



3dHoudini



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.

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Foreword

We tend to regard a product and its design as one and the same. Let's take the example of a coffee cup. We may admire a coffee cup's design, but unless you're a designer or involved in manufacturing, we think of them as one thing; the design is part of the product.

3dHoudini's technology differentiates a product's design from the product itself, allowing designers to sell a design separate from the product and its manufacturing. Our technology creates a piece of code (an NFT) to represent the design. We call this a CAD token[®]. The CAD token acts as a vehicle to buy, sell and trade designs. The token can then be sold and traded on peer-to-peer marketplaces, or even sold as a link on social media.

Our CAD token technology then connects to our 3D-printing marketplace, enabling a CAD token to be redeemed and manufactured anywhere, quickly and conveniently. Our 3D-printing marketplace is a network of third-party manufacturers. Like Airbnb or Uber, we are an asset-sharing platform, allowing for rapid scalability.

Foreword (continued)

We protect IP. Our system does not expose a design at any point. Encrypted designs are streamed from our servers to the manufacturing device and then destroyed, allowing for the sale of a single use of a design. In addition, our technology allows designers to take a product to market within hours of uploading a design, without having to invest in production or inventory. In overseas manufacturing, the typical business takes five to six months to bring a similar product to market.

Disclaimer

Please read the “Disclaimer” section of this document thoroughly. This section of the 3dHoudini whitepaper was last updated on April 5, 2022. It should be noted that this whitepaper serves only an informational purpose, and therefore, cannot be viewed as legal, financial, or investment advice. Additionally, this whitepaper is not meant as an invitation for investment, nor does it request for any form of contractual responsibility. If you have any reservations, we highly recommend that you seek the advice of a trusted attorney or financial advisor.

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Disclaimer (continued)

There are some estimations and notional theorizations presented in the whitepaper that can be termed as forward-looking statements. These include and are not limited to evaluations made with regards to 3dHoudini's projected revenue, growth rate, future products and services, and roadmap, among other statements similar in approach.

The reader of this whitepaper expresses explicit acknowledgement of the fact that these forward-looking proclamations are merely valuations and predictions that are subject to market risk.

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Additionally, the 3dC token is a utility token and cannot be viewed as a form of investment, arbitrage, or any form of speculation that is projected for immediate sale and financial gains.

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Overview

3dHoudini® is comprised of two marketplaces: one for CAD designs and one for manufacturing. We connect the two using our CAD token technology. A CAD token is a 3D-printable NFT that drives commerce between design owners, manufacturers and end customers.

CAD token® is a technology belonging to **CAD Parlor, Inc.**, a wholly owned subsidiary of 3dHoudini, Inc.



First Mover Advantage

As 3dHoudini is the first marketplace to offer a 3D-printable NFT, we are not only poised for great success, but also to be the first non-DeFi blockchain company to bridge the gap between the crypto world and consumers in the “real world” in a practical way.

3dHoudini will be a leader in a world that is shifting toward decentralization. We allow designers to magically take a product to market—no inventory, no production costs. The magic is in our proprietary 3D-printable NFT, a highly scalable network of independent 3D-print manufacturers and a lot of sophisticated smart contracts. 3dHoudini will empower designers and small manufacturers globally.

CAD Token Technology

The CAD token is a vehicle to buy, sell and trade designs. When the purchaser of a CAD token chooses to have the token manufactured, the CAD design, represented by the token, is streamed to a near-location, third-party manufacturer on the 3dHoudini marketplace. The CAD token technology prevents designs from being exposed to theft and allows the sale of a single use of a design.

Seller (IP owner)



Upload Design



Create NFT



Sell

Purchaser/Trader



Buy



Sell/Trade



Send to Print



Receive Product

Go-to-market



In overseas manufacturing, the typical business takes five to six months to bring a product to market. Our system will allow a designer to sell a 3D-printable NFT within hours of uploading a design, without having to invest in production or inventory. We make it easy for a designer to incorporate customized packaging, product assembly, or to share in profits with our third-party manufacturing network.

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.

Competition



Our potential competitors include 3D-printing marketplaces such as Xometry and 3D Hubbs, digital toy companies such as Cryptoys, 3D avatar companies like Lucky Maneki, digital twin companies such as Aisthisi and Arianee, and NFT networks like WAX. Even NFT marketplaces such as OpenSea, SuperRare or Mintable could be considered competitors, though we see all these businesses as partnership opportunities for 3dHoudini.

A Father-Son Business

Prior to 3dHoudini, Chris worked as a Senior Technical Build Specialist at TEAGUE, a global design consultancy, where he was the lead builder of the full-scale prototype for Blue Moon, the lunar lander for Jeff Bezos's Blue Origin space project.

While building Blue Moon, Chris became frustrated watching a \$600K CNC router get used only once or twice a month. It was painful to watch the company lose potential revenue due to idle equipment. It was clear to him that the solution was a freelance-type platform, like Fiverr and Upwork, but for manufacturing.

In 2019, Chris set out to build 3dHoudini, but shortly after the platform launched in 2021, Chris's son, Yannick White, came to him with an idea. Yannick had been fascinated with NFT technology since 2018 and had been wrestling with the idea of a tokenized CAD design. It wasn't until using the 3dHoudini platform that he realized his idea's full potential. Once Yannick was able to get Chris to understand what an NFT was, everything changed. Since then, they have been working to integrate their visions.

