

Imagine it. Shape it. Explore it.

The proposed new RoofNuture business, grounded in the Dark Timber Estate example.



RoofNuture Studio turns a home idea into a concept people can understand, edit and discuss with a builder. Keep RoofNuture as the company; use Studio as the product name.

The recommended business

Start with project-based plan conversion and visualization for homeowners, renovators and independent builders. Add repeat-use builder subscriptions once delivery costs and demand are proven. Focus the initial paid pilot on straightforward houses, not large multifamily estates.

The product promise

Upload a plan, confirm scale, create an editable model, compare revisions, explore the rooms and export a clear handoff package. The long-term experience includes AI-assisted editing and virtual tours.

Current delivery: redesigned site and functional concept workspace. Automatic AI recognition, photorealistic model rendering, 360-degree tours, billing and cloud customer projects are not activated. No paid provider plan has been purchased.

Sell clarity before construction.

Positioning, customers and a deliberate point of difference.

Customer	Problem	RoofNurture outcome
Homeowner / renovator	A flat drawing is hard to visualize; changes are difficult to compare.	Editable concept, room views and a clear brief for the design team.
Independent builder	Repeated explanation and visualization work slows the sales process.	Branded options and reusable client presentation workflows.
Small developer	Unit mixes and shared spaces are difficult to communicate.	A quoted concept package after a complexity review.

Why a customer would choose us

The proposed differentiator is the workflow from a family brief to a builder conversation: clear source plans, visible assumptions, saved alternatives, easy review and a useful handoff. Dark Timber demonstrates a large-family and rental concept, but customer interviews must validate that this positioning matters.

Offer boundaries

Sell concept planning and visualization. Do not claim permit-ready plans, engineering approval, zoning feasibility, guaranteed accuracy or construction cost certainty. Complex projects go through a manual scope review. Use licensed professionals where the project requires them.

Acquisition without a large ad budget

Use the founder concept as a clearly labeled example. Interview ten prospective buyers and five local builders. Offer a small number of scoped pilot projects, then publish approved before-and-after examples. Use relevant personal outreach and referrals after the service can deliver; avoid buying broad contact lists or promising automated mass outreach.

Brand transition

Replace roofing follow-up messaging with Studio positioning, the example gallery, product workflow, package limits and a project portal. Retain the domain and company identity. Keep contact at tcaquarterback05@gmail.com. SMS is unnecessary for this product.

Charge for a useful result.

Proposed US-dollar launch prices. Validate costs before enabling payment.

Package	Price hypothesis	Included scope
Explore	\$49 / project	One floor, up to 2,000 sq ft; editable concept and 3 render credits proposed.
Home	\$149 / project	Up to 3 floors and 5,000 sq ft total; 10 render credits and one 360-degree tour proposed.
Builder	\$399 / month	Five Home-size projects per month; branded presentation; additional standard projects from \$79.
Assisted / complex	Custom quote	Estate, multifamily, unclear source plans, substantial correction work or expanded review.

What prevents runaway costs

Define a project, floor limit and render credit precisely. Meter recognition attempts and renders. Separate manual modeling from self-service fees. Agree to a correction and revision allowance; queue additional work for a quote. Avoid unlimited generation until actual economics support it.

A sale is conditional on delivery readiness

Prices on the prototype are proposals, not an active checkout. Before accepting payment, specify turnaround, included outputs, usage limits, cancellation/refund handling and what happens when an upload cannot be recognized. Do not sell a fully automated experience while delivering an undisclosed manual substitute.

Pilot success measures

Track upload completion, successful conversion after correction, minutes of manual work per project, output consistency, vendor cost, customer satisfaction and willingness to pay again. Stop or rescope the offer if the entry price cannot cover real fulfillment costs.

Revenue is not take-home pay.

An illustrative target scenario, not a forecast or evidence of customer demand.

Annual scenario	Calculation	Amount
Builder revenue	50 clients x \$399 x 12	\$239,400
Home project revenue	20 projects/month x \$149 x 12	\$35,760
Total revenue	Sum of the two offers	\$275,160
Direct delivery costs	Assumed 30% of revenue	(\$82,548)
Contribution	Before overhead and owner pay	\$192,612
Overhead	Assumed \$3,500/month	(\$42,000)
Remaining before owner taxes	Not guaranteed personal income	\$150,612

Direct costs should include recognition, rendering, variable storage, payment fees and correction/support labor. Overhead includes non-project software, marketing, administration and insurance. Count the founder's labor or replacement labor honestly; do not treat unpaid work as free.

The workload hidden in this scenario

If all builder allowances are used, this is 270 projects each month: 250 builder projects plus 20 Home projects. At an assumed 15 minutes of human review per project, review alone takes 67.5 hours/month, before support and sales. The direct-cost budget implies about \$25.48 per delivered project at full usage. Vendor quotes and pilot timing may make that unrealistic.

