

Bookmarc

B2B marketplace platform

Bookmarc is a B2B marketplace providing a platform for architects/designers to showcase their design work and sell this work to a product supplier to showcase and market its products. This provides architects with an avenue for marketing their products and provides product suppliers with cost effective images for use in marketing campaigns. The Bookmarc platform is used internationally with design firms in Australia, Europe and US uploading more than 1,500 designs to date. Bookmarc expects the US to be a key market.

Background

Bookmarc was founded by Helen Awali in 2011 to 'shake-up' the construction industry supply chain by facilitating the digital storage of product information used by architects in the design process. Helen has bootstrapped the business to date, receiving support from friends and family.

The model allowed suppliers to opt-in at no cost and use the platform as a window for marketing their products. It also allows architectural and construction professionals to benefit from cloud technology and reduce inefficient practices. The ability to share images with clients and colleagues has been described as being "a bit like the Pinterest of the architecture and construction industry". Market feedback saw Bookmarc change direction to become the B2B platform that it is today, providing architects with marketing opportunities and providing suppliers with images for use in marketing material.

The business model

Bookmarc offers free basic access and two levels of paid for product sold as monthly subscriptions starting at \$19.95 per month. The top of the line offering "Bookmarc Pro" offers a user-friendly product library that allows products used in designs to be tagged and connected to product literature. Access is provided to Bookmarc's 20,000+ subscriber base and users are provided with high level insights including competitor leader board, best performing literature, time-based engagement and the geographic location of users. The pricing of 'Bookmarc' Pro is negotiated on a case by case basis.

Share details

Family and Friends	\$300,000
No of shareholders	<10

Size of market

The global architectural services sector generated US\$223bn in revenue in 2017 and grew at a CAGR of 3.6%. Bookmarc is tapping into a sector which was an earlier adopter of digital aids to assist efficient processes.

Upside Case

- Platform available to global markets
- Provides marketing opportunities for architects and low-cost collateral to assist in suppliers' marketing.
- Model has evolved over last seven years

Downside Case

- Fragmented slow to change industry
- Change of direction after six years spent developing on-line product library
- Yet to provide clear path to monetisation upside for architect design community

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