

2

# 3dHoudini

Business Plan

## THE PLAN

We envision 3dHoudini bridging the divide between the physical and digital worlds, and in doing so, creating a more robust supply chain and accelerating the creator economy. Our goal is to empower individuals and small businesses globally.

# Projects



3dHoudini is planning the following projects:

1

Our first project is our Alpha NFT Project, which will provide a proof-of-concept and inform and promote our second project, CAD Parlor (see Deck 4, ALPHA PROJECT).

2

Our second project is CAD Parlor, our NFT marketplace. CAD Parlor will provide designers an easy way to make 3D-printable NFTs (see Deck 3, CAD PARLOR).

3

Our third project is our coin and token offerings, which we hope to complete within eight months of funding (see Slide 5 of this deck, Coin and Token Offerings).

4

Our fourth project is our Business Incubator. We hope to launch our incubator within eight months of funding (see Slide 6 of this deck, Business Incubator).

# Our Alpha NFT Project



Our Alpha NFT Project will market and produce 3D-printable NFTs, which we call “print tokens.” A print token is a 3D variation of an NFT art piece and is gifted to owners of other NFTs on a peer-to-peer marketplace. The print token represents a CAD design that can be redeemed for a 3D print of that design. Once a print token has been gifted, it can be bought and sold like any other NFT.



