

## Chapter 1 : Why I'm Here | The Archipreneur Community

*The Archipreneur Concept is a valuable guide that helps you apply these skills to your business." Michael Kilkelly. Architect & Founder of ArchSmarter.*

Learn to Design and Build Your Architectural Business Model Discover how to automate your business, find the clients you want and get your designs built. You just wanted to finish a proposal for the new project you are going after. But instead most of your day is spent with phone calls and meetings. Seems like another all-nighter is coming up. With all that working overtime, your personal life is almost completely nonexistent. And you are not even working on the designs of your dreams. Your client is controlling the design. Are you constantly overworked? Does your client control your designs? Are your work methods inefficient? Did you answer yes to 3 out of 5 of these questions? Then read on, because there is another way The Archipreneur Concept is a valuable guide that helps you apply these skills to your business. What if you could transition your business from billing by the hour to a business that can effectively function without you, freeing you up for more creative and interesting tasks? But how to start something like that when all you have is your architecture degree in your back pocket? As an Architect, You Design Buildings. As an Entrepreneur, You Design Businesses. As an Archipreneur, You Design Both. Stay a step ahead of the competition by understanding what these changes mean for you. Design your business model not only your architecture. We are taught to value good designs above all else and often neglect the business side of how a project gets completed. Focus on the Big Picture Design your business model not only your architecture. Get Paid in Your Sleep Create products and generate a steady passive income stream. Scalability Start from where you are and design a business model that can grow. Build your own designs and take back control. Automate Processes Productize architectural services so your business can run without you. Establish a Brand Differentiating yourself from the competition with smart marketing. Learn 3 Amazing Approaches to Build and Optimize Your Architecture Business The Archipreneur Concept offers help and advice on how to create products and productized services, how to develop your own projects and your individual marketing techniques. Develop Your Own Projects Take back control by developing your own projects. We explore funding options and practical examples of exactly how successful archipreneurs have used bank loans, partnering and venture capital to develop their own buildings. Break Free of Billable Hours Learn how to create products and productized services to start you on your way from billing by the hour to creating a business that can partly function without you. You can finally start to earn more money by working smarter and faster. Learn the best techniques to market your business.

## Chapter 2 : Book | Archipreneur

*The Archipreneur Concept starts with a clear look at the deficiencies of our current architectural education system, where students are taught to emphasize form-making and individuality over interdisciplinary teamwork and business acumen. These deficiencies, as Maescher points out in the following chapter, are out-of-step with the new realities.*

But after seeing many hardworking colleagues get laid off during the recession, I realized I wanted to call my own shots and be my own boss. Needless to say, I had some catching up to do. You name it, I read it. I just wanted work for myself and build something of my own. A book that would show me examples of architects and designers who were doing interesting things outside of traditional practice. A book that illustrated business models that made sense to me, given my particular interests and skills as an architect. These deficiencies, as Maescher points out in the following chapter, are out-of-step with the new realities of architectural practice. As I mentioned earlier, I witnessed first-hand the effects of the recession, when many talented architects were out of work. This reality made me understand that working for myself would actually be a more stable option than working for someone else. Freelance opportunities for architects are on the rise as firms, still smarting from the recession, look to stay lean and keep costs in check. One of the most important steps in starting your own business, or even just doing freelance work, is shifting your mindset from employee to owner. You need to leverage your time to get the most impact. You need to look for opportunities and learn how to calculate risk. Trust me, I know. Having worked as an employee for almost twenty years, I understand the difficulty in changing that mentality. By shifting their mindset, architects too, can be entrepreneurs. The important thing is to think creatively about business opportunities and explore alternate business models. Architects traditionally deliver custom services on a client-by-client basis. One of the issues with this model is that the business owner cannot leverage each project for maximum effect. The benefits are two-fold:

**Chapter 3 : Tobias Maescher (Author of The Archipreneur Concept)**

*The comprehensive guide to new business models for the architecture industry in PDF & ePub Format. Also includes 15 case studies on successful archipreneur firms.*

The museum opened galleries in the Chappell House in 1969. The house, located on Logan Street, was donated to the museum by Mrs. George Cranmer and Delos Chappell. Despite this setback, the museum continued to raise funds and eventually opened a new building, the South Wing now known as the Bach Wing [3], in 1971. The North Building, a seven-story, 100,000-square-foot addition, opened in 1973, allowing the museum to finally display its collections under one roof. Hamilton Building were both added to the museum in 1975. The Duncan Pavilion, a 5,000-square-foot second story addition to the Bach Wing, came to receive the bridge traffic from the new Hamilton Building and the existing North Building. Duncan Pavilion was designed to be kid- and family-friendly while also suitable for multi-use. It was intended to complement both buildings. The new building opened on October 7, 1975, and is clad in titanium and glass. The project was recognized by the American Institute of Architects as a successful Building Information Modeling project. Hamilton Building is under construction, Hamilton Building, celebrating its 10th anniversary in 2005, holds the Modern and Contemporary art, African art and Oceanic art collections, along with part of the Western American art collection and special exhibition spaces. The complex deconstructivist geometric design of the Hamilton building consists of 20 sloping planes, covered in 100,000 square feet of titanium panels. The angular design juts in many directions, supported by a 2,000-ton structure that contains more than 3,000 pieces of steel. One of the angled elements extends 100 feet over and 100 feet above the street below. None of the 20 planes is parallel or perpendicular to another. Christopher Hawthorne, architecture critic for the Los Angeles Times, said the architectural achievement of the building does not mean it works well as a museum. He called the Hamilton Building "a stunning piece of architectural sculpture," but "a pretty terrible place for showing and looking at art. Collections[ edit ] The museum has nine curatorial departments: The collection has developed concentrations in areas including Italian design from the 18th and 19th centuries, American graphic design from the 19th century to the present day, post-World War II furniture and product design in America and western Europe and contemporary western European and Japanese design. Today, the collection consists of more than 12,000 objects dating from the sixteenth century to the present. The collection, which originated in 1969 with a donation of Chinese and Japanese art objects, spans a period from the fourth millennium B.C. The collection also holds representative works from the major post-war art movements, including abstract expressionism, minimalism, pop art, conceptual art and contemporary realism. The department includes the Herbert Bayer Collection and Archive, containing more than 10,000 objects. Linda A visitor favorite, Linda, by Denver artist John DeAndrea, is a life-size realistic sculpture of a sleeping woman. It represents a cowboy and an Indian shooting at one another. The sculpture, now on the roof of the museum restaurant, had been evicted from two other downtown Denver locations after Native American activists protested and threatened to deface the work. Over the past century the collection has grown to encyclopedic proportions and now contains nearly 200,000 art objects. In the African, American Indian and Oceanic art collections, modern and contemporary artists are also represented, reflecting the continued but evolving artistic practice of indigenous artists and cultures. Works from all regions with a focus on West African art, emphasizing Yoruba works and mediums, including wood, metals, fibers, terracotta and mixed media compositions, are represented in the collection. Beginning in the 1960s, the DAM was one of the first museums to use aesthetic quality as the criteria to develop a collection of Native American art, and the first fine arts museum in the country to collect American Indian art. The collection contains nearly 20,000 art objects, including ancient Puebloan ceramics, 19th-century Arapaho beaded garments and contemporary glasswork. Oceanic[ edit ] The Oceanic art collection includes more than 10,000 pieces representing art forms from all major island groups in the South Pacific region and the geographic regions of Melanesia and Polynesia. Historic monumental sculpture, bark cloth, wood carvings and the work of contemporary artists such as Mathias Kauage and Laben Sakale are features of the collection. The combined collections cover a time span from about 4000 B.C. The department represents one of the most comprehensive collections of such work outside the countries of origin

