



THE BET • ONE LINE

**A solo founder, a shared 3D asset
library, and
a parent-ethical brand is a small studio.**

*20 apps live • Meshy MAX pipeline (10k credits/month) • Cloudflare-native • commercial rail-tech quietly
funds the play studio*

TL;DR

Executive summary

Product

20+ shipped apps across kids' play, couples, adult tools, and commercial rail-tech.

Flagship

Story House 3D — a walkable painterly dollhouse in the Toca Boca / Sago Mini category.

Pipeline

Meshy MAX + Higgsfield → drawings and photos become 3D toys and props. Reuse is the moat.

Distribution

Cloudflare Pages, Cloudflare Workers, Netlify (lovepapadavid). iOS TestFlight next.

Monetisation

Parent-paid content packs · saleable stylised 3D asset packs · commercial rail cash flow.

Team

Solo founder + AI copilot pipeline. Values-locked: no ads, no streaks, no dark patterns.

Ask

Small strategic raise or asset-pack licence deal to accelerate flagship + first paid launch.



The Portfolio

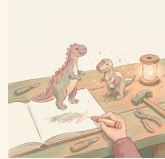
20 apps live — one grid, one aesthetic

THE PORTFOLIO

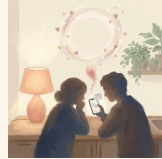
One studio, one visual language



Story House 3D



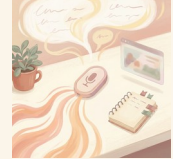
Magic Workshop



Iskra • Искра



Duet • Дует



Scribe



Kapibara Book



Café



Magic Shop



Sleeping Isles



Maths Quest



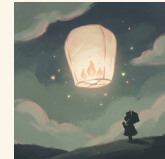
Garden of Words



Firefly Reader



Walkabout



Lantern Keeper



The Hollow



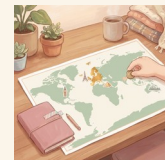
Ari's Kitchen



Ari's Bookshelf



Build World



Travel Map



railplanning.tools

All live at [Cloudflare Pages](#) · [Netlify](#) · [Cloudflare Workers](#)

The velocity — six months, one person

20+

apps shipped

kids' play · couples · adult tools
· commercial

~6

months elapsed

solo founder + AI-copilot
pipeline

~3.3

apps/month cadence

single-file HTML apps, no build
step for most

6+

categories covered

kids · edtech · couples · voice ·
commercial rail

Portfolio breadth is proof the pipeline is a studio, not a hobby.

The Pipeline

Where the moat lives



Meshy MAX economics — credits are no longer the bottleneck

10k

credits / month on MAX

reversed the old "minimise spend" posture

~200

fully animated characters

at ~40-55 cr each (image→3D + remesh + rig + 3 anims)

~300-

400

textured props / month

at ~25-35 cr each (text→3D preview + refine)

~2

cr per source image

Higgsfield when image→3D wins over text→3D

Art direction, wiring, and phone performance budget are now the real bottleneck.

From a drawing to a phone-ready toy — repeatable

1

Source

Photo of a child's drawing,
OR a Higgsfield generated
concept.

2

3D-ify

Meshy image→3D creates
a t-pose model (~20 cr).

3

Rig+animate

Remesh 120k tris · rig
h=1.2m · 3 anims
(wave/sit/dance).

4

Compress

gltf-transform 512px
textures + draco → 0.3-
1.5 MB GLB.

5

Ship

Load in three.js dollhouse
OR export STL/OBJ for
print.

One asset, five games — why the library is the moat

PER-ASSET UNIT ECONOMICS

One capybara character: ~55 credits to create + rig + animate.

Reused across Story House 3D, Café, Magic Shop, Kapibara, Sleeping Isles.

Amortised cost per game: ~11 cr.

One prop (tree, food, chair): ~30 cr, similarly amortised.

Every new game reuses ~70% of the library, so the marginal cost of shipping game N+1 drops sharply.