Founder's Experience

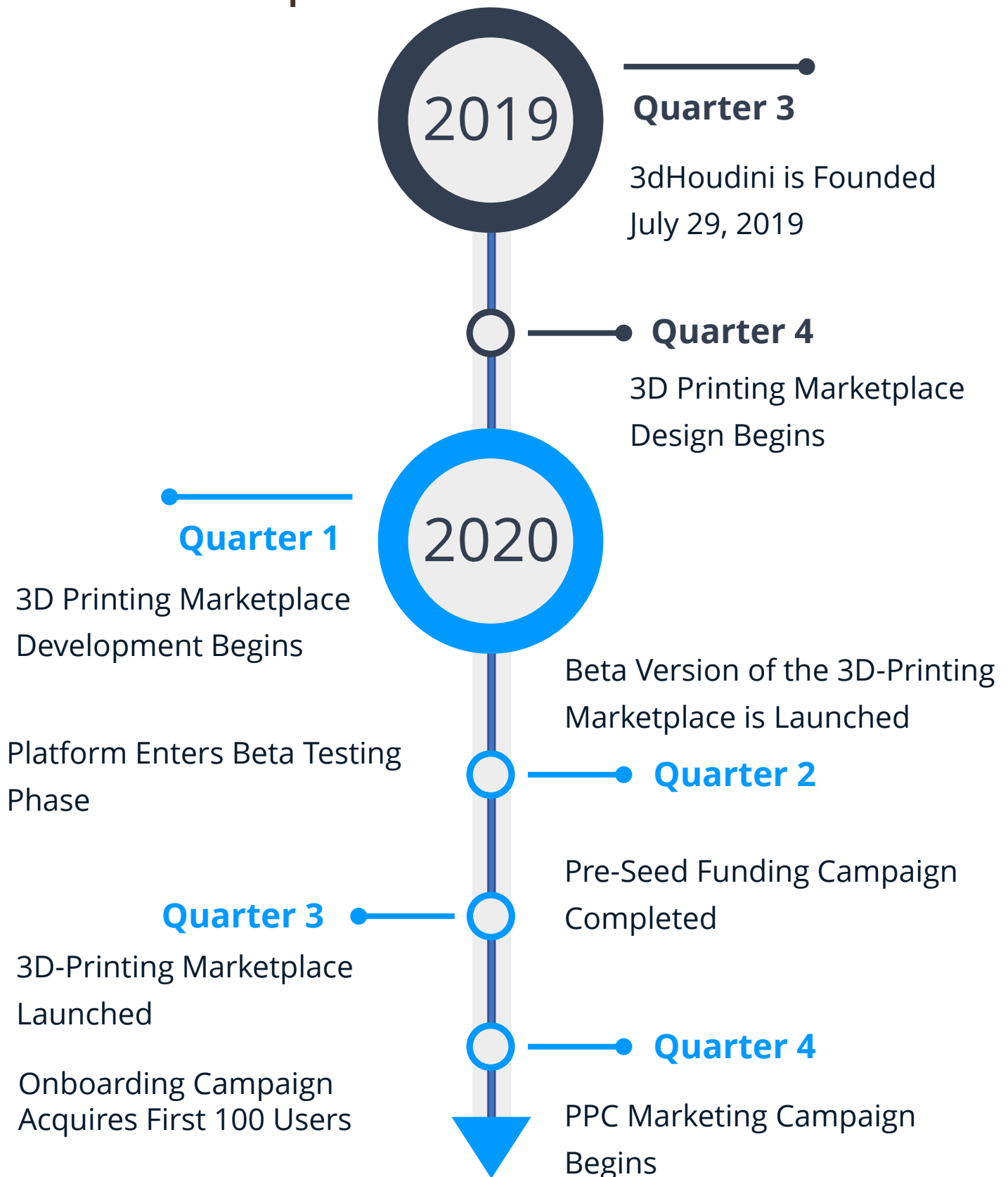
Chris White is CEO, CTO and Chairman of the Board of 3dHoudini. He is a serial entrepreneur with an extensive background in leading early-stage companies. Chris started out founding two manufacturing companies and a wholesale distribution company.

In the mid-'90s, Chris began working with 3D printing and CAD design. He used an early version of CAD software and one of the first 3D printers to make molds for a manufacturing start-up. Since then, Chris has been involved in many large-scale 3D-print design and build projects.

Chris co-founded Antropy (now Demaray LLC), an IP development company focused on thin-film technology for batteries, LED/OLED lighting and solar energy. Demaray LLC owns and licenses 65 patents and is the recipient of DOE and DARPA funding.

An experienced web architect, Chris architected and designed the web platforms for both Lyztr, an online real estate marketplace for which he serves as CTO, and Weight Loss Clubs Worldwide, an online weight loss program.

