

Been thinking about a series of problems I faced in DIY and how to solve them with technology.

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Problem Exploration

About me:

30 yr old male

Live in an apartment

Choose FI

Picked up a free bed and decided to strip and stain it

Problems/friction I faced:

1. Ran out of sandpaper repeatedly
2. ran out of paint stripper
3. Paint stripper was crap
4. sanding tool i bought on eBay was tiny and crap
5. drill ran out of power constantly
6. luckily had a small patio to do it - but very noisy for neighbours
7. clean up was not easy
8. had to borrow tools from friend - lucky + logistical headache
9. had to rent tools from home depot - not cared for properly
10. Rented wrong tool
11. Ended up buying a drill - now need to store paints, brushes and drill in small apartment..

What I tried:

1. renting from home depot
2. searched on fat llama
3. 2 types of paint stripper
4. cycling back and forth to walmart
5. searched mountain view rentals
6. youtube video how to's

Thoughts:

1. With the right tools this would have taken a few hours
2. embarrassed about sound - restricted by daylight
3. getting more sandpaper was annoying. Could have been a deal breaker.
4. didn't like making my apartment a mess
5. The whole thing just didn't feel fit for purpose
6. I just wanted to have taken my stuff to home depot. They should have purpose built tools, benches and clean up.

Potential solutions

1. Fedex kinkos for DIY. - Go somewhere and use all the tools brand new in a purpose built studio.
2. Home Depot studios. How can I not work at home depot itself. Like right there. they clean up. buy supplies right there. don't buy any tools.

3. Rent tools from neighbours. If dense enough - much easier to pick up and use a neighbours tool than get to home depot.
4. Rent tools from stores. Home dept does this but annoying to travel to.
5. Rent tools from apartment. Usually one small tool box of things in the complex.
6. Rent workshops from neighbours. Just go there and use their tools and workshop. Pay a daily or hourly fee. Good use of space for short term. Can make open for evenings/mornings in theory. Can have a kitty that stores leftover materials. Can sell add on materials. Possibly sell storage too. Maybe even sell classes/experience. AirBnB for Garage workshops

Evaluations:

1. Large capital outlay - high QA
2. See 1 & branding. Good add on sells. Good brand.
3. See fatllamma - need to be SEO god for distro. Would need travel buddies. Doesn't solve space
4. Weird QA. Travel. No space.
5. No space. Weird QA.
6. No capital outlay. Possible QA issues. Need SEO/distro partnerships. Ongoing liability risk. Good add on. Solves most problems, fullest.

Market:

Macro Trends

Intersection at a few of these:

- Global power tools market - \$31.8 billion 2019 - (5.5% CAGR)
- Power tool market US - \$8.2 Billion 2022 - (3.9% CAGR)
- Hardware Store market US - \$26Bn 2019
- Hobby & Stationary US - \$21.1Bn 2019 (3.8% CAGR) - 52.5m users (12.2% CAGR) - User penetration is 15.9% in 2019 and is expected to hit 24.2% by 2024
- Some slice of car repair market - Global - \$516.14Bn 2018

US houses with garage

46% american households have garages -

<https://www.quora.com/How-many-people-in-the-US-have-a-garage>

128 million households in US

59 million garaged homes in US

1 in 4 say garage is too cluttered for car

<https://www.prnewswire.com/news-releases/almost-1-in-4-americans-say-their-garage-is-too-cluttered-to-fit-their-car-300096246.html>

19% of garage owners use it for “woodworking or carpentry”

<https://www.prnewswire.com/news-releases/almost-1-in-4-americans-say-their-garage-is-too-cluttered-to-fit-their-car-300096246.html>

US apartments

20.8 million units -

<https://www.nmhc.org/research-insight/quick-facts-figures/quick-facts-apartment-stock/>

5.2 million units in building with 50+ apartments -

<https://www.nmhc.org/research-insight/quick-facts-figures/quick-facts-apartment-stock/>

4 million apartments need it? (19% x 21million)

1 project a year - 5 days

5 days * \$100 * 4 million = \$2000 million

10% fee = \$200 million

(These numbers look smaller than I thought they would be. Either my numbers are off or the TAM isn't venture backable.)