PLATFORM ECONOMICS

Cloudflare Pages: free hosting for static apps.

Cloudflare Pages Functions: 100k free requests/day covers all current app traffic.

Cloudflare Workers KV: pennies for the couple-sync + own-device mirror volumes.

Supabase (rail): commercial tier, funded by rail contract.

COGS on kids' apps is dominated by AI credits, not hosting.



The Audiences

Four families, one studio

POSITIONING

Where each app family plays in the market

Family	Reference category	Apps in Nova Code	Adjacent brands
Kids' play	cozy 3D dollhouse · point-and-click adventure	Story House 3D · Sleeping Isles · Magic Shop · Café · Kapibara · Capybara Boom	Toca Boca · Sago Mini · Lil' Fluff
Kids' edtech	pedagogy games · slow-play literacy	Maths Quest · Firefly Reader · Garden of Words	Khan Academy Kids · Duolingo ABC · Homer
Kids' emotional	cozy · listening · loyalty	The Hollow · Lantern Keeper · Walkabout	Alba · Gris · Journey
Couples	bilingual RU/EN · NVC translator · together mode	Iskra · Duet	Paired · Between · Duolingo (adjacent)
Adult tools	voice capture · conversation aid	Scribe · Psy-Co-Parenting	Otter · Notion · OurFamilyWizard
Utilities	personal apps	Ari's Kitchen · Ari's Bookshelf · Suitcase · Travel Map · Adventure Jar	custom / bespoke
Commercial	rail access planning · station maintenance	railplanning.tools + tools/pages	Network Rail vendor tooling

APP • DEEP DIVE

Story House 3D — the flagship

Walkable painterly dollhouse. Toca Boca / Sago Mini adjacency, 3D-native.

LIVE

LIVE at story-house-3d.pages.dev

story-house-3d.pages.dev

STACK

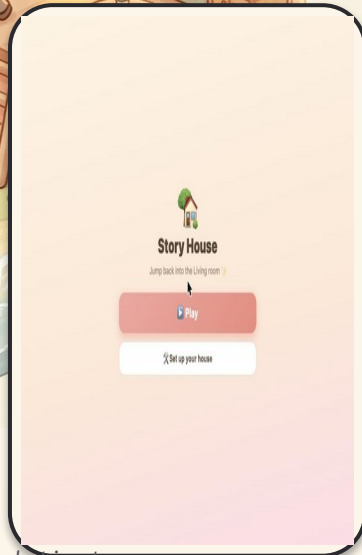
three.js r128 • Meshy pipeline • 38 friends • 6 places • day/sunset/night • dress-up wardrobe v1 in progress

HARDEST PROBLEM SOLVED

Making a 3D dollhouse feel warm and painterly on a phone — flat-shaded style + animated water + gentle emote loops.

NOVEL CHOICES

Real category. Real category with real revenue models (Toca Boca's parent Spin Master reports mid-\$MM ARR on subscription kids' worlds). No dark patterns is a category differentiator, not just an ethic.