Roadmap



Roadmap (continued)



Roadmap (continued)



ICO Terms

Ticker: **3DC**

Token type: **MOONBEAM**

ICO Token Price: **1 3DC = 0.25 USD**

Fundraising Goal: **80,000,000 TOKENS**

Total Tokens: **1,000,000,000**

Selling Period: **4 MONTHS**

Can't participate: **NON-US INVESTORS**

Accepts: **ETH, BTC, USDT, USDC**

Role of Token: **UTILITY**

Tokenomics:

The holder of each token purchased during the ICO Selling Period will receive one token from the 3dHoudini STO (anticipated STO launch in Quarters 1 or 2 of 2022).

70% ECOSYSTEM FUND

This goes into the business.

15% LAUNCH CONTRIBUTORS

The companies and people that helped make this project a reality.

15% 3DHOUDINI FOUNDERS

The founders of the company.

The 3dHoudini Team

[Chris White](#)

Founder, CEO and CTO

[Morgan White](#)

Inventor and Treasurer

[Sam Ammar](#)

Technical Lead, 3D

[Yannick White](#)

Inventor and President

[Chris Lambrou](#)

VP, Marketing

[Jay Jung](#)

Fractional CFO

Board of Directors

[Chris White](#)

Chairman of the Board

[Yannick White](#)

Director

[Morgan White](#)

Director

[Justin Orion Dillon](#)

Director

3dHoudini Profiles

3dHoudini



CADParlor



GitHub

Chris White

[ChrisWhite3dH](#)

Yannick White

[YannickWhite3dH](#)

Partners

3dHoudini follows an exponential business model. We are lean and nimble, and with a small core team, we hire expert consultants on a need-to-use basis. This has allowed us to keep our overhead to a minimum and change our strategy in a flash. Our partners include:



Portola Valley Partners

BUSINESS DEVELOPMENT

3dHoudini has an equity partnership with Portola Valley Partners (PVP), a Silicon Valley Business Development and Venture Capital Firm. The PVP team includes John Majeski (ex-HP, ex-Dell and ex-Lenovo), Steve Douty (ex-Yahoo) and Todd Basche (ex-Apple and ex-Dell).



Spark

MARKETING

3dHoudini has engaged Spark to market and promote our company and our upcoming ICO and STO Offerings. Spark is one of the most respected public relations and integrated marketing agencies in the world.

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THE PLAN

Projects

3dHoudini is planning the following projects:

- 1 Our first projects are our coin and token offerings. We hope to complete our ICO within 5 months of funding (see Page 26 of this document).
- 2 Our second project is our Alpha NFT Project, which will provide a proof-of-concept and inform and promote our third project, CAD Parlor (see Page 50 of this document).
- 3 Our third project is CAD Parlor, our NFT marketplace. CAD Parlor will provide designers an easy way to make 3D-printable NFTs (see Page 42 of this document).
- 4 Our fourth project is our Business Incubator. We will begin developing the incubator in Second Quarter 2022 (see Page 31 of this document).

Coin and Token Offerings



Cryptocurrency – 3dC

We will soon be launching an ICO to sell our digital currency, the 3dC. The 3dC will function as a medium of exchange on our platforms, allowing users to purchase goods and services.

As an added incentive, the initial purchasers of the 3dC currency will receive 3dH security tokens, at a 1:1 ratio, in our security token offering.



Security Token - 3dH

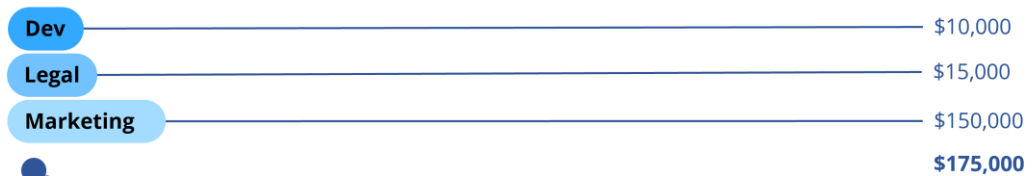
We will also carry out a Security Token Offering (STO) to raise additional capital. This will be a fully regulated, Title IV Regulation A+ offering with an ERC1400 token that possesses equity ownership in 3dHoudini and includes voting rights.