User Thoughts:

[u/cloistered_around](#)

“Just fyi, I met someone whose city came over and fined him because he kept sweeping all his sawdust to the curb. It was clogging up the public water system and now he is never allowed to have a workshop at that home ever again.

So I really don't suggest anything like a coin wash either. That's just someone who hasn't been caught yet.”

[Emotion Silvestri](#)

“know you're looking for apartment folks to talk through their needs, but as a homeowner with a sizable workspace, the income potential and company sounds interesting to me. If this was an option, I would have lengthened the time I took to go from apartment to house”

[Casey Marie](#)

“I think I would want something where I can store my project for a period of time too. I do a lot in my basement and need to let things dry, get back to it another day, etc.”

[Levi Warr](#)

“This is a very interesting idea. As someone who has a ton of good quality woodworking tools that rarely get used it seems like a win win for me. Although I would be interested to know about the insurance part. Someone in my garage running my table saw scares me.”

Ryan Hanlon

“(1) I don’t have adequate space for a workshop at home;
(2) I would prefer to have shared access to certain tools that I might not otherwise be inclined to purchase on my own;
(3) I’d appreciate the sense of community and camaraderie interacting with other DIY’ers; and
(4) I could see the benefit of having knowledgeable staff members to provide tips and guidance when needed.”

Molly Lumbard

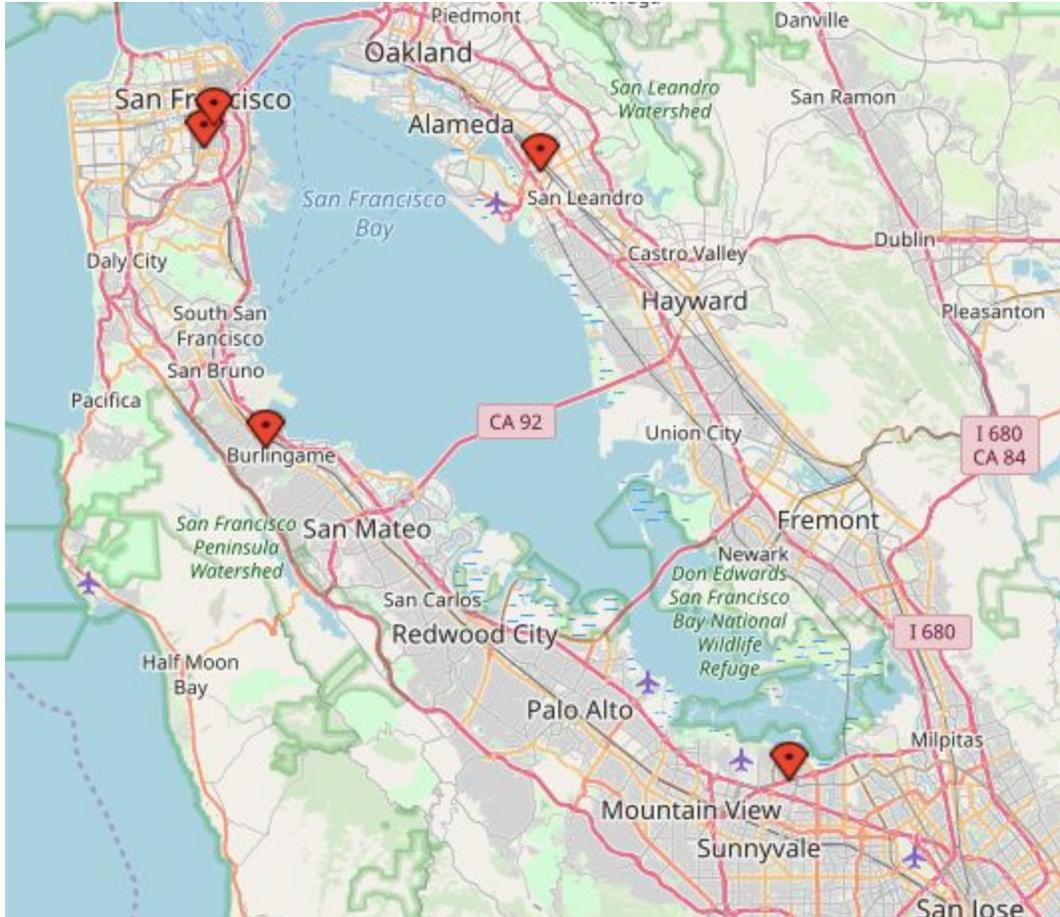
“I just remembered there was a job he was considering renting a self storage unit and doing the work in there. It’s pretty economical to be honest!”