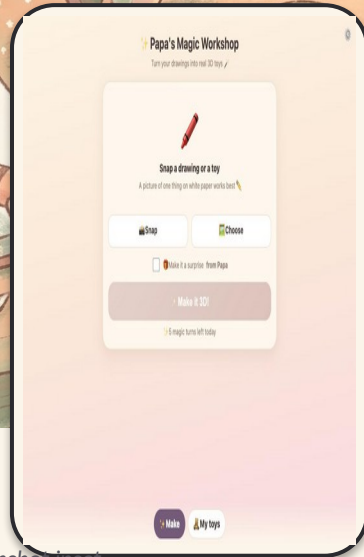
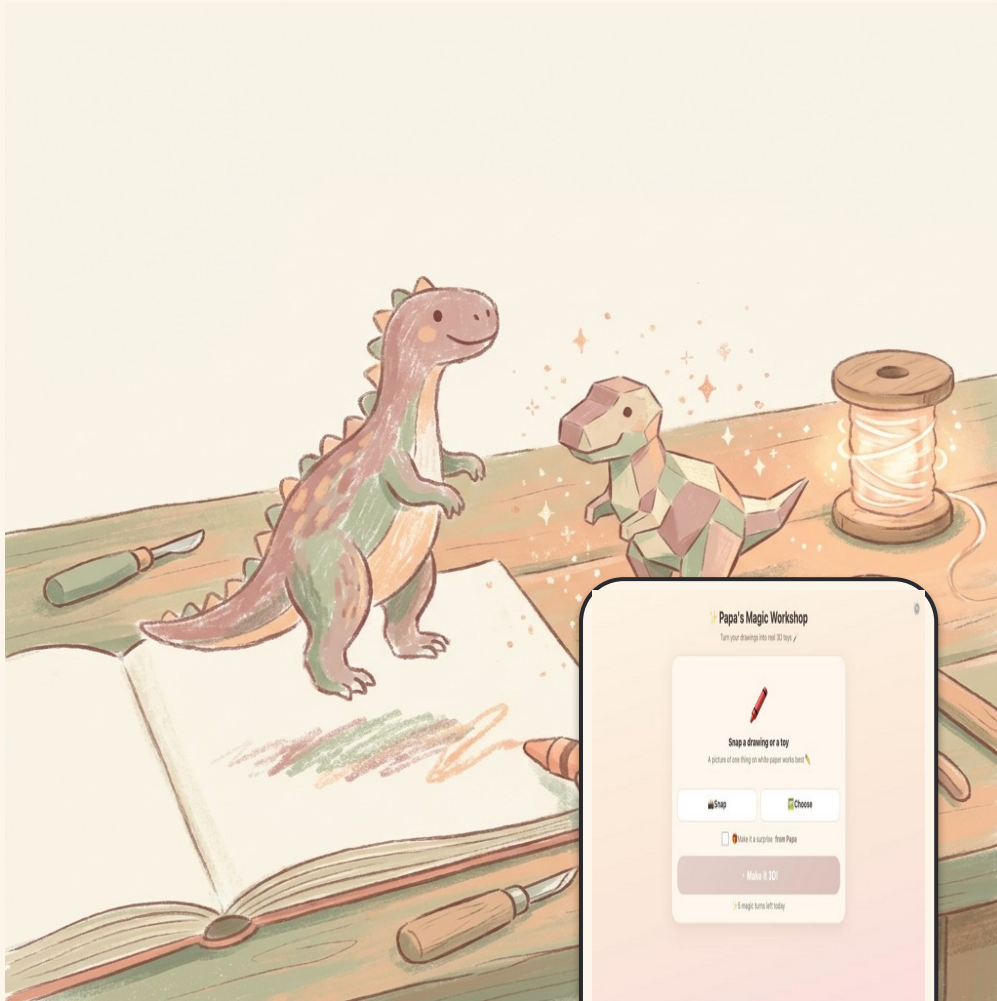
hero render + live screenshot inset

LIVE

APP • DEEP DIVE

Papa's Magic Workshop

Drawings → 3D toys → print-ready. Novel + shareable.