ICO & STO Time Schedules

ICO Time Schedule



Initial Coin Offering



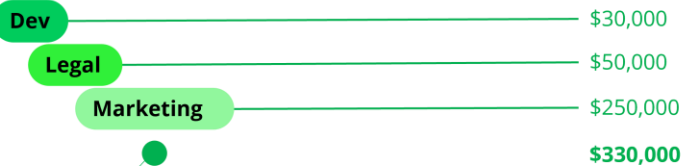
Estimated ICO Launch Date: 5/1/2022



STO Time Schedule



Security Token Offering



Estimated STO Launch Date: 2/14/2023



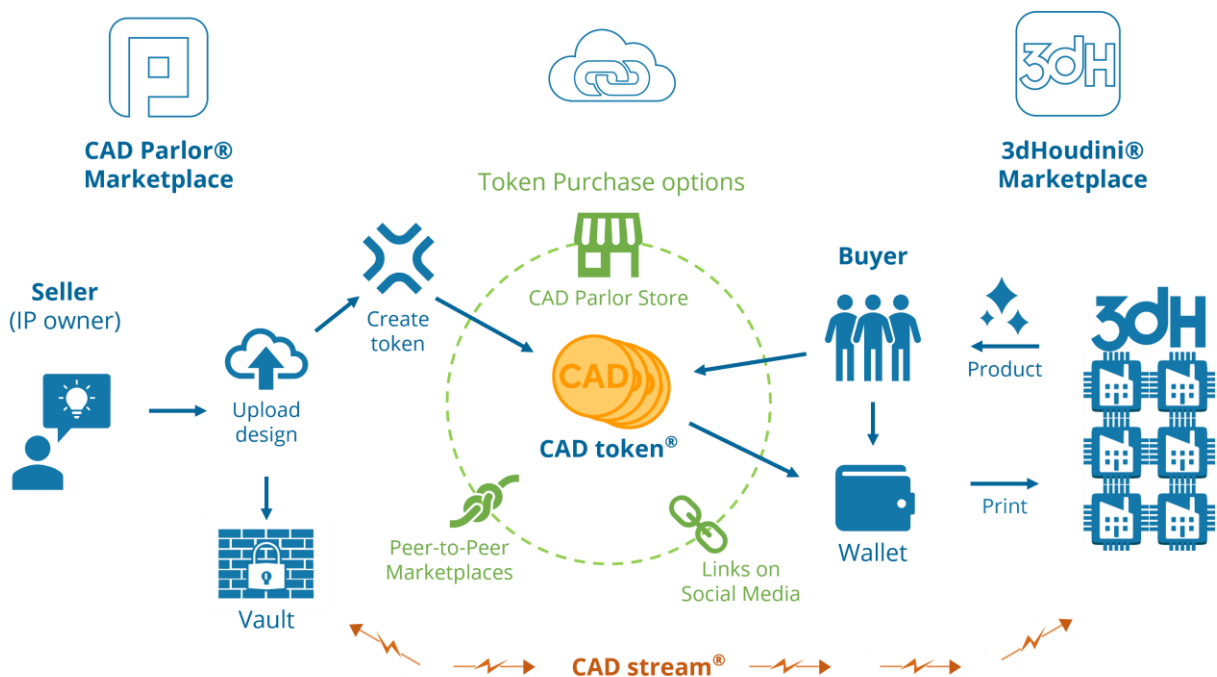
Our Alpha Project

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.



Our NFT Marketplace (continued)

We will build our NFT marketplace on the **Moonbeam Network**. Moonbeam is the leader in interoperability, and we believe that Moonbeam can give us the broadest access to customers. In addition, we appreciate Moonbeam's perspectives on fair trade and global inclusion.

Moonbeam is excited about what we're doing and has agreed to support 3dHoudini, committing to assist us by funding projects and to support our marketing efforts through Discord and Twitter.



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.

Our business strives to provide opportunity for the less advantaged and to drive the democratization of manufacturing and design. For that reason, our business incubator will focus on HUBZones and racially/ethnically concentrated areas of poverty (R/ECAPs).

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

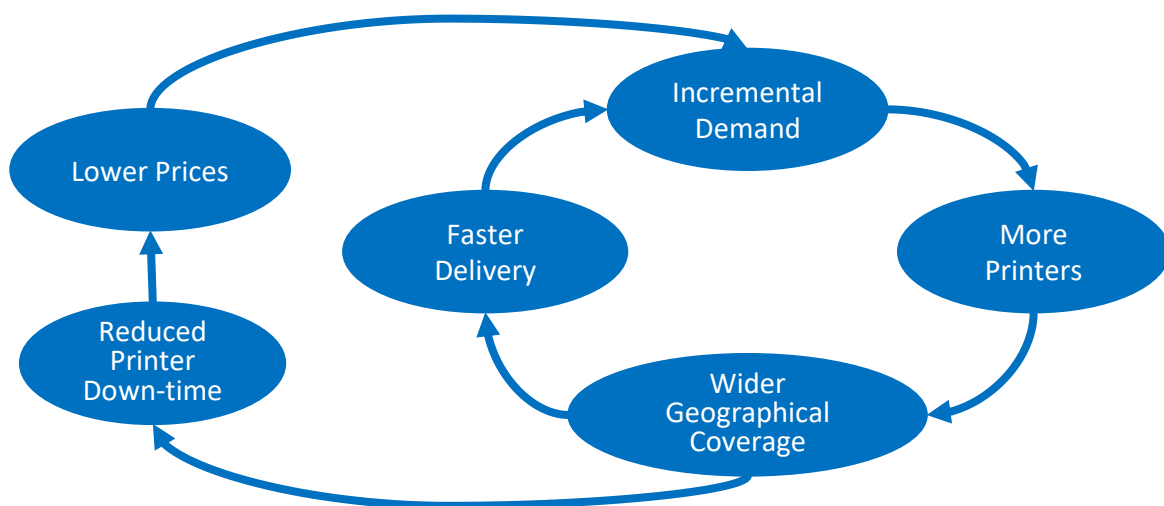
Our solution is to provide a cost-effective supply chain alternative to overseas manufacturing by matching excess capacity with cultivated demand. We provide quality, affordable manufacturing through third-party service providers.