and features major stylistic movements from all the major artistic centers of Latin America. Included are pre-Columbian works in ceramic, stone, gold, jade and textiles. From the Spanish Colonial Period , the collection includes paintings, sculpture, furniture, silver and decorative arts. The Mayer Center sponsors annual symposia and publication of their proceedings, research opportunities including a resident fellowship program and periodic study tours to Latin America and Spain. The encyclopedic Costa Rican holdings, largely donated by Frederick and Jan Mayer, include stone sculptures, jade works and ceramics; Mesoamerican art from Mexico and northern Central America includes rare media like carved shell, turquoise mosaic and obsidian ; and the Maya civilization is represented by stone relief carvings and rare pre-Classic ceramic vessels and figurines, Early Classic cache vessels and blackware containers and Late Classic painted cylinders and figurines. The collection includes objects such as Aztec-style feather paintings, small copper paintings worn as brooches by nuns and panel paintings inlaid with mother-of-pearl. The European collection represents works created before , and the American collection represents all major periods in American art before . The department also curates the Berger Collection of mostly British paintings, drawings and medieval works of art, and a collection of predominantly French 18th- and 19th-century drawings on long-term loan by a private collector. Renaissance portraits, including works by Hans Holbein the Younger , are a strength of the collection. Fashion was added to the department title in , representing an additional collecting area for the museum. The DAM has collected and exhibited western American art since the s. In , the museum received a gift of western paintings and bronzes, allowing it to establish the institute of western American art. The institute is organized to support the study, collection, preservation and exhibition of art created about the American West, its people, its history and its landscape. Petrie family to partially endow the department. Major funding for the museum is provided by a 0. The district provides funding to about arts, cultural and scientific organizations in the seven counties. In addition, the museum receives large private donations and loans from private collections. Over the past five years, the Denver Art Museum has averaged more than , visitors a year.

### Chapter 4 : The Archipreneur Concept by Tobias Maescher

*The Archipreneur Concept is a valuable guide that helps you apply these skills to your business. The Archipreneur Concept Click here to learn more about The Archipreneur Concept.*

During this period we have been doing huge amount of projects and loosing a lot before getting them. Learning to run a business is tough and we realised how as Architects we had no clue about it. You make it happen and you get paid, simple. If you and your team are efficient you leave office on time. If not you stay overnight, simple. Personally I have been always obsessed with being efficient. Something that architects usually are not good at. In any office I worked before any time I said something about not staying late because the process or strategy was not efficient, everyone around me looked at me smiling and saying: If I am doing a project over night because there was no other chance to do it before it could be the case sometimes. If you want to stay overnight because you wanna do your masterpiece makes sense if you have the passion. If you want me to stay overnight doing something that I do in two hours in my kitchen with my laptop by myself.. I have worked with admirable great designers hand to hand and I have learned so much in my previous jobs. But I hate seeing people giving up at 4 am on Sunday saying look, whatever.. I want to sleep. We really care about the Process to make the best architecture and have a time to have your eyes far from your screen from time to time.. And if in you spare time you want to still work in your projects then you are more than welcome of course. We started using it in university in a natural way and integrated in our daily process, so for us see the benefits was very easy. It basically helps to develop a project in a more efficient way saving a huge amount of errors. Is as simple as that. Why do not use it then? Well for us is also something else. You see when you want to do your own projects and take care of the company you simply cannot waste time. If anything happens, anybody calls, a client complains, or something needs to be changed or someone needs to attend a meeting, salaries or bills need to be paid, etc.. Me and my two Partners are the last responsible of everything. That is why I do not joke when it comes to talk about my work. But in our case we really need to try. In the last couple of years we needed to give response to a lot of different kind of projects.. Sometimes clients take their time to payâ€! So we need to keep the Architect machine producing. Everyone wants everything as soon as possible and of course you cannot do any mistake or they will judge you for the rest of your life everybody do mistakes from time to time no worries. Sometimes I need to locate hours of the day in 3 different projects apart from other admin â€” business tasks. I am not gonna talk about real multitasking today but is something that can be harmful for your mind and body, believe me. Have you ever manage to focus properly working in 3 different projects during the same day? Communicating with 3 different clients and teams in different parts of the world as the director of the project and the one that produce and do every single drawing? When you do this for weeks or months your perspective change.. You should never do it, but as an Archipreneur sometimes you need to. At the beginning it was only two of us. Using other tools we used before we knew we would have needed at least two more people or draft mans to start the Machine moving. We dint have powerful desktops in our shared office. We had laptops that allowed to work from everywhere. And we start working as if each of us was a small team of people. And that is what we still are. Each member of the office is usually a small independent team. When projects are huge or gets complicated we temporally restructure to put energy where we need it. We do not use Drafting people, we automate processes. With the equipment you see above I get more things done that I ever used to before. Is my only chance to develop my own projects. The expression means something like Battle Horse. We fight every battle with these equipment and of course some other tools. If you as a young Architect dreamer want to do your own projects I think you should really think about it. It is definitely NOT the easy option. As one of my teachers used to say you should do it only if you cannot do anything else. If this is your case I really would like you to consider these advises: Measure your time and objectives. Why you and no somebody else? Why your projects are better? Can others benefit from your values? Be as flexible as much as you can. I think that we all should try to team up some how and try to do the projects we really think that improve our society and create a more sustainable environment. We are architects and we do what we do because we love it. But sustainability start by the use of