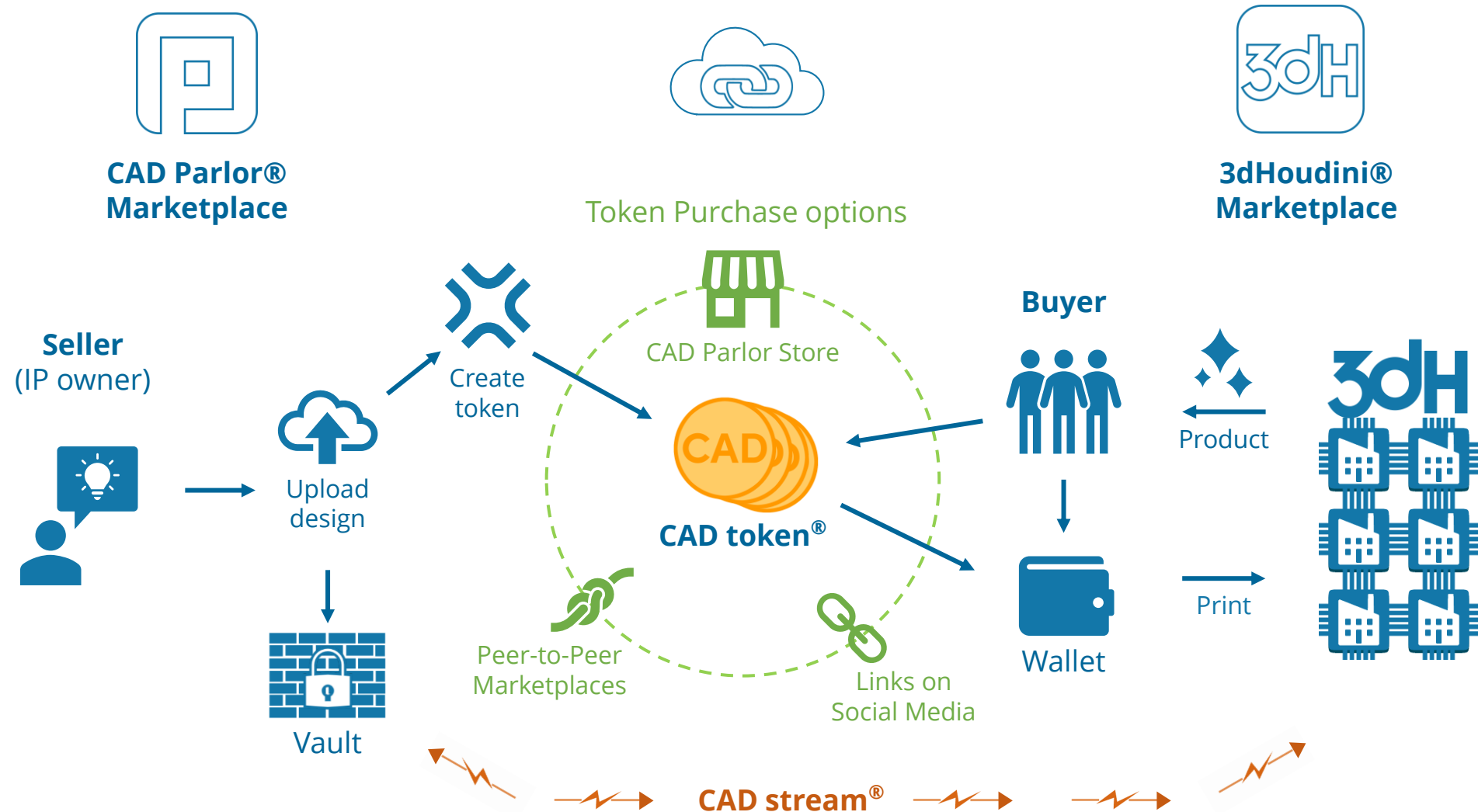
# Our NFT Marketplace



The Beta version of our NFT Marketplace will offer 3D-printing optionality to NFT art developers, game/avatar creators and toy designers. It will be a minimum viable product designed to meet the needs of early adopters and provide feedback for future product development.



# Platform Architecture



# Coin and Token Offerings



## **Security Token**

We are exploring a Security Token Offering (STO) to raise additional capital. This would be a fully regulated, Title IV Regulation A+ offering with a ERC1400 token.



## **Cryptocurrency**

We will be offering a digital currency designed to work as a medium of exchange on the CAD Parlor and 3dHoudini platforms. A user on our platform will be able to use this cryptocurrency to pay for services such as manufacturing and shipping, or as payment to purchase CAD tokens.



# Business Incubator



3dHoudini is implementing a business incubator to accelerate growth and to assure its clients are provided with the highest quality manufacturing network possible. The incubator will provide equipment leasing, material discounts and training and assistance in securing loans and grants for 3dHoudini service providers.

**3dHoudini**  
**Incubator**

# Benefits



3dHoudini is a platform with distinct user groups that provide each other with the following network benefits:

**Designers/IP Owners** can take a design/product to market fast, without risking IP and without paying for production or inventory.

**Manufacturers** benefit from materials discounts, equipment leasing programs and consistent sales volume.

**End Customers** can buy a token, trade it like crypto (on peer-to-peer markets) and claim/print the physical product whenever.

# Supply Chain Solution



Our solution is to provide a cost-effective supply chain alternative to overseas manufacturing by matching excess capacity with cultivated demand. We provide quality, affordable manufacturing through third-party service providers.



# Protecting IP



Manufacturing through third parties has traditionally been problematic due to the risk of IP theft. Our CAD stream® technology solves these concerns by streaming designs from our servers to a near-location, third-party manufacturer on the 3dHoudini marketplace, much like how Netflix streams a movie to a screen. The CAD token technology prevents designs from being exposed to theft and allows the sale of a single use of a design.

# Rapid Scaling



Multi-sided platforms can scale much faster than other business models. Airbnb is a good example; they have grown much faster than traditional hotel chains because, comparatively, they add rooms faster and at little expense. This same principle enables 3dHoudini to expand its production capabilities faster than traditional 3D-print manufacturers.

# Revenue Model



**We generate revenue from the following transactions:**

*Design tokenization*

*NFT trade commission*

*Manufacturing*

*Packaging*

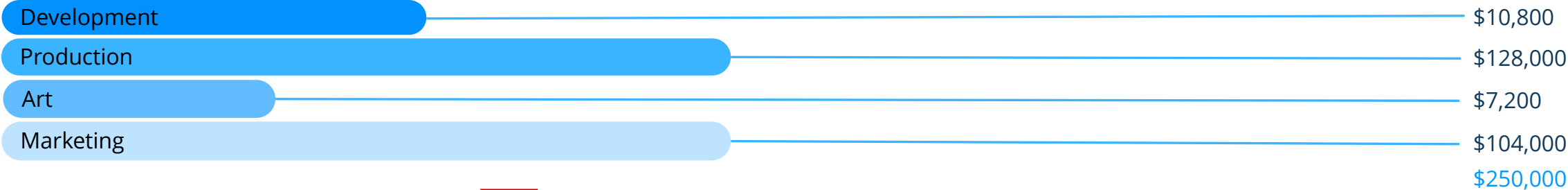
Our Funko Case Study (see Deck 3 CAD Parlor) shows that if we could increase sales of collectible toys for a medium-sized toy company by 10%, we could generate over \$40M in annual revenue.