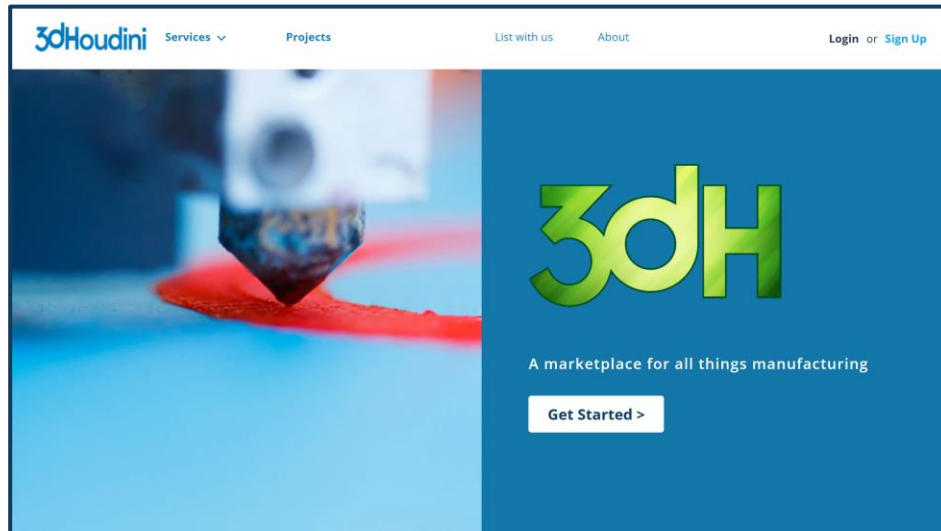
Rapid Scaling

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.

Network Effects



Our 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.

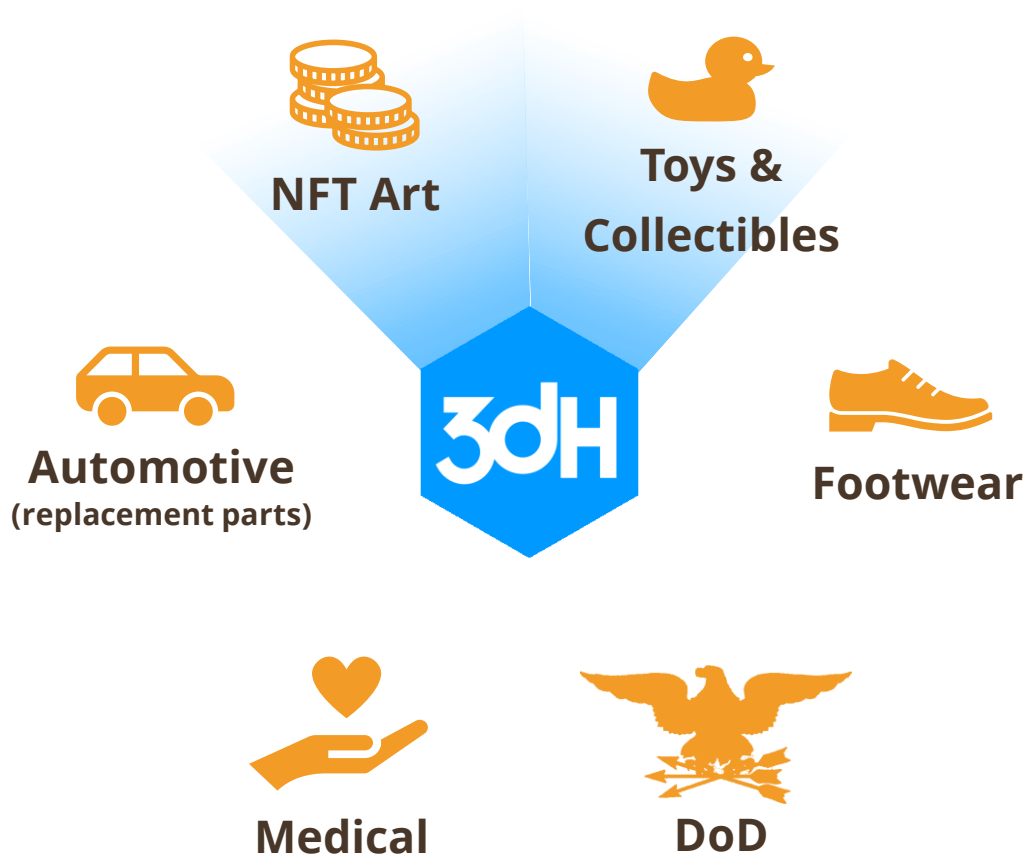
Product Development

In May of 2021, 3dHoudini formed an equity partnership with a Silicon Valley-based business development group, Portola Valley Partners (PVP). The PVP/3dHoudini team includes Todd Basche, former VP of Applications at Apple, John Majeski, former VP/GM at Dell and Steve Douty, former Senior VP at Yahoo!.

The 3dHoudini Product Development Team was led by Todd Basche, a product development guru who at one time worked side-by-side with Steve Jobs developing Apple products. Basche worked closely with the 3dHoudini team from June to August 2021. The team did a deep dive into market research and product development around our 3D-printable NFT product. In 2021, 3dHoudini also attended NFT.NYC and Art Basel, Miami.

