

Business potential at a glance

Small Bathroom and Basement Layout Planner

Simple Project · Free customer offering · 10/24/2026

01 Customer task

Help US homeowners turn measured small bathrooms into editable preliminary layouts and a matching product shortlist, with unresolved conflicts visible.

02 Business value

The free planner could generate affiliate commissions from qualifying purchases. Shopper savings and retailer basket totals are not Renewstory revenue.

03 Target market and access

The US assortment defines the initial product market. Renewstory's example area exists, but its reach among bathroom-buying homeowners is unproven.

04 Advantage over alternatives

The proposed difference is calculated alternatives tied to exact product variants and a consistent download, not free access or visualization alone.

05 Key assumption

The commercial case assumes successive project households find the planner and generate enough payable commission to cover manual catalogue work.

06 Recommendation

Proceed with the bounded demonstration under the existing flatrate, without treating it as a proven affiliate business or expanding the catalogue.

Market, competition and position

Target audience and route to customers

US homeowners measuring a compact bathroom or considering an additional basement bathroom; no professional planning knowledge assumed. First channel: Renewstory's public examples and requested homepage tile. The inspected surface is business-oriented, so direct homeowner fit is weak or unproven. Relevant US households must encounter it; no qualified reach, Balnivo publication or retailer placement is established.

Usage and ongoing value

Assumptions and evidence in the online details

One bathroom project per household, with possible revisions before fixture selection; annual return is not assumed. Successive project households receive dimensioned shortlists and may generate qualifying product referrals.

Relevant alternatives

Alternative	Why switch – or stay?
RenovationStart bathroom planner	Free local planning is a close alternative. Balnivo could reduce manual arrangement work through exact-variant suggestions; better results are not demonstrated.
IKEA US bathroom planning	Free tools and specialist planning include a plan and shopping list. Balnivo offers a proposed immediate independent route for its bounded assortment, without specialist review.
Product pages and a manual sketch	Manufacturer pages supply specifications but leave cross-product reconciliation to the shopper. Balnivo could automate this work without replacing professional installation checks.
RoomSketcher Free	Free-entry measured design has a paid generated-plan boundary. Balnivo's proposed no-account download is simpler but serves a much narrower fixture catalogue.

Strengths, weaknesses, opportunities and threats

Strength

The supplied verified starting catalogue and specialized fixture knowledge support exact-variant preliminary comparison.

Weakness / internal effort

Price, stock and specification maintenance remain manual; contradictory installation dimensions require explicit handling.

External opportunity

Small-bathroom shoppers must reconcile room constraints and separate product specifications before selecting a fixture set.

External threat

Strong free planners limit differentiation; affiliate validation and retailer availability remain outside Balnivo's control.

Business model and economics

Free customer offering · Twelve-month planning horizon

Additional package cost: 0 USD

Development and twelve months of hosting: no additional package cost under the current terms. Social media can be ordered separately at no additional cost under the current terms; not included.

This assessment plans delivery. App creation starts only after your separate development order.

additional commission-earning purchases per year / year · monetary values in USD

Inputs and derivation

Input	Low / base / high	Why this input?
Annual volume	12 / 60 / 120	Assumed 1 / 5 / 10 additional commission-earning purchases monthly × 12; no established audience.
Value / unit	10 / 25 / 50	Assumed payable net commission per additional purchase; not the product basket or a verified programme rate.
Extra / unit	0 / 0 / 0	No additional services; platform and netted effort are already included.
Extra annual costs/effort	2,520 / 1,320 / 480	First year: 12 / 8 / 4 specialist hours × \$30; not repeated annually.; 6 / 3 / 1 monthly specialist hours × 12 × \$30; manual catalogue and link review.

Planning assumptions, not a sales or profit forecast. Included and already netted work is not added again.

Year-one result

Scenario	After package and own costs
Cautious	-360 USD
Base	180 USD
Favourable	3,480 USD

Cautious: low benefit, high costs. Favourable: high benefit, low costs.

At base assumptions, the modelled benefit covers the included costs. Keep the initial scope focused.

Break-even under base assumptions

53 additional commission-earning purchases per year

Annual volume × (value – extra cost per unit) – package costs – own costs. Assumptions are not measured demand.

Your prepared next step

Commissioned app development implements these briefs. The app performs the planned specialist work.

Recommendation

Proceed with the bounded demonstration; keep the revenue case conditional.

Implementation package 1

Develop the ordered whole-room demonstration with separate product bodies and installation allowances. Rectangle/L-room search; editable alternatives; separate MT-4 installation envelope; visible unresolved width and drainage checks.

Benefit: The MT-4 specification sheet contradicts a body-only interpretation of installation fit.

Implementation package 2

Build the comparison and download around one consistent selected-product state. Two or three distinct layouts when feasible; synchronized views, dimensions, USD product totals and bilingual plan/shopping-list export.

Benefit: Free competitors already provide spatial planning; reducing manual reconciliation is the proposed advantage.

These are the two priority work packages. Further briefs and adjustment rules are in the online details.

Original questions: answers and consequences

Do shoppers identify a useful arrangement and product shortlist that they could not readily derive from static catalog pages?

Open

The planning task is recognizable, but no shopper evidence shows Balnivo adds a useful arrangement or shortlist beyond static pages.

Research findings do not establish demand. The next phase starts only with your separate decision. Full reasoning and sources remain in the online details.