



WHAT IQ DESIGN IS

IQ Design is a parametric visualization platform built for professional designers. A designer describes a piece or a space in professional vocabulary, receives four photorealistic visualizations, refines any single element with precision while everything else holds, and connects the result to real products for sourcing.

COMPANY	IQ Design Ltd.
FOUNDER AND CEO	Steve Bonoff
HEADQUARTERS	International Market Square, 275 Market St, Ste 54, Minneapolis, MN 55405
PLATFORM	Live at app.iqdesign.ai & iqdesign.ai
CATEGORY	Parametric visualization platform. Not an AI image generator.
THE WORKFLOW	Describe, visualize, refine, source. Four visualizations per description, one refined result per change.
THE DISTINCTION	Parameters hold. Change the wood and the joinery stays. Change the fabric and the silhouette stays.

OWNERSHIP	Every visualization is permanently the designer's. The platform learns from a designer's work only with permission.
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THE DESIGNED AGE, FOR ISFD

THE BENEFIT	One passage per member: twelve months of Professional Access, a \$348 value, donated.
WHO QUALIFIES	Every current ISFD member who claims within the window. New ISFD members receive a passage when they join, through the following twelve months.
THE BLOCK	Up to 500 passages, a donation valued at \$174,000.
THE WINDOW	Ninety days from launch.
THE CLAIM	Direct at iqdesign.ai/designed-age/ISFD. No codes, no roster, no credit card at any point. Access opens immediately.
AFTER THE WINDOW	The published fourteen-day free trial, any time.
AFTER 12 MONTHS	Converts to a standard Professional account at the published rate. Nothing is deleted. Work stays the designer's.
MEMBERSHIP	Passages stay active as long as ISFD membership does. Access is removed if membership lapses; the work remains the designer's.
FIRMS	Each passage admits one designer. Studios with several subscribers can move to the Organization plan for shared workspaces and asset libraries. Pricing at iqdesign.ai/plans.
COST TO ISFD	None. No fees, no revenue share, no exclusivity, no member roster required.

WHAT EACH SIDE DOES

ISFD provides

- 1 The announcement through its own channels, with every word and every image supplied by IQ Design.
- 2 The IQ Design logo on ISFD's website and portals, linked to the claim page.
- 3 One co-hosted welcome and onboarding webinar.
- 4 Member status confirmed when asked, one click.

IQ Design provides

- 1 Funding for every seat, and all onboarding and support.
- 2 Usage reported at day thirty and day sixty.
- 3 A workflow tutorial filmed with an ISFD member, credited in the Library.
- 4 Promotion of ISFD membership on IQ Design's website and portals. Access removed when a subscriber's ISFD membership lapses.

RECOGNITION, NAMED FROM THE ARCH

Cornerstone	AT SIGNATURE	Keystone	10% ACTIVE	Capstone	20% ACTIVE
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Seat block, claim page, all copy and creative, the co-hosted webinar, usage reporting, and a tutorial filmed with an ISFD member.

Listing on the IQ Design partner page and access to the non-dues revenue structure.

Named as a Media Sponsor across everything IQ Design publishes, ongoing.

Active means an account created and at least one visualization saved.

THE SEASON THE PROFESSION IS IN

- 92%** of designers report the 2025 tariffs have negatively affected their business (1stDibs 2026 Interior Design Trends Survey, 468 interior designers, fielded July to August 2025).
- 3x** designer AI adoption tripled, from 9 percent in 2023 to 29 percent in 2025 (1stDibs 2026 Interior Design Trends Survey).
- 85%** of designers use a generic AI text tool for design work (Mattoboard, State of AI and Interior Design, 2025, n=328 interior designers).
- 54%** worry AI is flattening originality (Mattoboard, State of AI and Interior Design, 2025).
- 232** Section 232 tariffs on imported furniture and kitchen cabinets stand at 25 percent today and are scheduled to rise to 30 percent on furniture and 50 percent on cabinets and vanities on January 1, 2027, following a one-year delay announced in January 2026 (NAHB, January 2026).

FEATURED DESIGNER WORKFLOWS

Workflow tutorials by working designers, open to anyone at iqdesign.ai/workflow-library. The furniture series, filmed with furniture designer Steve Wilcox, covers concept exploration, concept refinement, and parametric refinement. Additional series feature Kelly Eisenberg, CID, interior designer, and Austin Garner, product designer.

QUESTIONS WITH LONGER ANSWERS

The tables above carry the program facts. These are the questions that need sentences.

Who owns what a member makes? Does it train AI?

Every visualization is permanently the member's, along with its parameters. The platform learns from a designer's work only with their permission. They choose, every time.

Does this replace a designer's judgment?

No. The platform does the part of the work that used to consume hours of mockups and searching. The judgment about what should be specified is the profession. Anyone can make an AI image. A professionally designed image is specified, sourced, and delivered.

How do members learn it?

Claiming takes three steps and access opens immediately. Workflow tutorials by working designers, including the furniture series filmed with Steve Wilcox, are open at iqdesign.ai/workflow-library. A welcome and onboarding webinar follows the launch, with details on the claim page.

Does ISFD hand over member data?

No member roster is required. Provisioning runs through the claim page, and ISFD confirms member status when asked. Member information is used to provision access and to invite members to the webinar, and for nothing else.

Why is IQ Design doing this?

Because the alternative is that designers spend the next two years using consumer tools against their own clients. IQ Design would rather be useful now and earn the business later. A designer who has done real client work on the platform for a year and finds it valuable is a better outcome than a designer who never tried it because a price sat in the way. **Our job is designers. Everything else is how we pay for it.**