Target Markets

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



Revenue Model

We generate revenue from the following transactions:

Design tokenization

NFT trade commission

Manufacturing




Packaging

NOTE: Our Funko Case Study (see Page 50) 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.

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
 Toy	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
 Shoe	Market size		\$366B	\$386B	\$407B	\$429B
	% of market		.25%	.50%	.75%	1.00%
	Revenue		\$27.4M	\$58M	\$92M	\$129M
 Auto	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

ROI

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 5 years)
of 25,356%**

Moat

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 in July 2021.

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

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

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CAD PARLOR

3D-printable NFTs



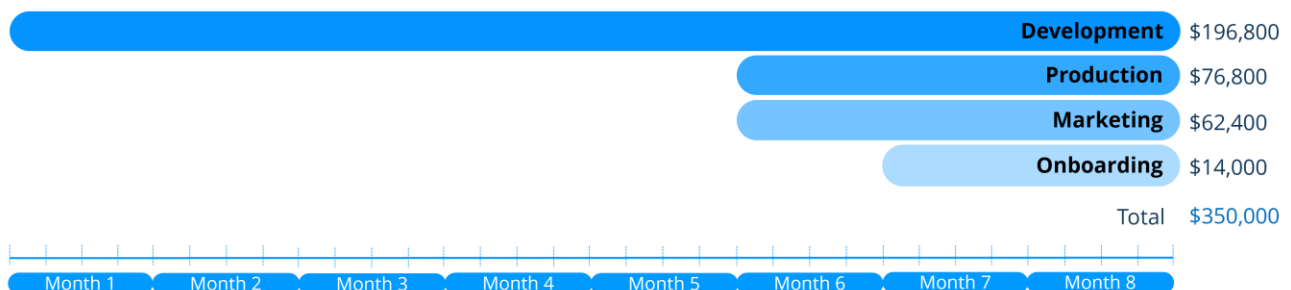
3dHoudini offers a practical use for NFTs beyond digital artwork. We offer blockchain solutions that are beneficial to people in the real world.

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.

The full version of the CAD Parlor NFT marketplace will be integrated with our 3D-printing marketplace and will be expanded to serve industries including footwear, defense manufacturing, medical and automotive replacement parts.

NFT Marketplace (CAD Parlor)



Connecting Marketplaces

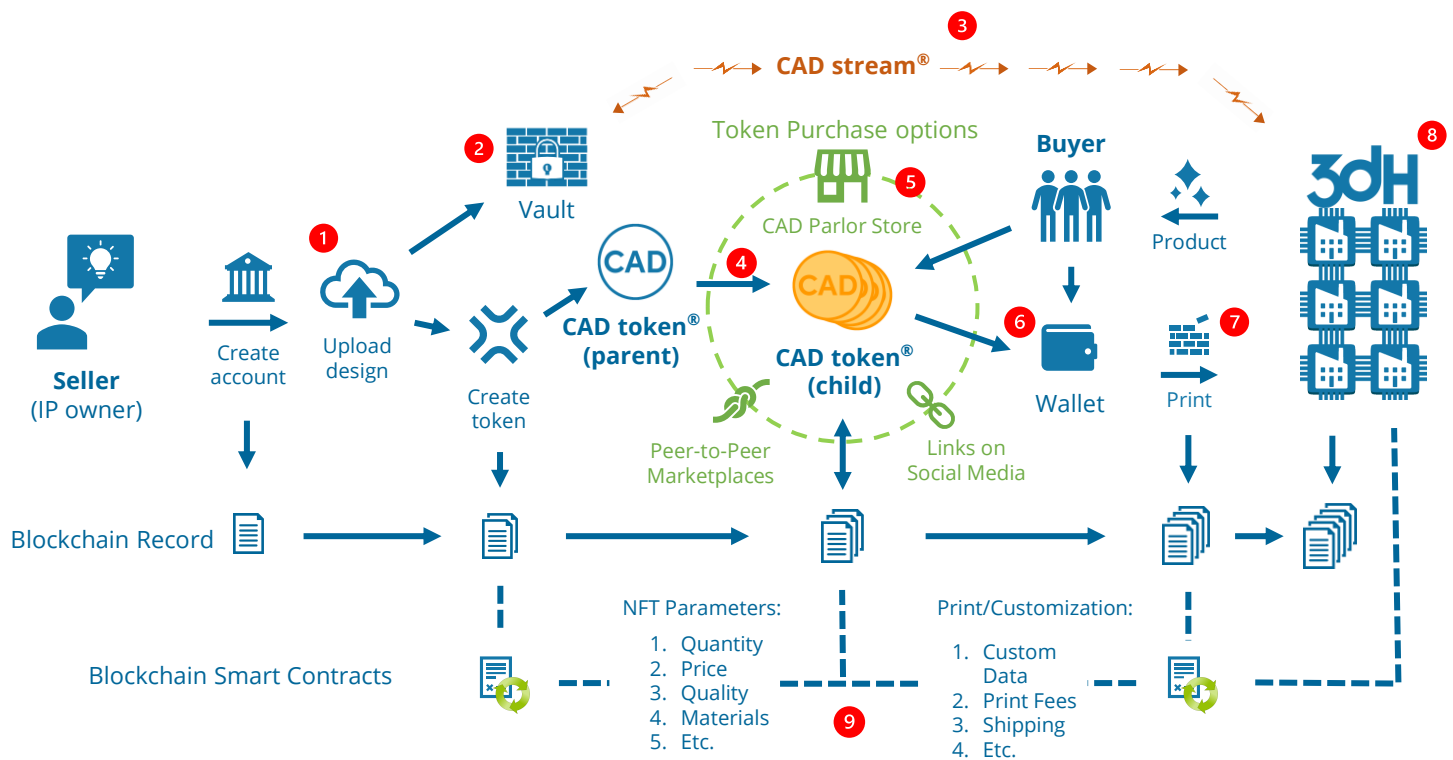
The CAD Parlor marketplace and the 3dHoudini marketplace will be connected using our tokenized manufacturing[®] technology, a sophisticated network of smart contracts. A smart contract is a self-executing contract with the terms of the agreement written into lines of code that exist across a blockchain network. Our platform will push the boundaries of smart contract development.

