

GREEN SHOE ECOSYSTEM

A vertically integrated platform for tradigital craftsmanship

Client work • Art • Education • Software • Community • Media • Destination

THE CORE IDEA

Remarkable client work, art, education, tools, media, digital IP, community, and a future campus reinforce one another.

SIMPLIFIED ECOSYSTEM OVERVIEW

August 2026



CREATE • ADVISE • TEACH • ENABLE
TOOL • GATHER • EXHIBIT • TELL

More than a fabrication business

Green Shoe is one coherent system with several ways to create value and several ways for people to enter.

Green Shoe creates extraordinary things, teaches people to make, builds useful tools, gathers a community, exhibits art, and tells the story.

The portfolio should be managed as multiple businesses — but experienced by the customer as one worldview.

ONE SYSTEM. MULTIPLE DOORS IN. MANY WAYS TO CREATE VALUE.



ECONOMIC ENGINE

GSG bespoke client work and premium consulting monetize scarce expertise, craftsmanship, engineering judgment, and execution.



COMPOUNDING ENGINE

Education, community, digital products, free tools, and media repeatedly create audience, trust, IP, and demand.

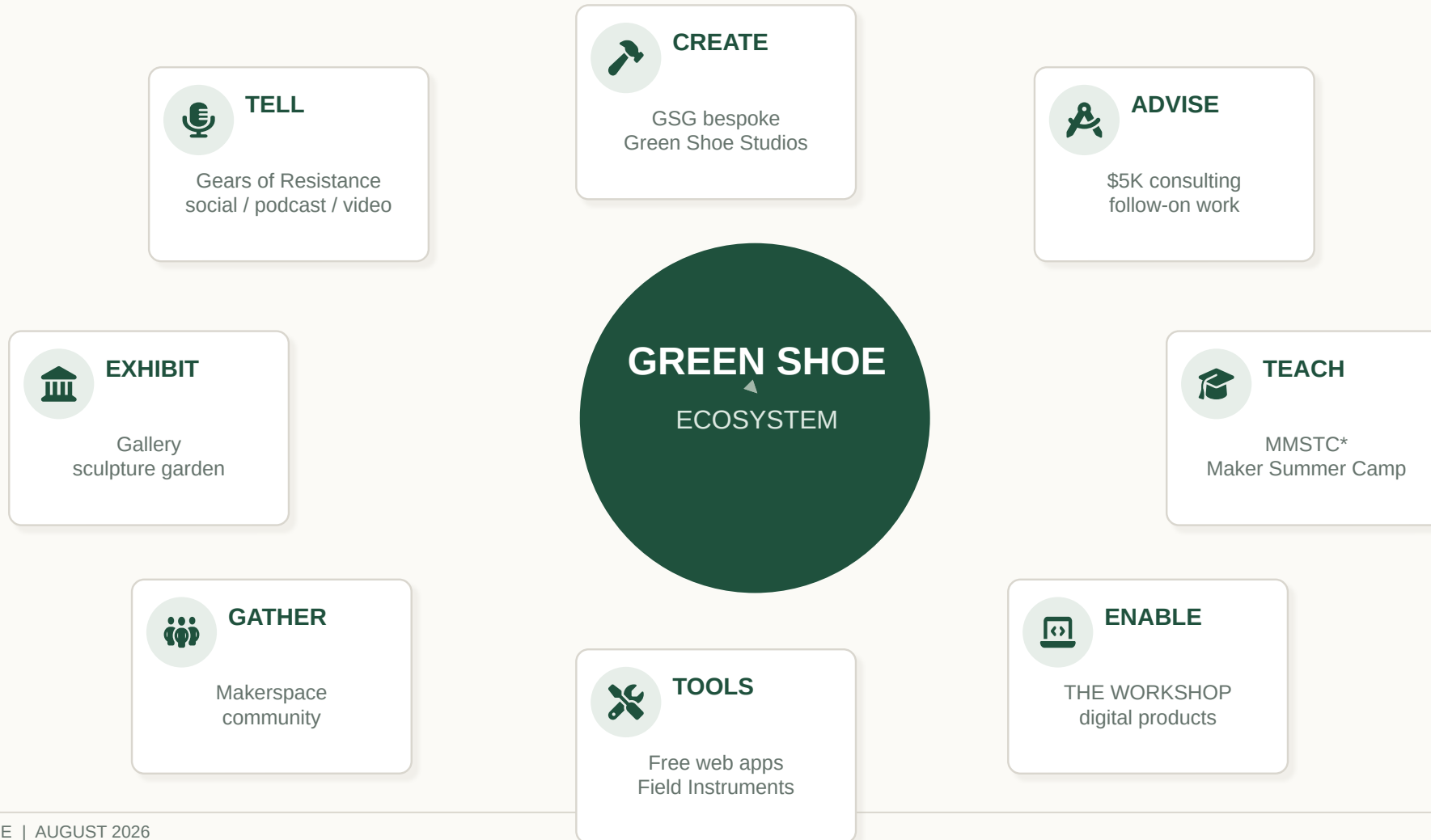


LONG-TERM MOAT

Owned land, buildings, equipment, art, curriculum, software, and a destination campus build durable assets around the operating company.