## DOWNLOAD PDF THE ARCHIPRENEUR CONCEPT

your resources effectively, and your most valuable resource is Time. One person I know used to say: Thanks for reading us!

**Chapter 5 : 10 Best Free eBooks for Designers**

*In The Archipreneur Concept, architect Tobias Maescher explores new business models that architect-entrepreneurs are using to build game-changing, novel enterprises that are enriching the field of.*

Elaine Heng Tuesday, October 18, 2 To be able to check out Chicco First Concept Store in Singapore together with my two happy pills, Kaiser and Rayes, was definitely the most exciting and fun thing to do as a family! All parents will definitely be keen if they want the best for their kids. When I told the two boys that mummy will be bringing them to a "baby shop", a week before the official opening, both of them kept asking me everyday when they can go. They were looking forward to this outing with me The store is also the largest in Asia with a total of 4, square feet. Priding itself as a one-stop retail destination for parents, parents-to-be and babies, shoppers can expect to find their next baby essential at the store, which ranges from trendy fashion apparel and baby feeding bottles to strollers and highchairs, and everything in between. In a bid to make the shopping experience simpler and fuss-free for all shoppers, the Chicco concept store is fitted with a guided path and it is delineated with attractive colours, easily readable icons and imagery for its different categories of products. Most of the products sold in store include alternative variations of the same product which are sold at different prices - this is such that there is something for everyone, regardless of their shopping budget! Chicco is also proud of its homogenous pricing model, where shoppers in Singapore can enjoy similar prices for the products sold here, as with the same products that are sold in Europe. Chicco promises only the best and safest products for every child. Just look at my little Rayes, enjoying the treats Thanks Word of Mouth Communications for arranging this! He went on to tell me how people in countries like France, Italy, USA etc have different versions of pronunciation and we had a good laugh over it. I would like to define the philosophy behind the Chicco brand with three points: Whatever there is a baby and whatever the baby needs, we have a solution through our product offerings. Chicco brand means something safe. Safety is very important especially hence when children are involved. Functionality is important too besides safety, eventually, the parents also want something functional and practical. What can parents and parents-to-be expect at the new Chicco store in Tanglin Mall? Wherever there is a Chicco store whether it is in Singapore or other regions and not just referring to flagship stores, we have consultants that can explain to parents, not only the features of the products, which is an important part of the selling process but parents can also receive very useful suggestions on how to satisfy specific needs of the children. That is what people can expect. With a lot of information from our consultants, this will eventually help parents make the best decisions. What are the best-selling products at Chicco and why do you think they perform so well? I can definitely give a lot of examples as we have a number of best-selling products around the world. For instance, one of them is our co-sleeping concept, which is the Next 2 Me, a very successful product meant to offer a useful solution. Every parent experiences the fact that the baby wakes up at night and starts to scream and cry. Usually the solution is to bring the baby to the bed with them, which is nice and even myself did that many years ago. It is a mistake as it is an invasion of territory. Mummies, especially, need to wake up 2 to 3 times in the night to breastfeed the baby. Next 2 me We also have a number of strollers which are very well selling. An example, if you want to talk about a specific model, I would definitely say, the Bravo travel system, which is a fantastic product. It can be converted into a travel system, for example, a car seat. Bravo System Chicco toys have very interesting concepts and we focus a lot on safety and offer a wide choice satisfying the need of children of different ages. Our feeding bottle lines are best selling items. Feeding Bottles for different stages Last but not least, our apparels and shoes are very functional. Many of our clothes are functional in the sense that they are practical and we try to segment every occasion of use by function. We do try to incorporate functionality into Italian fashion. Clothes for babies to 8 years old How does Chicco stand out from other popular baby brands in Singapore? Well I think the main reason why we stand out from other popular baby brands is that we are the only retailer with a mono brand that puts all the cross category products under the same roof. I do not like to talk bad about competitors because I respect them a lot. Some of our competitors are good in fashion, accessories, etc. Yet only Chicco can create a one stop destination store with a wide range of different