hero render + live screenshot inset

LIVE

LIVE

LIVE at magic-workshop.pages.dev

magic-workshop.pages.dev

STACK

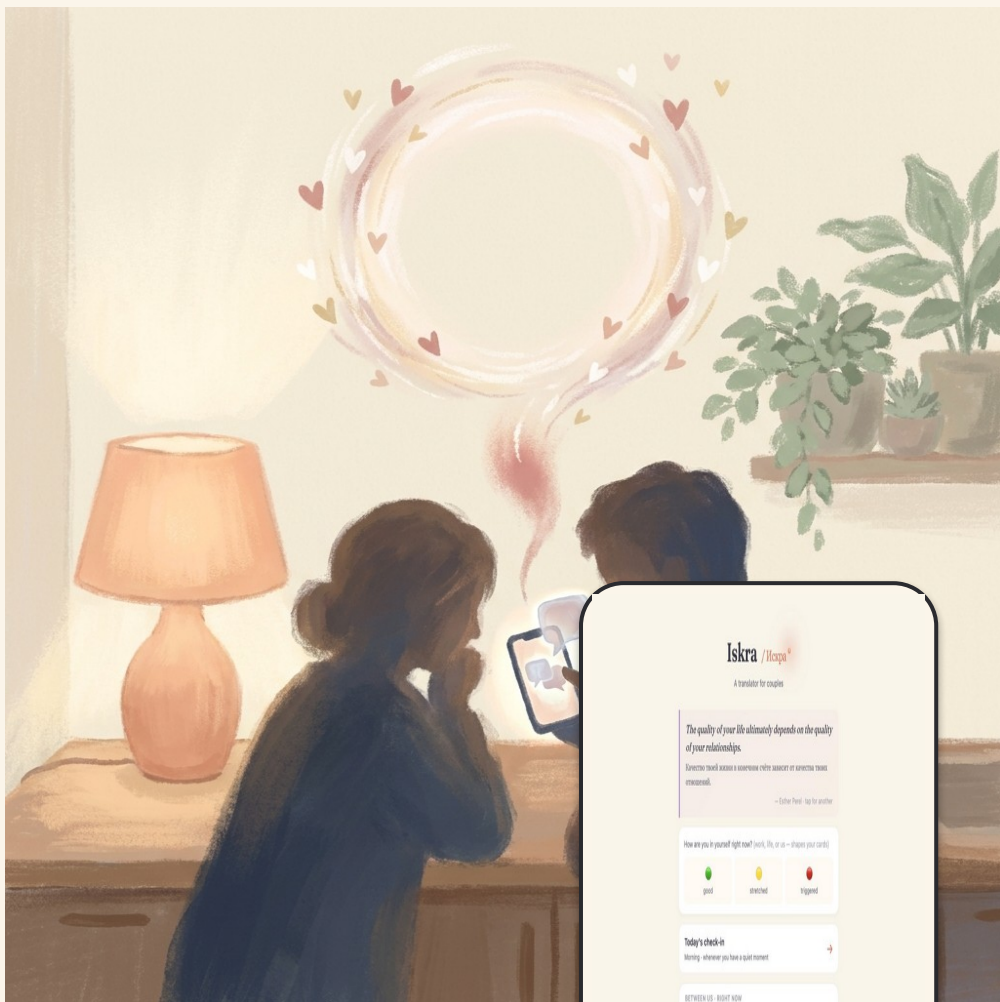
Meshy image-to-3D • three.js viewer • IndexedDB toy box • STL/OBJ export for 3D print

HARDEST PROBLEM SOLVED

Child-safety gating: instant daily magic-turn cap for Arianna, plus a 'surprise from Papa' toggle. Parent-gated settings behind a math gate.

NOVEL CHOICES

The wow demo. Photograph a drawing → 60s later, a spinnable pastel 3D toy. Print it, drop it into Story House 3D as a playable toy. This is the shareable moment that TikTok / Reels loves.



hero render + live screenshot inset

LIVE

APP • DEEP DIVE

Iskra · Искра

Bilingual RU/EN couples app — a real product for a real market.