Eight integrated activities

Create value, teach it, package it, gather people around it, exhibit it, and tell the story.



*Mountain MD School of Tradigital Craftsmanship

The Green Shoe brand family

Each part has a clear job. Together they create a broader customer relationship and a stronger company.



GREEN SHOE GARAGE

Professional creation + commercial execution

Bespoke objects, installations, prototypes, design, engineering, and fabrication.



GREEN SHOE STUDIOS

Artist-led original work

One-of-a-kind art, sculpture, commissions, exhibitions, gallery, and Shopify sales.



MOUNTAIN MD SCHOOL OF TRADIGITAL CRAFTSMANSHIP (MMSTC)

Education + place

Classes, intensives, online learning, guest instructors, corporate programs, and camp.



THE WORKSHOP

Digital community + learning

Free and paid tiers, projects, challenges, profiles, credentials, and team accounts.



GEARS OF RESISTANCE

Audience + narrative engine

Substack, podcast, YouTube, Twitch, social media, and Discord.



FREE TOOLS + FIELD INSTRUMENTS

Proof-of-capability marketing

Useful web applications that demonstrate expertise before asking for a sale.

COMMERCE CHANNELS • Etsy • Amazon Books • Shopify • RedBubble • Future direct licensing

Flagship client work — and premium judgment

The core economic engine combines high-value bespoke work with a consulting front door.



GSG BESPOKE

Design and build extraordinary one-of-a-kind physical objects and experiences.

Interactive installations

Museum + exhibition

Architectural objects

Public art

Prototypes

Limited production

Special builds

Design

Engineering

Fabrication

Installation

Documentation

POSITIONING

Sell judgment, design, engineering, craftsmanship, and complete outcomes — not machine hours.



GSG CONSULTING

\$5,000

3-hour business + workflow review

- Business processes
- Design / engineering / fabrication workflows
- Efficiency and bottlenecks
- Profitability opportunities
- Relevant team members welcome

Booked through Cal.com • Paid discovery → implementation → larger GSG work

Original art — and scalable intellectual property

Green Shoe can monetize creative output as one-of-a-kind work, repeatable digital products, and licensed knowledge.



GREEN SHOE STUDIOS

Artist-led original work

The Studio creates because the work should exist — not only because a client asked.

- One-of-a-kind art and sculpture
- Tradigital work and limited editions
- Artist commissions
- Gallery exhibitions and events
- Shopify sales

PUBLISH + SELL



ETSY

PDF design plans • 3D STL files • digital textbooks • templates • bundles



AMAZON

Book sales • royalties • global discovery • authority • lead generation



REDBUBBLE

Apparel • stickers • prints • swag • low-overhead brand extension



DIRECT IP

Premium plan sets • course companions • future direct store



LICENSING

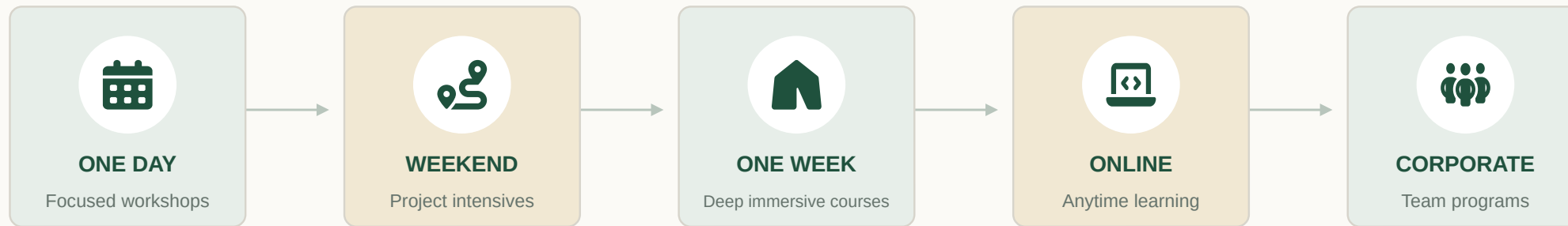
Personal • small-maker commercial • professional • enterprise

ONE CREATION → MANY SELLABLE ASSETS

MMSTC: learn by making

Mountain Maryland School of Tradigital Craftsmanship turns Green Shoe knowledge into practical, project-centered education.