products and that makes Chicco different. All our products are designed and eventually engineered in house, even if some are not manufactured in our own factories. It is the only way to make sure they acquire the level of safety we want for the children. We do not want to run into problems, not just to make it convenient for us but to ensure that our products which are available to kids around the world are safe. How we do that? First of all, we do it via the Chicco research lab and we practically do observation on kids, through our in-house kindergarten. It was a nursing center and eventually became a kindergarten. It was a decision by the founder of company several years ago as a service for the employees but eventually we open it to all kids. We do not invade or interfere with their daily activities. It is the perfect place to observe how kids behave, interact, play, sleep, eat, etc. We find out their specific needs through this way, in an almost scientific way. So our process to creating a new product is through observation, design, engineering and eventually the final product. Chicco practices homogenous pricing for its products – meaning that consumers are able to purchase your products here in Singapore for the same price as if they were to purchase them in Europe. Why the decision to do so? The world in general is becoming very global so it is easy for people to check the internet the current price of a product, for example in Italy or USA. We want to keep a solid reputation of a very straight-forward and honest brand. As simple as that. All the kids got to have ballrooms twisted into different shapes to make into something unique All the kids also got to play with the toys in the store. It was like a big playground for them! As both Kaiser and Rayes are 6 and 3 respectively, I chose items that are suitable for them. Take a look at what I chose. I am praying hard that I get to bring them home too for my two Happy Pills! This is perfect for Rayes! See how comfortable he is! My two kids having so much fun time!

## Chapter 6 : About | Archipreneur

*The Archipreneur Concept has 3 ratings and 0 reviews. Are you ready to build your own business but don't know where to start? It's a common problem for a.*