A realistic operating sequence

Start as an assisted service, learn which inputs reliably convert, then automate those cases. Route low-confidence plans and complex edits to review. A fully unattended company is not a credible launch promise.

Own the experience. License the engine.

Recommended first evaluation: Planner 5D B2B; fallback evaluation: Floorplanner Enterprise.

What is verified

Planner 5D describes plan recognition into an editable project, embedded planning, rendering and walkthrough options. Its business page advertises a EUR 99 one-time trial with 10 plan recognitions, 10 AI images and one month of access. Production integration is custom scoped; its technical overview says full API access is provisioned after signing. Walkthroughs are an add-on to confirm. [1, 2]

Floorplanner Enterprise advertises white-label editing, APIs and a website Roomplanner. Treat it as a comparison candidate, not a connected service. Obtain the current commercial quote and confirm recognition and export requirements for this workflow. [3]

Recommended production flow

Private upload and page selection → scale confirmation → asynchronous recognition → geometry review → versioned model → editable 2D/3D views → renders and walkthroughs tied to that model version → export and customer review.

Core implementation requirements

Use server-side provider secrets and project ownership checks. Store files privately with scoped access. Validate returned geometry and isolate model edits as reviewable changes. Use job states, retry limits, duplicate protection, usage quotas and cost ceilings. Record source file, unit scale, uncertainty and every accepted model revision.

Questions before committing to a provider

Confirm commercial branding rights; API and render fees; minimum contract; supported page counts and file types; maximum floor/project size; geometry correction tools; prompt-based editing support; export formats; deletion and retention; portability after cancellation; and whether the 360 tour uses the approved model geometry.

No provider API key or commercial license is assumed. Marketing pseudocode is not a production API contract. A consumer subscription does not establish white-label integration rights.

Dark Timber becomes the flagship.

Source: supplied 59-page Revision 04 concept, dated 10 October 2026.

The source program has 10 family bedrooms and six two-bedroom apartments: 22 bedrooms across seven households. Approximate gross enclosed program is 61,216 sq ft. The four lower apartments allocate 2,400 sq ft each; the two upper apartments allocate 2,880 sq ft each. These are concept allocations, not rentable-area certifications.

Implemented in this release	Practical limit
Six source plan areas; 172 editable allocations	Family, second, third, basement, pool and garage. Rectangles extracted from the PDF vector drawings.
2D edit and schematic 3D cutaway	Names, dimensions, position, height, type and finish. Heights are assumed; doors, windows, structure and roof are absent.
Eight-stop illustrated tour	Fixed source finish studies. Images do not update with geometry and are not a 360-degree walkthrough.
Reference upload and project persistence	PDF/image reference stays in the browser session. Edits save to localStorage. JSON import/export is portable.
SVG / OBJ export and new layouts	Selected-level exports; OBJ room volumes in feet. New 2-4-bedroom layouts use deterministic templates.

Still required for the commercial product

Automatic arbitrary-plan conversion, prompt-based edits, synchronized doors/walls/windows, model-based photorealistic renders, true walkthroughs, user accounts, durable cloud projects, permissions, billing and transactional email are not connected in this release.

The example is the founder's concept, not a completed client commission or approved development. Keep source plans, schematic geometry and illustrative imagery visibly distinct.

A controlled path to the first sale.

Proceed by verified outcomes rather than promising a fixed delivery date.

Stage	Exit condition
1. Review this prototype	Brand, example, package scope and target customer are coherent. Collect buyer feedback.
2. Evaluate provider	Documented access, quote, commercial rights and five representative plan trials. Include a poor scan and a multi-floor plan.
3. Complete paid workflow	Customer ownership, private uploads, conversion, corrections, model versioning, export, quotas and restore work end to end.
4. Enable commercial operations	Billing and entitlements match tested deliverables. Support, refunds, deletion and email delivery are operational.
5. Run a small paid pilot	Five successfully delivered projects with measured costs and correction time. Expand only after repeat demand.

Release verification

The delivered geometry checks cover source dimensions, all 172 allocations, 27 layout-template combinations, overlap checks, invalid imports, JSON roundtrip, SVG escaping, OBJ geometry counts and DOM references. Browser rendering and interactive end-to-end QA were unavailable in this environment; complete those checks before a customer launch.

Source notes

[1] Planner 5D, Interior Design API: planner5d.com/business/api-integrations
[2] Planner 5D, B2B API Technical Overview: support.planner5d.com/en/articles/15189751-planner-5d-b2b-api-technical-overview
[3] Floorplanner Enterprise: floorplanner.com/enterprise
Official pages accessed 11 October 2026. Reconfirm commercial pricing before purchasing. Source estate facts are from the supplied Revision 04 PDF, particularly pages 2, 4, 7, 24, 29, 33, 47 and 58.