



orbital labs

Case Study: [Modify Ink](#)

Sean worked with Modify Ink to create an MVP, a strong technical team, and a solid foundation for future work.

When I first started working with the Rachel, the founder of Modify Ink, she had a great idea to let people customize art. We weren't sure it was even possible, and she couldn't find a technical cofounder she trusted. We started by proving the concept with an innovative in-browser art editor. I advised Rachel to focus on her core features and on shipping quickly. I hired an excellent engineering team, trained and mentored them. She was able to use the MVP I delivered to gauge interest, pivot, and continues to build on it today with the team I trained.

Finding a Technical Cofounder

Rachel founded Modify Ink around the idea that anyone can make amazing art. She wanted to combine great artwork with high resolution fills in the browser in a way that had never been done before. She knew she needed someone technical she could trust to make her idea a reality.

She interviewed over 25 engineers and dev shops. None of them had both the expertise and the ability to understand her vision.



Rachel Brenchley

I spoke to so many developers. Either they lacked the skill-set to do it, or they couldn't put the idea into context and get on the same page. The dev shops were more focused on establishing their fees than understanding the product.

I felt like I was running in circles. I was very discouraged with the whole process.

Shipping an MVP

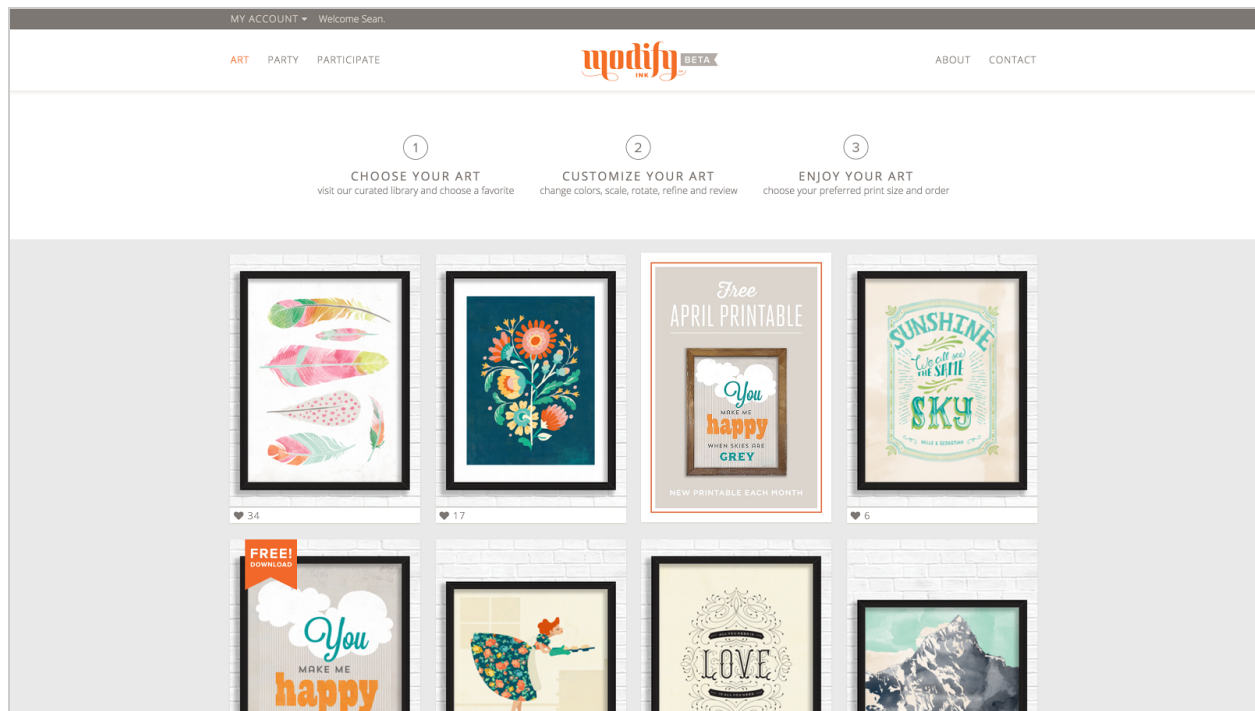
I was introduced to Rachel, and with my coaching we established that the dynamic art editor was the core of the product. We decided to create the editor first, so we could show it to users and see how they responded.



I built an editor from scratch within a short period, and we used it as a playground to test ideas. We showed it to artists and users, and collected valuable feedback. After a few iterations, we were ready to build the rest of the product.

Rachel: Without Sean's coaching I would have tried to build the whole thing up front. He had me boil it down to the MVP, to bring it down to a place that even doable. Getting that insight was really helpful

We then went on to create a full system with billing, and a rendering process to create assets to send to the printer. Within months we had a system that allowed a user to join, customize art, get it printed and shipped to their door.



Rachel Brenchley

The best way to start a business is to go out and make sure you've got a market. But no one could understand what I wanted to build.

The response to the MVP has been awesome. I'm now able to start testing the market and learning which direction to move, and to learn what is working and what isn't.

High quality codebase and a team she can trust

I also hired and trained a team of engineers to continue the work after I finished, allowing Modify Ink to continue to iterate on the product. They are still improving and changing the product, building off the same code base we started with.

Rachel: Sean was instrumental in getting us to the right place on the right platform. We're still using the same technology. The initial minimum viable experience he built is the core of the product we're building now.

Continuing to Grow

Today Modify Ink has over 400 customizable templates and 1200 patterns to choose from, a growing user base, and most importantly, they have clear understanding of their market and a solid platform to build on.