are using the app to help imagine, design, and build the home of their dreams.

MAIN THROUGH FEATURE: The Imagine/Design/Build user journey map



03

the DIY HOMEBUILDER

COMPETITIVE ANALYSIS

by Vince Wallace

03 COMPETITION and RISKS VS. OPPORTUNITIES?

Who already offers this?

1. Houzz probably comes closest. They have an “inspiration” app for DIY inspiration that connects people to industry pros, but the app itself has no design or serious management features. Their other app is geared toward pros who need a business solution that isn’t applicable to DIY homebuilders. Neither offers an intuitive all-in-one beginning to end guide for this purpose.
2. Several other apps offer design solutions, such as AutoCad, SketchUp, RoomSketcher, etc. but none offer that in conjunction with the DIY homebuilder design/build journey in mind.

Risks and Opportunities?

1. The biggest risk is that marketing will be insufficient to get the app in front of the right audience, AND
2. The app will not function well with a web-responsive model that needs internet connectivity to function.
3. The biggest opportunity is that there is **NO APP** that offers a comprehensive homebuilder guide to the DIY homebuilder.

The DIY HOMEBUILDER helps the DIY’er fill the “How do I...?” gap.

1. Imagine your home with personalized idea books you create with your own uploaded photos or with images tagged on the internet or created by our AI visualizer.
2. Get step-by-step guidance through each phase of the design/build process with the built-in journey map and detailed instructions provided as you go.
3. Consult an expert, by submitting a question either to our free AI guidance or to a human expert on a pay-as-you-go basis.
4. Design blue prints and technical documents with our AI Designer that you can share with whoever needs them.
5. Save all of your important permitting documents, contract, receipts, surveys and any other documents in one place and get contact info. for everyone you need along the way.
6. Cloud based storage and device agnostic app. Offline capable.

A person stands on a beach, looking out at a calm lake. In the background, a large wooden house with a balcony sits on stilts over the water. The sun is setting, creating a warm, golden glow that reflects on the water and the person's silhouette. The scene is peaceful and scenic.

04

the DIY HOMEBUILDER

USER STORIES

by Vince Wallace

User Story 01 - Jake

As a **diy homebuilder**, I want to **upload photos of homes I've noticed**, so that I can add them to my mood boards and ai house sketch source materials.



User Story 02 - John and Emma

As diy homebuilders, we want to use our house sketches to generate blueprints and elevations, so that we can share them with our building and codes commission for permitting.



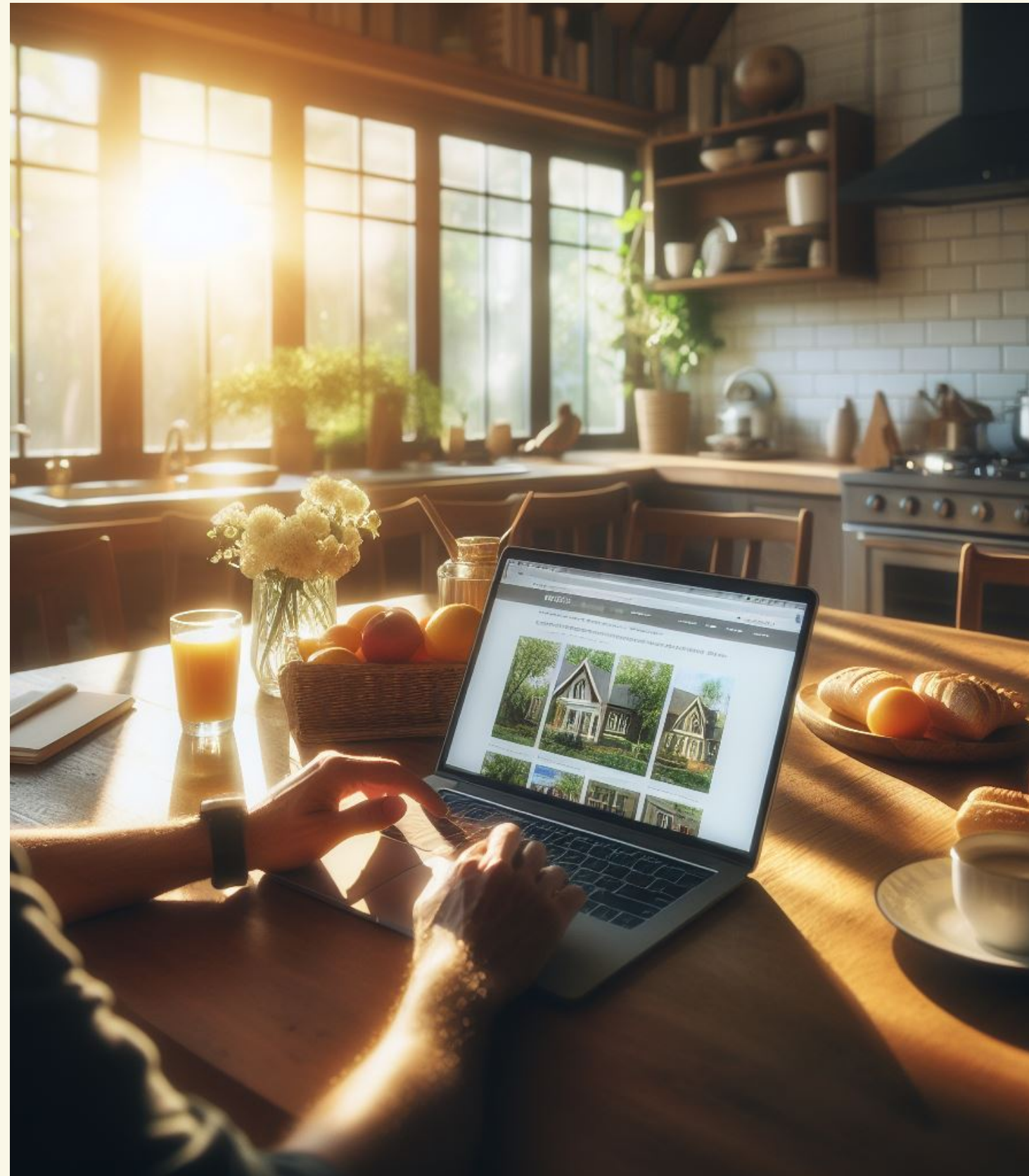
User Story 03 - Allen and Lila

As **diy homebuilders**, we want to pay for an expert timber framer through the consultation portal, so that **we** can get their advice on how to attach wall panels to the exposed timbers.



User Story 04 - Samir

As a master electrician, I want to log in to the expert portal, so that I can answer any questions that have been asked by DIY Homebuilder users.



Conclusion

Are we moving forward?

There is a **great opportunity** to meet the needs of this growing market of **New Pioneer Spirit** individuals, particularly those interested in alternative housing like tiny homes, straw bale or adobe, and sustainable technologies such as solar, wind or hydro power.

But regardless of whether they are **alternate or traditional home enthusiasts**, with a simple, intuitive, AI powered Imagine/Design/Build journey, access to **personalized consultation**, and **aggressive marketing**, this app has the potential to become a **dominant partner to DIY homebuilders** and home remodelers everywhere.