Long hours, a lot of stress, strict deadlines, demanding clients, lots of responsibilities and working during the weekend; all of that for a moderate compensation in a highly competitive market. Tobias Maescher of Archipreneur. He is an architect himself, but also active in entrepreneurship. And this is exactly what this story is all about. So much so that they forget to be an entrepreneur too. They often work exclusively in their businesses, instead of on their businesses. As long as that is your goal and nothing else. The traditional business model of architects is a service-based model. The Architect gets a fee for his service that he or she provides to the client. So, you have to put in a huge amount of work for a design proposal upfront and for free! So I started researching additional ways of generating income as an architect. And I actually found many architects who used their skill set in a creative and entrepreneurial way to create additional streams of income. We mainly focus on the design aspect of architecture during our studies. Building buildings involves legal, economical and project management problems. Design is only one aspect in the whole process. Over the years, other players in the AEC industry have taken over specific tasks like project management, cost control or special engineering services. So, architects have given up a lot of competences and the role today is more of a design specialist. But of course, you can utilize your skills as an architect in a hundred different ways. Naturally it is easy and obvious to start trading your time for money and to accept the classical project assignment. It is relatively easy to sign up clients, especially if you keep your rate low enough and in principle all you have to do is put in your productive hours and you are assured of receiving your money. It takes a lot more energy, perseverance and discipline to go about it differently. But when sufficient time, patience and hard work are invested, the return can be tenfold, even hundredfold. And this return is not only monetary, but it is also about the satisfaction and the freedom that other business models entail. For instance, certain business models allow you to work completely independent of location and time which will give you the freedom to travel the world while you continue to work. That is impossible if you perform classical project-work. Tobias gave us three concrete, attainable and scalable ways to earn money as an architect, as an alternative for the classical project-work. They can create designs and the vision for a project and they know how to get planning permissions and to manage the building process. In fact, architects very often generate a great deal of value when working for clients, for example when transforming a piece of land into a multi-unit apartment building which in turn will start generating a considerable stream of monthly renting revenue. Instead of charging a fee per hour or a project based fee, architects who understand the value they create and who try to get a compensation proportional to the value for the developer e. By working for someone, by definition you will not get paid the full value you create for that person. This is definitely the case when you work for a real estate developer. The revenue is generated either by monthly rents or from selling the project with profit. A well-known example is architect Jonathan Segal who has never had a client in his year career. He always acts as a developer, contractor and property manager and lives from rental income from his residential properties. Stacking his bricks one by one, he built up a big stream of automated and very predictable cashflow by renting out the houses, flats and apartments he had built over time. That is, given that you have the patience, stamina and willingness to take the initial risk and work through the first hard and rather unprofitable years in the beginning. They can use their skillset and experience to add tremendous value. Another key advantage that architects have is that they are good at estimating the true value of a property and at analyzing the transformation potential. Being able to select properties with a good price tag and being able to see the potential for added value, transforming the project in a certain way architects have a huge advantage in making money in real estate. The story of Alex and Esther 2 young Spanish architects who buy, transform and sell about 12 projects a year illustrates this very well. What about the risks? Obviously, dealing in real estate is a less immediate way to earn money than accepting project-work, and it requires a huge investment in time and money upfront, before the first buck is made. The biggest difficulty in starting out as a developer is

often that the barrier to enter is rather high due to the initial money that is required to finance a real estate project. Putting all your savings on the line for your first project is a tough decision for most of us. Another way to manage the risk is to collaborate with others. You could also find someone who has the cash but lacks the time or the skills so you can contribute your skills and little or no cash in return for a significant piece of the equity. Make sure to claim your honest share of the equity. The key here is to convince the cash investor that you are determined to make the project a success, since your future income totally depends on the success of the project. To learn more about this subject, please check out our previous blogpost where we interviewed Alex and Esther, 2 Spanish architects who transformed their architecture business into a real estate business.

