

Business potential at a glance

Turn Precut Squares into a Sewable Quilt

Missouri Star Quilt Company · Free customer offering · 10/21/2026

01 Customer task

Quilters need to turn square counts and a chosen size into an editable arrangement, cutting list and usable sewing plan.

02 Business value

Free planning could support additional fabric purchases, but retailer contribution is not automatically income for independent Loomara.

03 Target market and access

English- and German-reading square-quilt makers are the proposed audience. Relevant retailer pages exist, but access to their shoppers is unconfirmed.

04 Advantage over alternatives

The proposed benefit is one consistent design-to-construction workflow, not unique quilt visualisation or fabric arithmetic.

05 Key assumption

The commercial case assumes continuing additional purchases and access to the resulting contribution. Neither is established for this demonstration.

06 Recommendation

Continue the commissioned, bounded demonstration. Keep free use and independent branding; treat follow-on sales as conditional rather than validated.

Market, competition and position

Target audience and route to customers

Quilters planning rectangular, straight-set quilts from equal-size squares, including owned precuts and squares cut from yardage. Selected commercial channel: contextual placement on charm-pack and layer-cake pages, which match the square formats. Owner permission and placement are unconfirmed. Commissioned Loomara example pages and a homepage tile are publication surfaces, not established retailer reach.

Usage and ongoing value

Assumptions and evidence in the online details

Another square-based quilt may trigger a new size, layout and sewing plan; no fixed return interval is established. Returning makers or successive new shoppers may buy missing materials; actual return rates and added contribution are unknown.

Relevant alternatives

Alternative	Why switch – or stay?
PreQuilt	Browser design and cutting recommendations overlap substantially. A simpler free start is a possible switching reason; equivalent inventory-constrained assembly exports were not established.
Missouri Star tutorials, colouring sheets and backing calculator	Free instruction, colour exploration and backing arithmetic are already available. Loomara could combine these tasks around one editable layout; a suitable existing tutorial may be enough.
Physical layout and manual notes	Real fabric supports direct colour judgement. An editable saved plan may be easier to preserve, but physical-layout prevalence and time savings are unknown.
Electric Quilt 8	A broader paid desktop design system is a strong capability benchmark. Loomara competes on immediate free access for simple squares, not design breadth.

Further alternatives and price comparisons are in the online details.

Strengths, weaknesses, opportunities and threats

Strength

Missouri Star has an established quilting tutorial base that can inform clear instructions; Loomara does not inherit its assets or permissions.

Weakness / internal effort

Original bilingual assembly instructions and expert review remain to be prepared, creating additional specialist work.

External opportunity

Precut shopping pages provide a task-relevant setting for count-matched planning, if contextual placement is authorised.

External threat

Free tutorials, colouring sheets and calculators already resolve parts of the task, limiting the benefit for shoppers with a suitable pattern.

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 material orders per year / year · monetary values in USD

Inputs and derivation

Input	Low / base / high	Why this input?
Annual volume	24 / 144 / 240	Assumed additional orders: 2 / 12 / 20 monthly × 12 months; distribution and value capture remain conditional.
Value / unit	5 / 10 / 20	Assumed \$5 / \$10 / \$20 additional contribution after material and ordinary order costs; not full sales revenue.
Extra / unit	0 / 0 / 0	No additional services; platform and netted effort are already included.
Extra annual costs/effort	2,400 / 1,440 / 960	Full derivation online; this value is a planning assumption.

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	-840 USD
Base	0 USD
Favourable	2,400 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

144 additional material orders 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 commissioned demonstration, not a claim of proven fabric-sales growth.

Implementation package 1

Continue the commissioned Loomara demonstration with complete square-quilt plans and bilingual exports. Start with an editable 8×10 quilt; include three original arrangements, consistent cutting lists, binding and backing dimensions, and DE/EN exports.

Benefit: An integrated, immediately editable plan is the credible advantage over separate tutorials and calculators.

Implementation package 2

Publish the commissioned example pages and homepage tile without implying retailer endorsement. Use independent Loomara branding, original imagery and a linked unchanged report; exclude partnership claims, retailer logos and social publication.

Benefit: Missouri Star shopping-page access and a commercial relationship are not established.

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

Original questions: answers and consequences

Which shoppers change a material purchase after generating a plan, and which find existing tutorials sufficient?

Open

No shopper group is confirmed to change purchases. Count-constrained makers are plausible users; existing tutorials remain a credible substitute.

When choosing materials for a real project, what purchases do shoppers change after using the planner compared with their original plan?

Open

Actual purchase changes are unknown. A plan could reveal missing material, use owned fabric or reduce a planned purchase.

Selection: 2 priority questions out of 3 original questions are shown here. All questions, findings and uncertainties remain available online.

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