TRADITIONAL HAND SKILLS + DIGITAL FABRICATION + ELECTRONICS + SOFTWARE + ART + REPAIR



ADULT + PROFESSIONAL EDUCATION

Wood • metal • electronics • embedded systems • software • CNC • 3D printing • laser processes • art • craft • repair • robotics • prototyping



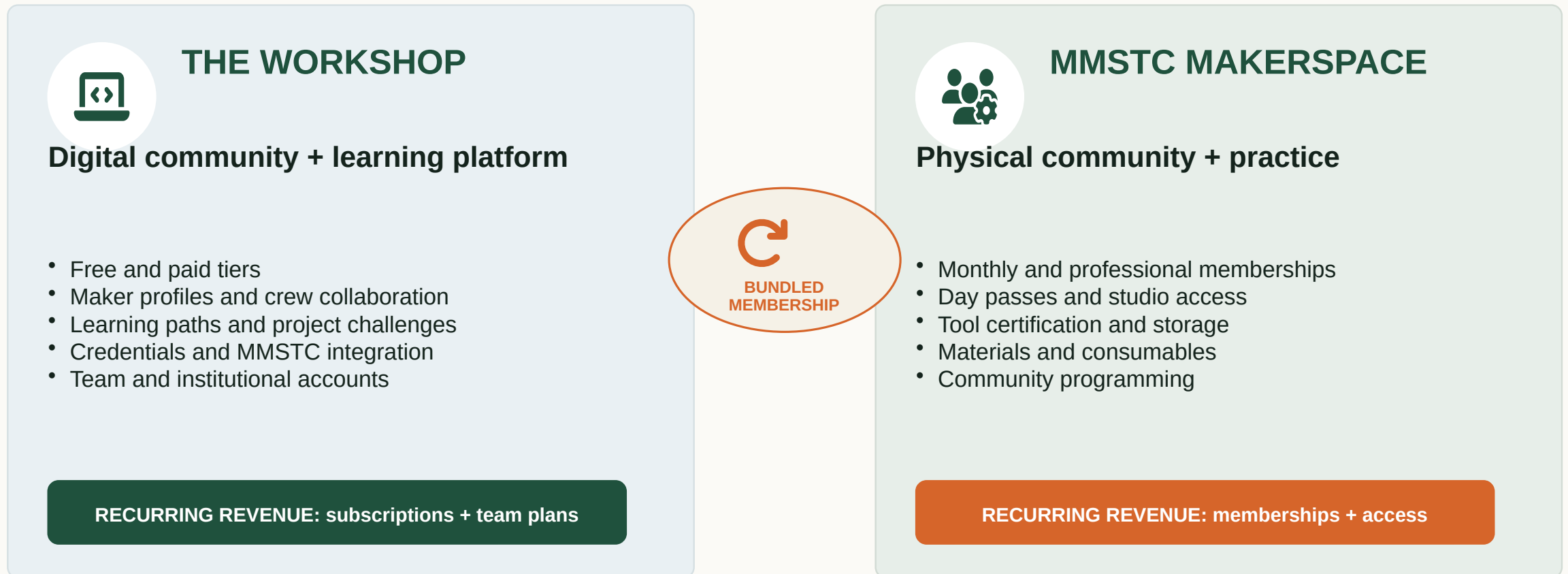
MAKER SUMMER CAMP

Day or week-long youth programs built around making real things — with a long-term pathway from camper to student to apprentice to professional craftsman.

REVENUE: tuition • online courses • camp fees • guest intensives • corporate programs