LIVE

LIVE at iskra.pages.dev

iskra.pages.dev

STACK

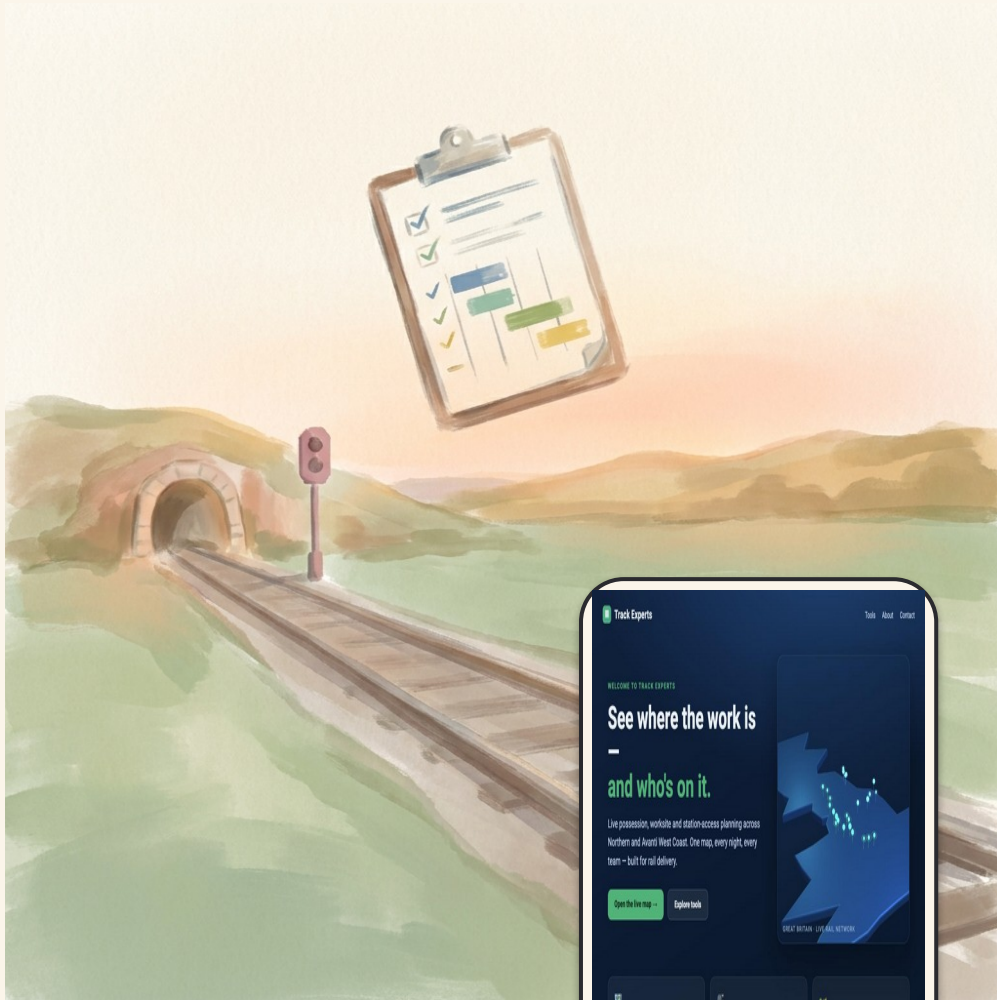
single-file HTML · Cloudflare Pages · KV sync · NVC translator + Together mode + Cycle & Rhythms

HARDEST PROBLEM SOLVED

Three sync channels (couple link, own-device mirror, two-device live) — client-encrypted, KV-backed, all working today.

NOVEL CHOICES

A bilingual couples app is a genuinely underserved niche (Paired and Between are English-only). RU/EN pair opens Cyrillic markets Duolingo-adjacent brands ignore. Same shared studio brand.



hero render + live screenshot inset

LIVE

APP • DEEP DIVE

railplanning.tools — the quiet earner

Commercial rail-access planning for Carlisle Support Services (CSS) on Greater Anglia.

COMMERCIAL

LIVE at railplanning.tools

railplanning.tools

STACK

Supabase Postgres project bokrkzyksnutlyzabpxp · Section 4/5/7 access model · plan_items + budget + registers

HARDEST PROBLEM SOLVED

Modelling Network Rail's three-section engineering access hierarchy (S4/S5/S7) as opportunities vs bookings with human-in-the-loop confirmation. National NR constructs, so any TOC can be added.