**Productizing your services** Most architects are making money in a service business. They sell their skills, time and expertise in exchange for money. The type of activities and projects in a service business are often difficult to structure, streamline and unify. Exactly because it is a service business, you have to serve your client. And a client who pays you for your time, obviously wants you to do what they want you to do. Whether that fits in your typical kind of project or not, whether you agree with their taste of colors or not, whether their deadlines fit your planning or not, none of that matters to the client. Each client also has their own very specific wishes, desires, exceptions, payment terms, contract negotiation habits, communication channels, issue tracking system, and material preferences. The more different kinds of clients, contracts, exceptions and projects, the more stuff, things and overhead you have to deal with. All of this is time that nobody is going to pay you for. In a classical service business model, you feel like reinventing the wheel with every new client or project. Discussions, contracts, negotiations and scope definitions in order to meet all the individual needs and desires of every single client will never stop. Little time is left for the essence and your passion: You can only partially leverage the previous work. All the client specific things cannot be reused out of the box for the next client. This can make your service business quite unproductive, and I have seen quite a few architects go crazy over this. A way to streamline your business and to make it more scalable, simple and predictable, is to productize your services. This means packaging your services as a standard product, with a clear scope, price tag and timeline, which are not negotiable. Present your services like a can of Coke on the shelf at the supermarket. Try to think about repetitive and outsourceable tasks which people in the construction business and that also includes other architects often need. By focusing on one single activity, you can standardize this activity and do it better and at a lower cost. We create comfortable, space-efficient and tech-savvy working environments that promote wellbeing at work and contribute to the improvement of productivity, the development of customer experience and the capability to innovate. They offer prefab housing concepts with plans that can be ordered online. This communicates to prospective clients that they are about to buy a product, and not a service. It might be difficult to come up with ideas straight away on what part of your business you could productize. Just keep your eyes open for the next six months, and wear your product-glasses. Just to illustrate how many possibilities there are if you keep an open mind and are willing to think outside of the box, following are 30 examples of productized consulting ideas, from all kind of markets. Just scan through it if you want to find some inspiration. On the one hand, this variety is what makes architecture interesting and challenging, on the other hand this often causes overhead, stress and results in much less profitable businesses. Productized consulting might need a little more effort, patience and upfront work in the beginning compared to the typical project-work. All this work needs to be done before the first dollar is made. But once the ball gets rolling and you start selling your first packages, things can kick off like a rocket, especially since you can build up a real rhythm and pace into your business. Over time, you will more or less be able to predict how many packages you sell on average per month, what your future workload will look like, cashflow will become predictable and stable, and planning should be more under control. How difficult is it to get started? In fact, it is not difficult at all. The entrance barrier for productized consulting is much lower compared to developing real estate projects. There is no need for a lot of capital to get started: And the nice thing is that you can combine it perfectly with classical project-work. This allows you to build it up slowly on the side without losing too much income and without too much risk. Set one day a week aside for productization of your service business, and two years from now you might own a nice little productized service business. An important hint in making this succeed is: Ideally, a pain or problem that you experienced

yourself so you really know for a fact it is a pain point for others as well. People are always willing to give you their money if you solve their problems! The rewards can be huge though. The only way to achieve such a revenue number, is through massively scalable and repeatable product sales. There are tons of smaller and actually quite achievable examples of successful products which are much closer to our own world. Writing a book for example: Each extra copy you sell does not require any extra work. You could go out for a drink on a Friday evening, and wake up Saturday morning with more money on your bank account. Our own App for field reports and punch lists ArchiSnapper is an example. We focus on solving a pain many architects are struggling with time consuming field reports and site inspection and we built a solution for it in the form of a software product.

### Chapter 7 : Denver Art Museum - Wikipedia

*What needs to be highlighted is the aim of this book: "The Archipreneur Concept" offers help and advice on how to create products, productized services, how to develop ideas, projects and individual marketing techniques.*

### Chapter 8 : Archipreneur I: Effective tool & Method " Enzyme

*The Archipreneur Concept starts with a clear look at the deficiencies of our current architectural education system, where students are taught to emphasize form-making and individuality over interdisciplinary teamwork and business acumen.*

### Chapter 9 : tim (tim) on Pinterest

*Tobias Maescher is the author of The Archipreneur Concept ( avg rating, 3 ratings, 0 reviews) and The Archipreneur Concept ( avg rating, 0 ratings.*