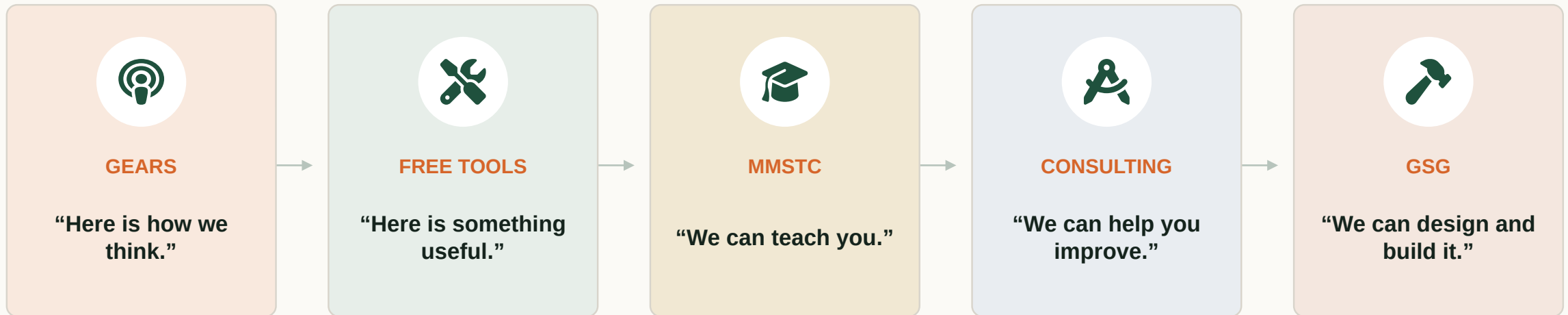
THE WORKSHOP + makerspace

The digital community and the physical community should reinforce one another rather than operate as separate memberships.



Give value before asking for the sale

Gears of Resistance, free web apps, and Amazon books create trust, authority, and qualified entry points into the ecosystem.



GEARS OF RESISTANCE

Substack • blog • podcast • YouTube • Twitch • Bluesky • Mastodon • Pixelfed • Discord

Primary early value: attention, narrative, repeated exposure, and leads. Later: sponsorships, paid content, events, book sales, and merch.

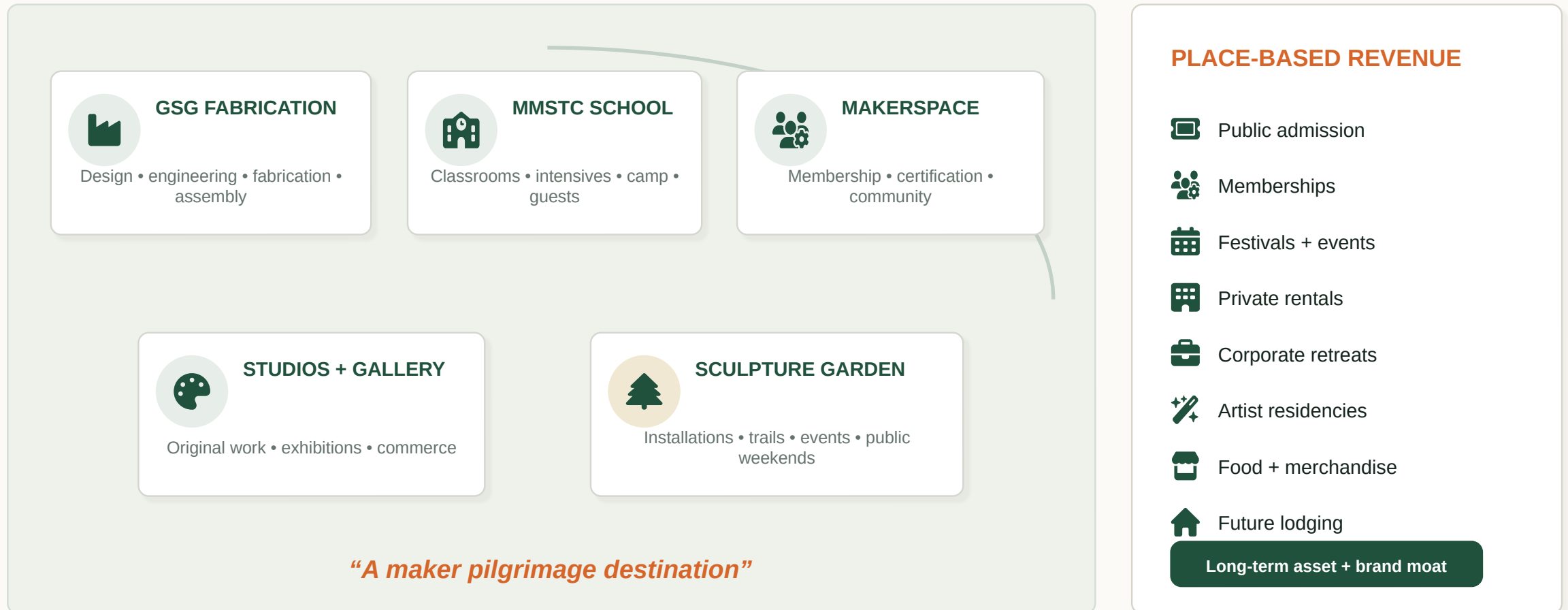
FREE TOOLS + FIELD INSTRUMENTS

greenshoegarage.com/tools/
mbparks.com/fieldinstruments

Useful software that demonstrates systems thinking, engineering, design, usability, and documentation.