Thomas Zimmermann

“I have to do DIY work on the public pathway up to my building. Please build this.”

Competition:

Hackerspaces https://wiki.hackerspaces.org/List_of_Hacker_Spaces



Techshop:

<http://www.techshop.ws/>

Men's Sheds:

<http://menssheds.ca/about-mens-sheds/?fbclid=IwAR0iZ-R4iIJ8b0iYeSiKNepAXemurC93mkKzpfnFgivshJ8RZxjz1crRJCQ>

Flex Space:

<https://pioneerflexspace.com/?fbclid=IwAR1-NNXR5kXLYrNDw6eQmyiPEkO3o8t-VecunuLifAO p8L2pQjZbfwLFkF4>

GarageTime:

bookgaragetime.com

Ancillary - next to competitors

- loaner tool program at autozone and Advance Auto.
-

Marketing Opportunities

- Craigslist
- Etsy makers
- Choose FI groups
- DIY, arts, crafts, mechanics blogs
- Need **one** city to launch in first

Advisors/Insights

1. Ross Bailey - Appearhere - ross@appearhere.co.uk
2. Dan Woods - Techshop - <https://www.linkedin.com/in/dan-woods-enabling-makers/>
3. Hipcamp
4. Turo
5. Getaround
6. Thisopenspace - adam@scoutcanning.com
7. Pivot Desk - Dave Mandell - see below

Baseline product requirements

- Legals
- Insurance liability
- Person verification?
- Map?
- Booking

Risks to prove out

- Easy distribution
- Legals, Risk, Liability, Insurance
- Local zoning
- Reference customer on both sides

Experiments to Validate (please contribute ideas)

- Survey - <https://mattquinn5.typeform.com/to/khVQG5>
- Post rentable Garage's/studio on Craigslist and see response?
-

What's next:

Get quantifiable validation survey results

Validate Renters x 20?

Validate Users x 20?

Try and find some in the bay area to smash together.

Reach out to competitors and ex marketplace people - Appearhere, Airbnb, Techshop, makerspaces, turo, getaround.

Survey

<https://mattquinn5.typeform.com/to/khVQG5>

60% of supply side rate 8,9,10 on how angry they would be if we gave up.

Conclusion - big demand side risk

Advice

Dave Mandell's thoughts:

Time & place connection needs density - geographic constraint

Is timing okay - need work to line up with availability of garage. Doable?

How much is it worth, is it worth enough, is the marketplace going to be worthwhile. 10% transaction fee minimum, 25% to win. Where does the value live.

Disintermediation - Will people cut you out of marketplace?

If not enough volume in searches on craigslist then they won't search for it. Best place to validate.

Adam Thoughts:

Love the community & hobby feel of this and how people will teach and learn and collaborate

Marketplaces work best with :

Higher volume - lower transaction fee

Higher frequency - more artsy people. Lower AOV.

Arts & crafts spills to pottery vs woodwork spills into auto mechanic. These are extremely different products. Stay focussed, don't be silly. Arts and crafts has low barrier to entry the others are high barrier.