NOVEL CHOICES

This is the reason the play studio exists. Commercial contract revenue funds the kids' apps and gives the founder runway that isn't dependent on hits.



Traction

Live, running, monetiseable

Traction — what's already in the world

LIVE URLS (PUBLIC)

story-house-3d.pages.dev — the flagship

story-house.pages.dev — 2D dollhouse

magic-workshop.pages.dev — drawings→3D toys

iskra.pages.dev — the couples app

kitchen.david-c73.workers.dev — Ari's Kitchen

suitcase.david-c73.workers.dev — Suitcase

scribe.david-c73.workers.dev — Scribe (token-gated)

railplanning.tools — commercial

IN-DEV (LAUNCHING NEXT)

Sleeping Isles · Magic Shop · Café · Kapibara Book · Capybara Boom · Maths Quest · Travel · Hollow · Garden of Words · Walkabout · Lantern Keeper · Firefly Reader · Bookshelf · Adventure Jar · BriTannia'State · Duet · Psy·Co·Parenting · Arianna's Build World.

All on the same Cloudflare-first path — deployment is a `scripts/deploy-3d.sh` call away.

This month's spend, transparent

Line	Credits	% What it delivers
Story House 3D flagship	3,500	50% new places · prop library · wardrobe v1 · new characters + emotes
Shared library + 1 cross-game pilot	2,000	28% stand up 3D in ONE of Café / Magic Shop / Sleeping Isles
Sellable-prep	500	7% showcase hero room + Higgsfield marketing renders
Iteration / reroll buffer	1,000	14% Meshy quality varies; budget for re-gens
July committed	7,000	100% of 10,000 monthly credits (rollover reserved)

MONETISATION

Four revenue lines, all ethical, none dependent on ads



Parent-paid packs

Story House 3D → room + outfit + character packs bought once by a parent. No IAP loops.

\$3-7 per pack



Asset packs (B2B)

Sell stylised 3D asset packs on itch.io / Unity Asset Store / Sketchfab. Verify Meshy commercial-licence first.

\$15-50 per pack



Commercial rail

railplanning.tools + tools/pages. Existing GA/CSS contract; national-NR generic so new TOCs plug in.

Contract revenue



Studio play

Portfolio of polished 3D games from one pipeline → a body of work a publisher or subscription could sit on.

Longer horizon

Defensibility — three quiet moats

THE ASSET LIBRARY

The reusable 3D asset library IS the moat. Every new app costs less because it borrows from the library.

A new entrant has to build up their library from scratch to compete — that's months of Meshy runtime and art direction.

The library is versioned per world (hero-* naming), so a swap is a one-line deploy.

PARENT-ETHICAL POSITIONING

No ads. No streaks. No IAP loops. Cycle/reproductive data (Iskra) is sensitive and AI never attributes it.

School-safe. Parent-safe. Grandparent-safe.

A hard positioning to copy without abandoning the mid-market that ads currently fund.

Combined with the painterly-pastel visual language, the brand is instantly recognisable.

Where Nova Code sits (2026)

Player	Position	Nova Code angle
Toca Boca (Spin Master)	cozy 3D kids · subscription bundle	Same category, phone-first painterly, no subscription lock, sold as one-off packs to parents.
Sago Mini (Spin Master)	younger kids · cute + tap	Nova Code kids' apps target age 6-10 (the Toca Boca sweet spot), not toddlers.
Duolingo Family/ABC	streak-driven edtech	Deliberate anti-streak play — the app should be forgettable for a week without punishing the kid.
Duolingo (adjacent) / Paired	couples relationship	Iskra is bilingual RU/EN first — Cyrillic-language couples are underserved by every English-only brand.
Otter.ai	voice notes	Scribe is local-first (IndexedDB), token-gated, model-picker exposed (Haiku→Sonnet→Opus). No enterprise cost.
Custom bespoke rail tooling	Network Rail vendor tools	railplanning.tools models the NR constructs (S4/S5/S7 · NR weeks) so it plugs into any TOC route — not GA-specific.