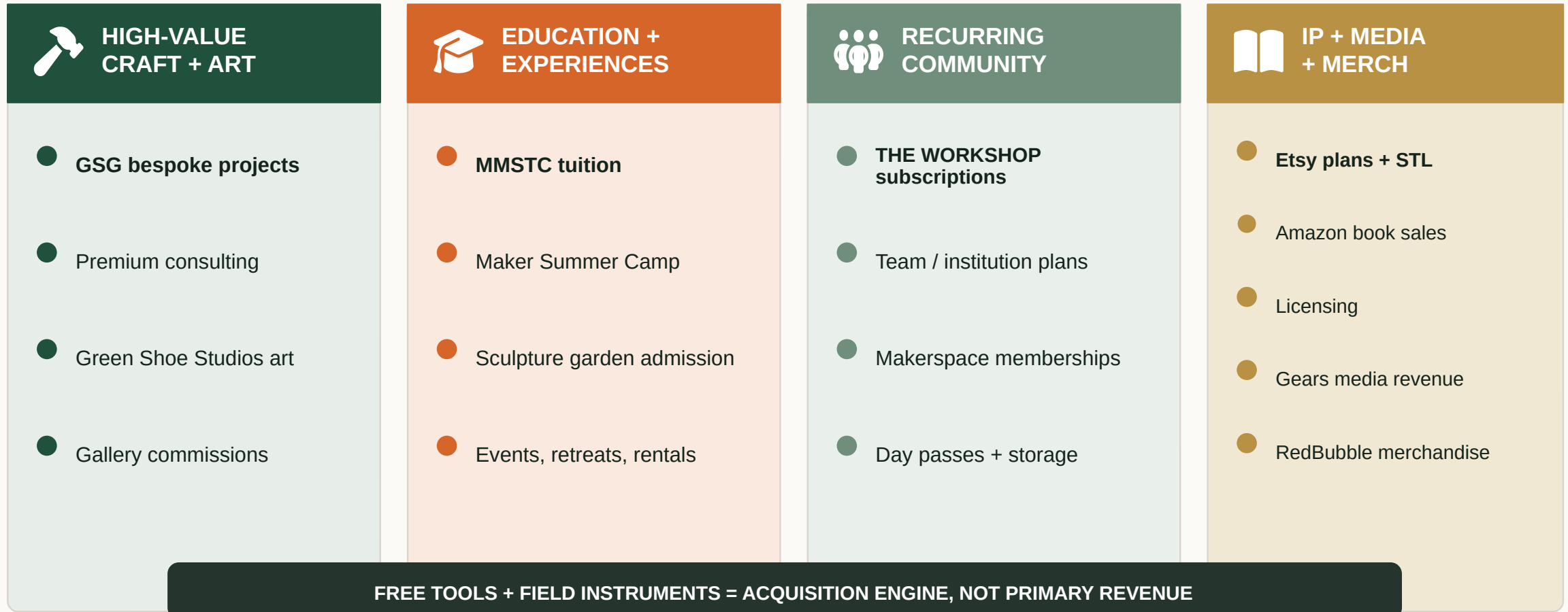
A working factory, craft school, art campus, and maker destination

The long-term physical campus brings manufacturing, education, community, art, and public experience together.



Twelve revenue streams. Four economic engines.

The business becomes more resilient by combining scarce high-ticket work, recurring relationships, scalable IP, and place-based experiences.



A diversified \$11M+ planning model

Bespoke commercial work remains the largest contributor without becoming the only contributor.

