

CADS AND DOCS trades 2d/3d designs in high resolution created by the AEC (architecture, engineering, construction) market.



Company Summary

The vision of the CADS AND DOCS founders is to create a state-of-the-art e-commerce platform for computer aided design (CAD) sets. For creators, with focus on the AEC market the platform will provide the opportunity to upload, showcase and finally sell CAD models. Users will be able to search and download 3D models, add information and purchase the right for commercial use.

Management Team



The CADS AND DOCS team: Stefan Stöhr (right), has a long established relationship with the architectural association Thuringia. Real estate economics was a major focus for city and urban planner Ingo Frank (center). He got strong roots within the entrepreneur scene of Thuringia, since working for the entrepreneur service at the UAS Erfurt. Andreas Brandt (left) is a former BTU staff member with expertise in media & informatics.

Customer Problem

At this point of research no other company provides an e-commerce platform for exclusively selling professional 3D models in the AEC market. Other market participants are offering catalogues of 2D graphics in mostly medium resolution quality. This is the basis for our business model: We connect the engineers who have designed CAD models with potential customers based on a browser based open world e-commerce platform.

Products & Services

The CADS AND DOCS software is downloaded as an executable file, in which CAD models are displayed in a common web file format. Based on JavaScript. Our interactive ecommerce platform can be easily explored at no charge by buyers and sellers. State of the art browser software allows hardware accelerated 3D presentations of CAD models without installation of additional software. These rendering engines is a native function of Chrome & Firefox since 2011.

Target Market

Our business concept addresses two market recipients: the AEC market and the games and VR industry. Both markets are currently growing: the German construction industries volume of sales rose from €310B in 2013 to €333B in 2014 and the volume of sale of the computer gaming industry rose from €60B in 2009 to €100B in 2014. Our sales model identifies this growing virtual reality-industry as future customers of CAD models.

Customers

The CADS AND DOCS business concept addresses two market recipients: the architecture and construction industry and the computer games and VR industry. These two branches are creating and working with 3D CAD models by using professional software packages such as Autodesk AutoCAD or Vektorworks. After project realization or in case it wasn't built, these models can be uploaded for free on the CADS AND DOCS platform.

Sales & Marketing Strategy

The alignment of CADS AND DOCS on specialized market segments requires a communication strategy in relevant professional journals and also supplemented by the need in publication over digital communication channels for both sales markets (AEC market and VR/games industry). This will be achieved by focusing on the intersection of the preferences of both audiences.

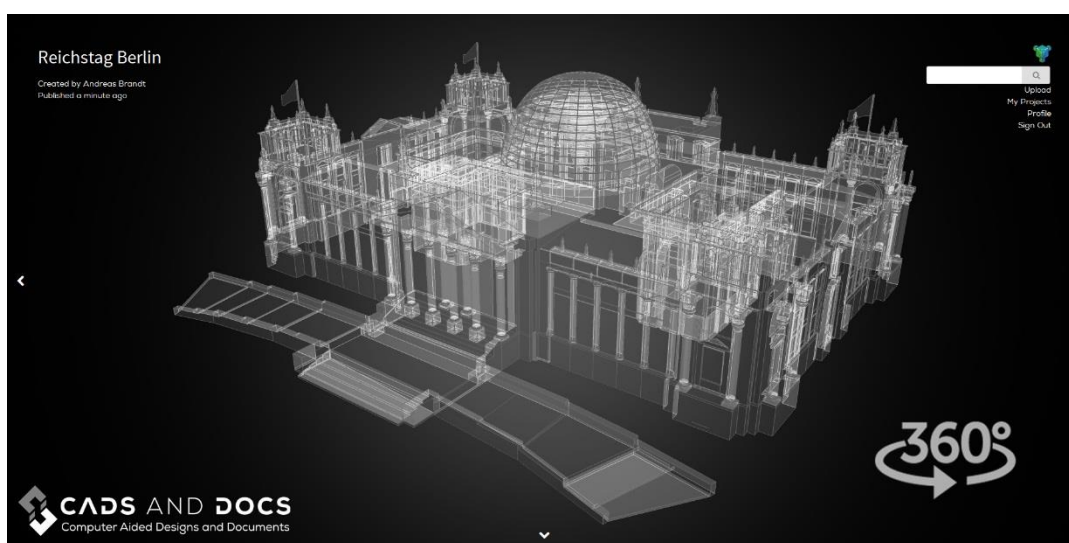
Business Model

Currently the CADS AND DOCS business model is double traded: Our main business will be the trading of CAD models respectively their user licenses. The average price of a model is about 1,000 €. The actual price depends on the amount of polygons, quality of textures, etc. The royalty rate will be at 25%. A second product offering will be premium office accounts with costs.

Competitors

At this point of research no other company provides an e-commerce platform for selling exclusively AEC related 3D models. Other market participants are offering catalogues of 2D graphics in mostly medium resolution quality. Market leader Turbosquid presents 300.000 CAD designs with 35.000 buildings. On second is the3dstudio, its catalogue lists 25.000 architectural designs. Followed by 3DExport, offering 14.000 architecture related models.

Competitive Advantage



GUI of the software prototype - level at 2015/08

The unique selling point of our concept is the proprietary technology which allows the display of different CAD types as 3D vector graphics. So they are independent from their specific file type. This approach enables the

possibility to present the product in high resolution quality. Thus CAD models could be presented, sold and put to further use as part of a game environment. The CADS AND DOCS software prototype is actually tested as a closed beta release.