# Time Schedule and Milestones

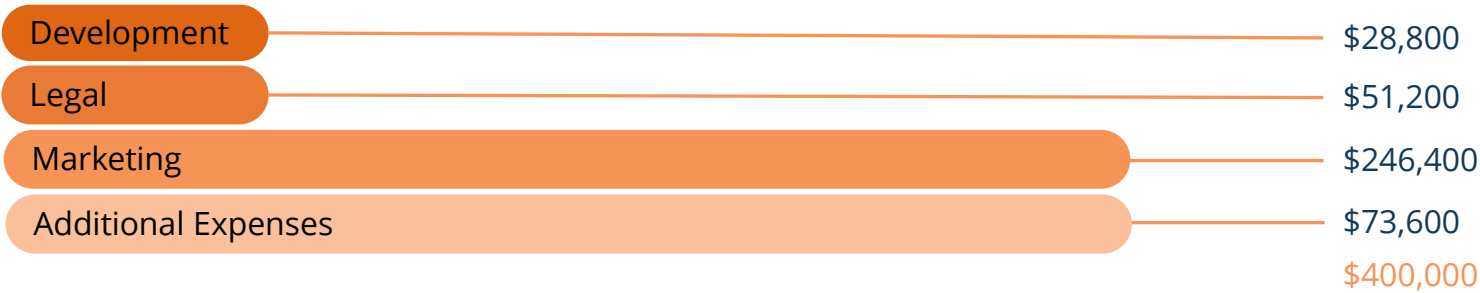


## 1 Alpha Project

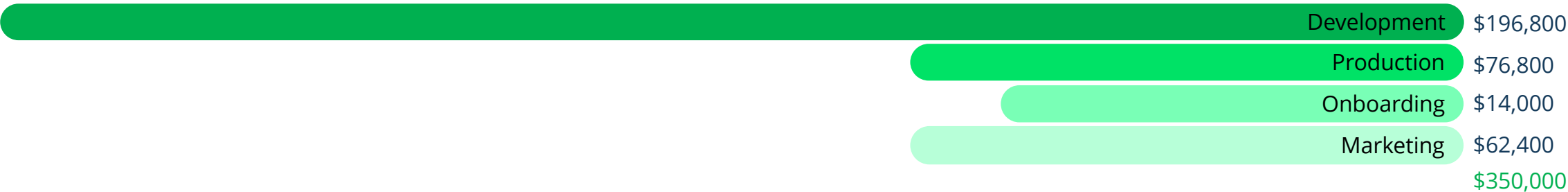
Total **\$1,000,000**



## 2 Token and Coin Offerings



## 3 NFT Platform



# The Manufacturing Marketplace



The 3dHoudini Manufacturing Marketplace launched in June of 2021, serving to facilitate the sale of manufactured products and related services. Like a clearinghouse, we are an intermediary between buyers and sellers. We have assembled a suite of features, including escrowed payments and dispute resolution, that provide security and help to reduce bad actor situations. Most importantly, we allow users to conduct business transactions as they would in the real world.



# Target Markets



3dHoudini's target markets will total more than \$2T by Fiscal Year Five.






# Pro Forma



Our analysis of the potential impact that we could have on the toy industry shows impressive results. If we could have a similar impact on our top three industries, we would produce annual revenues of \$460M in Fiscal Year Five.

## Revenue by Industry (Years 1-5)

		FY1	FY2	FY3	FY4	FY5
	Market size	\$94.7B	\$97.1B	\$99.8B	\$102.5B	\$105.2B
	% of market	0.10%	.25%	0.50%	0.75%	1.00%
	Revenue	\$2.8M	\$7.3M	\$15M	\$23M	\$32M
	Market size		\$366B	\$386B	\$407B	\$429B
	% of market		.25%	.50%	.75%	1.00%
	Revenue		\$27.4M	\$58M	\$29M	\$129M
	Market size			\$1.2T	\$1.26T	\$1.33T
	% of market			0.25%	.50%	.75%
	Revenue			\$90M	\$190M	\$299M
Revenue		\$2.8M	\$35M	\$163M	\$304M	\$460M

We have determined a business valuation of 3dHoudini using a Multiple of Earnings Method with a 5x Sales Multiple (EBIT X Appropriate Industry Multiple = Business Value), and then applied our Year 5 Estimated Earnings from our Pro Forma to that formula. The calculation looks like this:

**\$460M x 5 = \$2.3B, or an ROI (over five years) of 25,356%**

Our IP, being first to market and our platform's network effects, creates a wide business moat to protect us from competition.

**IP:** Filed provisional patent # 63,217,978 - July 2021.

**First-to-market:** Established 3dHoudini's 3D printing marketplace - June 2021.

**Network Effects:** 3dHoudini is a multi-sided network, allowing us to scale rapidly.