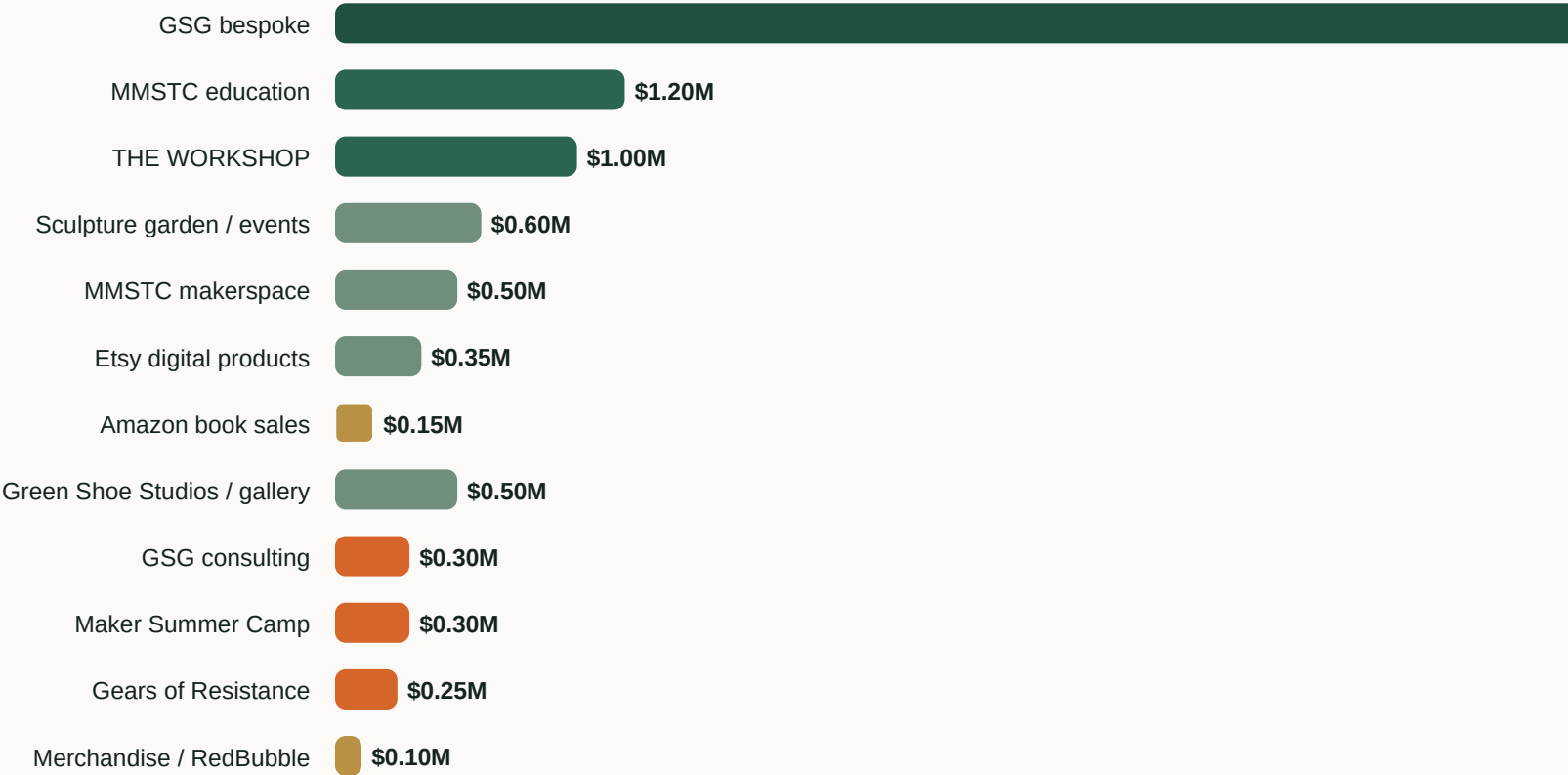
\$11.0M

illustrative annual revenue target

52%

from GSG bespoke

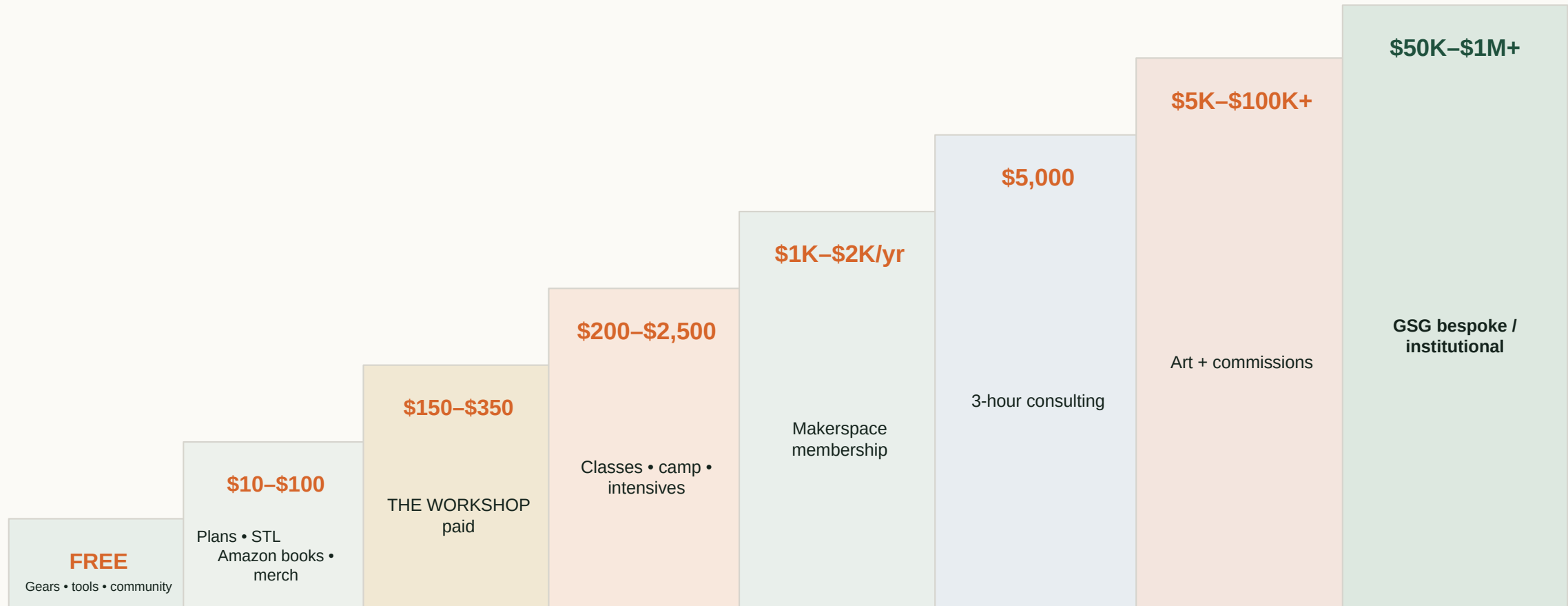
The remaining 48% comes from education, recurring memberships, art, consulting, IP, media, and experiences.