Architecture Diagram



CAD Parlor®
Marketplace

3dHoudini®
Marketplace



Notation Markers
(see next page)

Diagram Notation

1 Upload design

After setting up an account, a user can upload a CAD design. Files will be limited to two or three file formats. Uploaded CAD files will be tested (via flight test software) to verify that they are printable prior to being accepted.

2 Vault

Files will be stored in a vault on our servers. The vault must have an extremely high level of security. Tokens do not contain CAD designs, only info about them.

3 Stream

On this version of the NFT marketplace, we will not be streaming CAD files to printing devices since 3dHoudini will be printing product manually (not using a network of third-party service providers).

4 CAD tokens

A CAD token is a non-fungible ERC721 token. We will create two types of CAD tokens: a "parent" and a "child" token (also known as sister tokens). Smart contracts and APIs will provide CAD tokens with their functionality, allowing them to act as vehicles to buy, sell and trade CAD design files that can be redeemed to print.

5 Shopping/market

The NFT, or CAD token, will be adaptable to many network environments. Users will be able to sell, trade or AirDrop their CAD token on multiple peer-to-peer marketplaces. A user will also be able to sell CAD tokens via social media by linking to the CAD Parlor Store.

6 Wallet

We will create our own CAD Parlor Wallet; however, our NFTs will be compatible with most other wallets.

7 Print/customize

A Buyer will "print" a token by clicking a button in their wallet. In this first version of the CAD Parlor Marketplace, the number of options will be limited. In future versions, a Buyer will have more options to customize product and receive bids from manufacturers.

8 3dH Marketplace

In the Beta version of our NFT marketplace, we will print product manually. Future versions will involve a complex system of smart contracts to connect and automate manufacturing between CAD Parlor and the 3dHoudini network of third-part service providers.

9 Smart Contracts

Smart contracts will define the NFT's functionality, including how much it costs, how many times can it be printed or traded, who can make it, equipment and materials requirements, trade commissions, profit sharing with the manufacturer, etc.

Case Study

Funko is a toy company that makes a popular line of collectible products called Pops!. These are highly stylized figurines of pop culture icons. On average, Funko takes five months to take a new product to market. We could shorten Funko's time-to-market to less than a day. This would enable Funko to release limited-edition toys in real time, to coincide with real world events.

Assumption: We can increase Funko's Pops! sales by 10% (12,720,000 new Pops!).

What Could 3dHoudini Do for Funko?

Increase in Sales: \$24M, Increase in Profits: \$139M, Increase Profit Margin by 457%

Funko 2019 (from Annual Report)

Sales from Pops!:	\$636,000,000
Estimated # of Pops!:	127,200,000
Profit:	\$28,000,000
Profit Margin:	3.50%

Tokenized Limited-Edition Pops! (Per Pop!)

Average Sale Price:	\$18.00
Estimated COGS:	\$8.32
Funko Profit:	\$9.68

Token Trading (Resale Collectibles)

Profit from Token Trading is **\$25,836,400** (after 17% licensing fee is paid)

Assumptions: \$1.50 per trade fee and each Pop! trades an average of one time per year.

Case Study (continued)

Assumption: 80% of tokenized Pops! are printed (10,176,000 Pops!)

3dHoudini

How Could 3dHoudini Benefit from Funko's Business?

We estimate that we could generate \$41,785,200 in annual revenue from Funko.

Summary of Revenue from Funko

Revenue from Funko Token Sales:	\$16,027,200
Revenue from Manufacturing:	\$6,678,000
Revenue* from Funko Token Trading:	\$19,080,000

*($\$1.50$ per trade & one trade per year)

3dHoudini Network (3D-print service providers)

What Could 3dHoudini Do for Its Service Providers?

A service provider with one printer could make \$127K annually.

Summary (Per Pop!)

Sale Price:	\$10.00
Material Costs:	\$2.00
Additional COGS:	\$1.50
Profit:	\$6.50

Total Annual Profit: \$127,040
(After expenses)

Production Estimates

72 Pops!/day at 80% capacity
1,728 Pops!/month (running 6 days/week)

Equipment Lease: \$1,330/month

HP Jet Fusion 540 3D Printer: ~\$100,000
Terms: 5-year, 8% interest, 50% residual

3D Printer Equipment & Materials Manufacturers

What Could 3dHoudini Do for 3D Printer Manufacturers?