TEAM

The team — solo, but not alone

TODAY

One founder: David Molan.

Background: commercial rail contracts + full-stack engineering + 20+ shipped apps across kids' play, couples, adult tools, and commercial rail.

AI copilot pipeline: Claude for build, Meshy for 3D, Higgsfield for renders, Replicate for Whisper.

Fully operational solo studio.

WHAT UNLOCKS WITH FUNDING

1 · A contract artist (part-time) to finish the painterly-pastel Story House 3D asset library.

2 · A part-time developer for iOS TestFlight packaging + native shell.

3 · A community/PR lead for the parent-testimonial angle.

All on independent contracts, keeping the values-locked solo-founder shape.

Sketch of the year ahead — indicative

~£0

cost of goods on kids' apps

hosting is essentially free at
current volume

£1-2k

monthly AI-credit budget

Meshy MAX ~£300 +
Anthropic/Higgsfield/Replicate

Rail

existing contract revenue

covers the founder's runway
today

Play

packs + assets = upside

the pastel studio is the
asymmetric bet

This is a runway-preserving, upside-shaped studio — not a hits-or-death game.

The Ask

Small strategic capital, big optionality

THE ASK

What we're raising and what it unlocks

35%

Story House 3D flagship completion

Painterly asset library push + wardrobe v1 + iOS TestFlight packaging

25%

Magic Workshop shareable launch

TikTok/Reels seed content + press outreach + parent-testimonial pilot

20%

Asset-pack pilot on itch.io / Sketchfab

Package the shared 3D library into 3 saleable packs · verify licence path

10%

Iskra couples paid launch

Ship Cyrillic-market Together mode + call-bridge voice + first paid tier

10%

Runway buffer

Legal (licence review) + accounting + one small hardware fund for 3D printing thread

MILESTONES

6-month plan — where the money goes to work

1

Month 1

Painterly asset library
push · Story House 3D
new places + wardrobe v1

2

Month 2

Magic Workshop
TikTok/Reels launch
content · parent
testimonial pilot

3

Month 3

iOS TestFlight for Story
House 3D + Magic
Workshop

4

Month 4

Asset-pack #1 shipped on
itch.io / Sketchfab ·
licence path verified

5

Month 5

Iskra call-bridge live · first
paid tier · Cyrillic-market
launch

Each milestone is a fully shippable state — no all-or-nothing gates.

RISKS

What we're watching

Meshy licence

Using Meshy models in our own games = fine on paid plans; reselling raw generated assets in a pack may be restricted. Legal review before Asset-pack #1.

Solo founder concentration

One person is a real risk. Mitigation: memory-file discipline + AI copilot pipeline so a paused build resumes cleanly; contract artist/dev/PR planned via funding.

App-store gating

iOS TestFlight is the near-term path — no app-store submission yet. Cloudflare Pages is the fallback distribution and doesn't require a gate.

Attention economy

Parent-ethical positioning is a strength but also a slower go-to-market than ad-monetised apps. Content strategy (Magic Workshop TikTok / Reels) is the counter.

WHY NOW

Why now

THE PIPELINE JUST GOT REAL

Meshy MAX @ 10k credits/month arrived. The pipeline is proven, the library is beginning to travel, the flagship is genuinely playable.

The last six months were 'can this work'. The next six are 'how far does this go'.

THE MARKET IS QUIETLY MOVING

Toca Boca / Sago Mini have consolidated under Spin Master. Parents actively want alternatives that aren't ad-driven.

The Cyrillic-language couples market is underserved by English-only apps.

Rail contract cash flow means the play studio has runway that isn't hits-dependent — a rare shape.

CONTACT

Let's build a quiet studio, together.

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UK-based. Available for calls Tue/Thu. All live URLs in appendix.

• BUILT BY A PAPA • POWERED BY A PIPELINE •