Planning scenario only — not a forecast, valuation, or guarantee.

Different doors in. Different ways to belong.

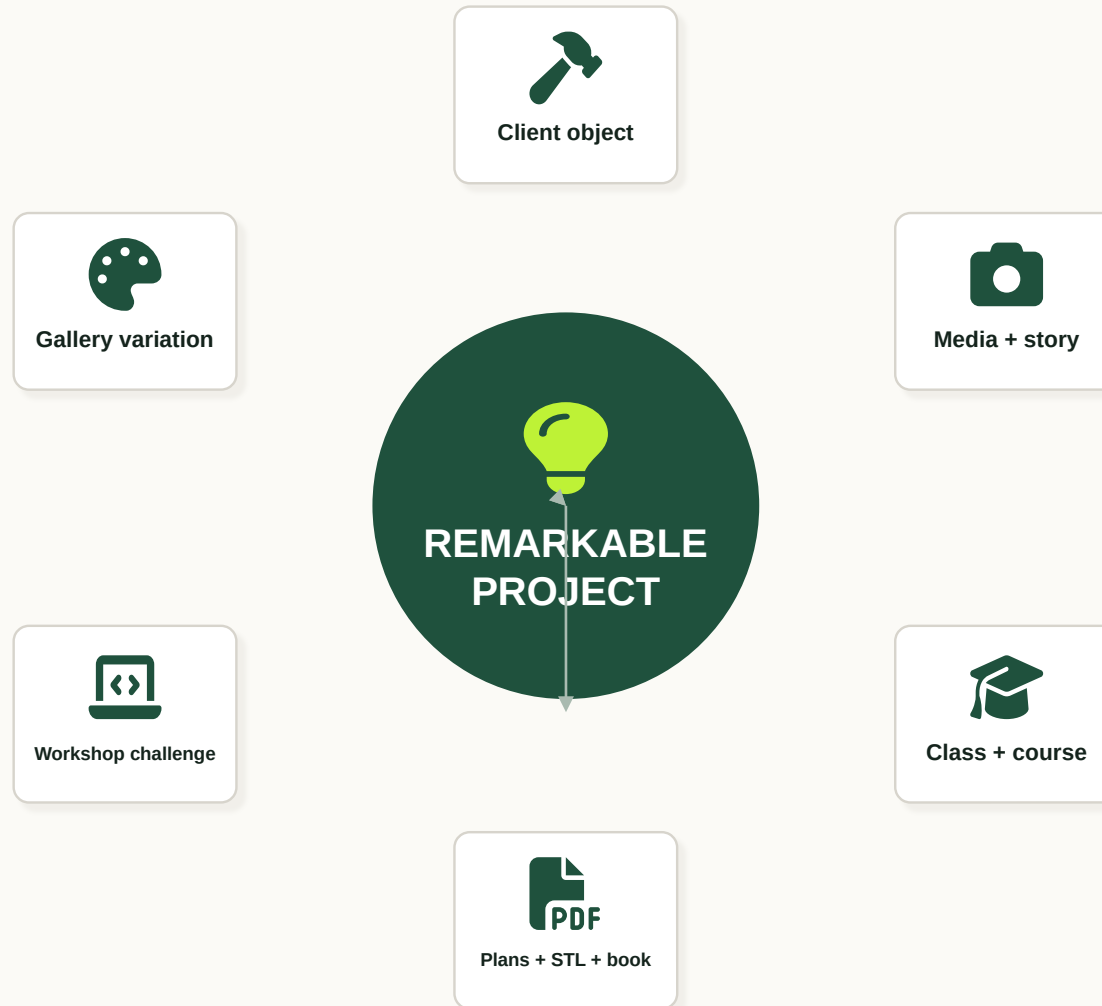
The ecosystem supports relationships from zero-cost discovery to major institutional work.



