

Business potential at a glance

Workstation Flow Layout Planner

Stackbin · Free customer offering · 10/21/2026

01 Customer task

Manufacturing supervisors compare two or three packing-table placements and communicate a measured plan before rearranging an occupied area.

02 Business value

A free planner could support additional equipment projects; customer time saved is not automatically provider revenue.

03 Target market and access

Manufacturing packing-area projects are the initial segment. A Stackbin services-page link fits the context but requires authorization and placement.

04 Advantage over alternatives

The proposed distinction is calculated multi-table placement with comparable obstacle-aware routes, not simply online visualization.

05 Key assumption

The commercial case assumes usable plans reach active buyers and help additional purchases progress without repeated staff reconstruction.

06 Recommendation

Proceed with the bounded Modulane demonstration, while treating manufacturer sales benefits as an unconfirmed commercial hypothesis.

Market, competition and position

Target audience and route to customers

Manufacturing supervisors adding or relocating two or three packing stations within an occupied production area. First commercial channel: a proposed Stackbin services-page link, contextually suited to facility-integration buyers. Authorization, actual placement and relevant reach are unknown. Modulane example pages are separate publication, not manufacturer access.

Usage and ongoing value

Assumptions and evidence in the online details

Project-based when stations are added or relocated; actual annual use and same-user return rates are unknown. Successive customer projects may arrive with clearer placement choices and support additional equipment contribution.

Relevant alternatives

Alternative	Why switch – or stay?
Stackbin Workstation Designer	Already supports configuration and proposal actions. Differentiate through multi-table room placement and route comparison; exhaustive absence of those functions is not proven.
Bosch Rexroth MTpro	Free manufacturer planning already connects layouts to enquiries. A smaller packing-specific workflow could be simpler, but that advantage is untested.
Stackbin consultation and integration planning	Existing staff-assisted planning handles tasks and site dimensions. Switch for immediate independent comparisons, provided staff do not need to reconstruct the result.
draw.io and a measured manual layout	Free diagramming can communicate a layout. Prepared footprints and automatic placement/routes are the proposed switch; current manual workload is not measured.

Strengths, weaknesses, opportunities and threats

Strength

Stackbin documents task-and-dimension planning and visual proposals, providing relevant expertise for defining the bounded service.

Weakness / internal effort

Reusable operating envelopes and automated geometry validation are not established; fachliche preparation remains necessary.

External opportunity

Packing-station additions within occupied facilities create a concrete placement task before an equipment enquiry.

External threat

Existing consultation, the Stackbin designer and free MTpro planning compete for the same early purchasing work.

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 equipment projects per year / year · monetary values in USD

Inputs and derivation

Input	Low / base / high	Why this input?
Annual volume	1 / 4 / 8	1 isolated project; 1 per quarter; or 2 per quarter, counted once annually.
Value / unit	250 / 500 / 1,000	Additional project contribution after normal variable equipment costs; not total sales revenue.
Extra / unit	0 / 0 / 0	No additional services; platform and netted effort are already included.
Extra annual costs/effort	1,350 / 2,700 / 4,800	First-year only: 12/24/40 domain hours × \$75; excludes technical implementation.; 6/12/24 annual domain upkeep and support hours × \$75.

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	-4,550 USD
Base	-700 USD
Favourable	6,650 USD

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

At base assumptions, the modelled benefit does not yet cover costs. Increase benefit per use or reduce own effort; this case does not justify a broad rollout.

Break-even under base assumptions

6 additional equipment projects 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 small packing-area demonstration, not a full factory planner.

Implementation package 1

Build the bounded Modulane packing-area planner in the explicitly commissioned development phase. Two or three tables, editable obstacles, bounded placement search, obstacle-aware routes, dimensioned export and local project save/import.

Benefit: Verified table sizes support a small library; independent placement and routing remain implementation work.

Implementation package 2

Prepare bilingual example publication with an independent, non-partner identity. Modulane branding; German/English switch; supplied example paths; no manufacturer logos, partnership claims or simulated enquiries.

Benefit: Stackbin audience access is unconfirmed; a public demonstration cannot inherit manufacturer distribution.

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

Original questions: answers and consequences

For active workstation projects, does using the planner change purchase progression or reduce repeated layout work compared with current planning?

Open

Planning-to-quote activity makes the path plausible; no comparative purchasing progress or net planning savings are established.

Which active purchasing decisions progress after using a layout result, and how does that differ from the current planning route?

Open

No active purchasing decisions attributable to this planner are established. Existing consultation and designer routes remain credible alternatives.

Selection: 2 priority questions out of 4 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.