Number of Printers: 463, Printer Sales: \$34.6M, Materials: \$19M

4

Proof-of-Concept

ALPHA PROJECT

3D-printable NFTs

Alpha is our proof-of-concept project. It is intended to inform and promote our NFT marketplace, as well as promote our upcoming coin and token offerings. We are creating innovative ways for designers to monetize their designs.



Problem / Solution

Problem

The NFT industry is progressing quickly, and innovation is critical to differentiation. NFT developers lack secure 3D-printing optionality.

Solution

3D-printable NFTs are the inevitable next step in linking the digital world with the physical world. We will provide NFT developers with an easy way to make 3D-printable tokens, enabling collectors to create tangible items derived from artists' work.

Alpha NFT Project



We offer NFT projects a unique way to add value to NFTs and generate additional revenue.

Proof-of-Concept

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.








Connecting Digital to Real

Connecting the digital scarcity of NFTs with real-world products by producing 3D-printable NFTs that can be printed and shipped with a click.



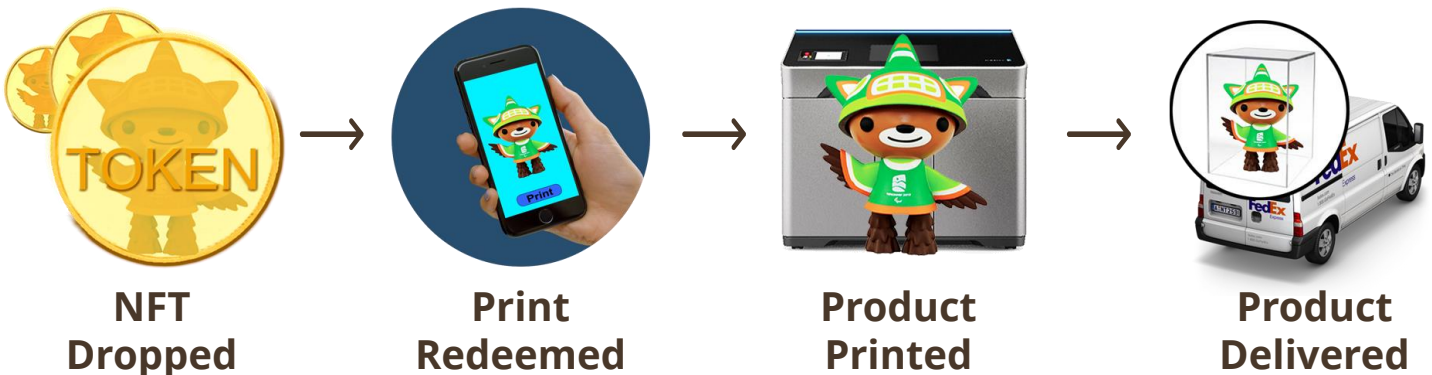
CAD token®

A 3D-printable NFT can be coded and applied to NFT art projects in the following ways:

-  AirDrop print tokens to existing projects
-  New drops containing print tokens
-  Tokenomics incentives
-  New ways to sell physical products
-  New print redeemable each time a print token is sold

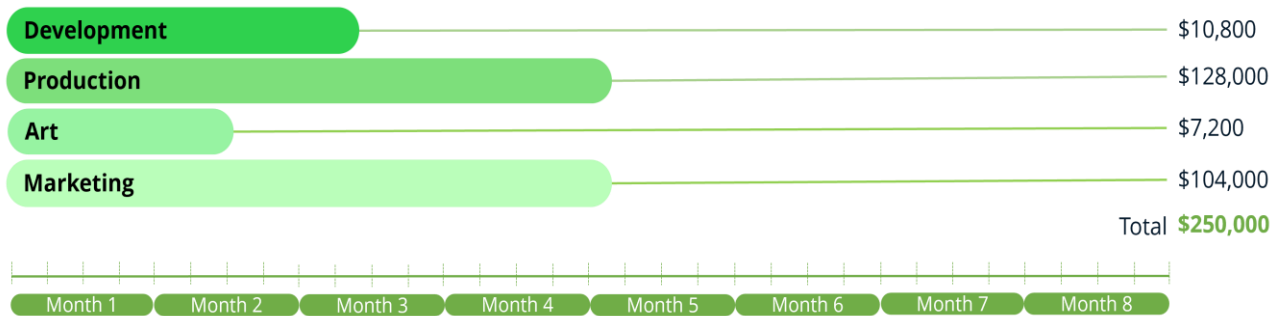
End-to-End Service

- 📦 Quickly and easily drop 3D-printable NFTs; no production costs, no inventory
- 📦 High-quality, full color 3D-printed product shipped directly to the customer
- 📦 Display-quality acrylic packaging with customized printing
- 📦 Product is embedded with unique ID, providing provable ownership
- 📦 CAD design is never exposed, preserving real-world scarcity



Time Schedule and Milestones

Alpha Project



Smart contract and API development will include NFT minting, claim functionality, reset functionality, transfer of ownership and royalty on NFT trades.

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