A \$20 plan or book buyer can remain a happy customer — or eventually become a student, member, consulting client, collector, or commercial partner.

One act of creation can produce many economic outputs

Documentation, teaching, publishing, and exhibition multiply the value of every strong project.



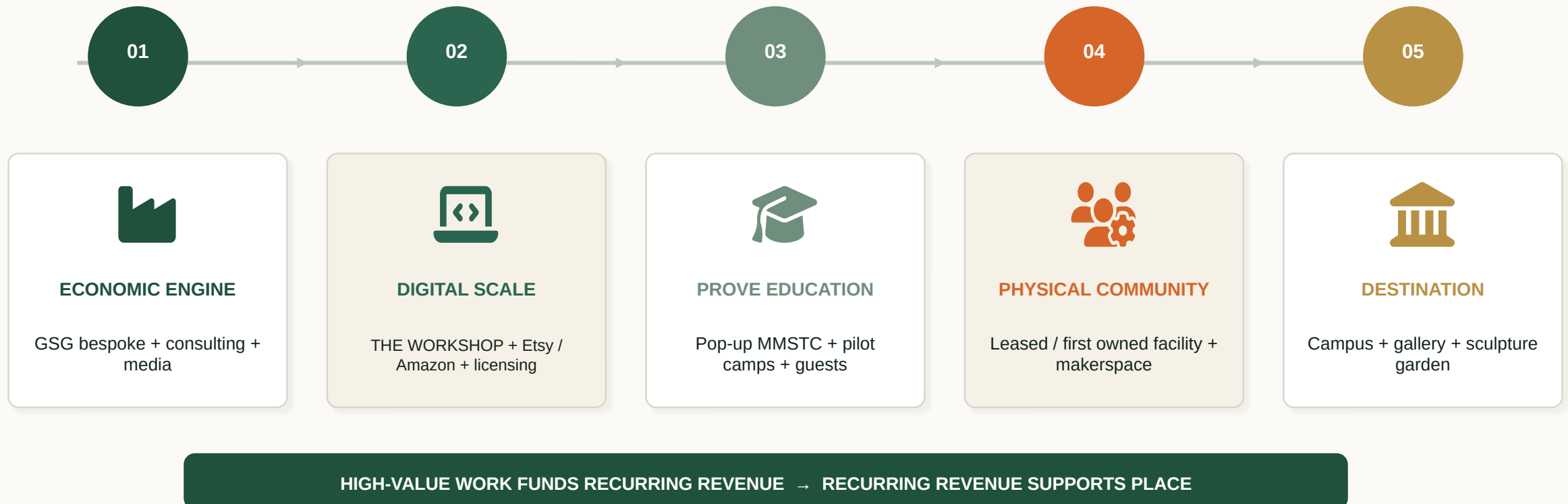
THE COMPOUNDING LOOP

- 1  Create extraordinary work
- 2  Document the process
- 3  Publish stories + tools
- 4  Grow community + trust
- 5  Generate leads + demand
- 6  Fund the next project

ONE PROJECT → MANY ASSETS → NEW DEMAND

Scale the business before the buildings

The strongest path is staged development: prove demand, build recurring revenue, then expand the physical footprint.



GREEN SHOE IS BUILDING

A DURABLE PLATFORM FOR TRADIGITAL CRAFTSMANSHIP

- CREATE extraordinary things
- TEACH + ENABLE people to make
- GATHER + EXHIBIT a community and destination
- TELL THE STORY through media and useful tools



Green Shoe Garage • Green Shoe Studios • MMSTC • THE WORKSHOP • Gears of Resistance

greenshoegarage.com • mbparks.com/fieldinstruments