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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, it will provide a proof-of-concept, and its purpose is to inform and promote our second and third projects. For more information see Deck 4, ALPHA PROJECT.
- 2** Our second project is our CAD Parlor, NFT marketplace. CAD Parlor, The purpose of our NFT marketplace will be to...For more information see Deck 3, CAD PARLOR.
- 3** Our third project is our coin and token offerings. We hope to complete both offerings within eight months of funding. For more information 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. more information 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 “claimed,” or 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.

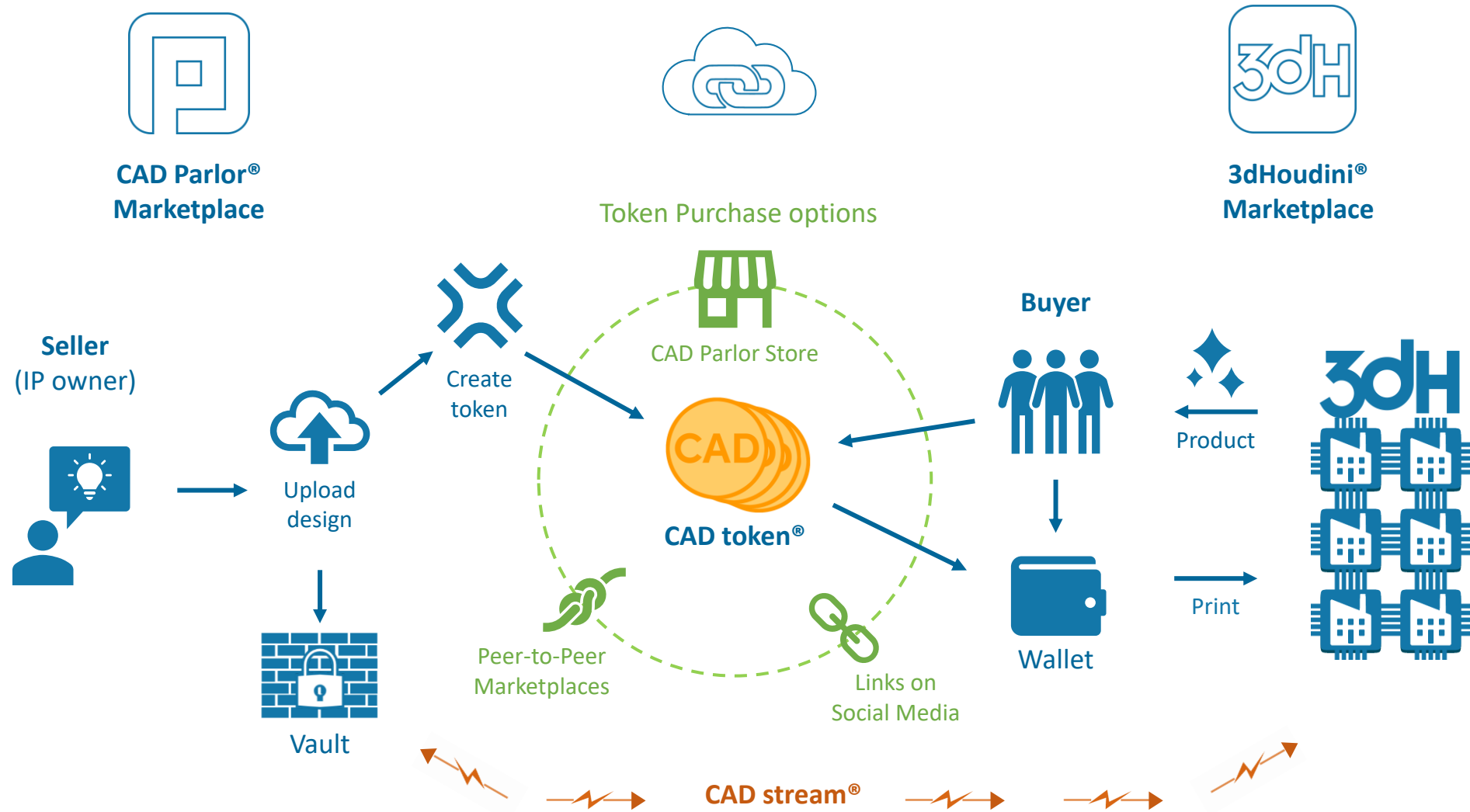


Our NFT Marketplace

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 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.

Rapid Scaling

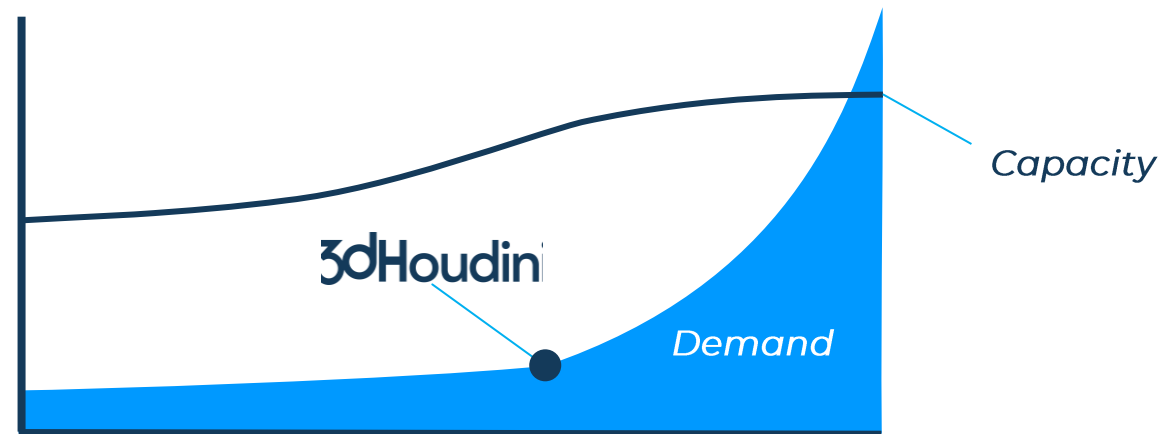


Multi-sided platforms can scale much faster than other business models. Airbnb is a good example; they have grown much faster than traditional hotel chains because, comparatively, they add rooms faster and at little expense. This same principle enables 3dHoudini to expand its production capabilities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

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.



Revenue Model



We generate revenue from the following transactions:

Design tokenization

NFT trade commission

Manufacturing

Packaging

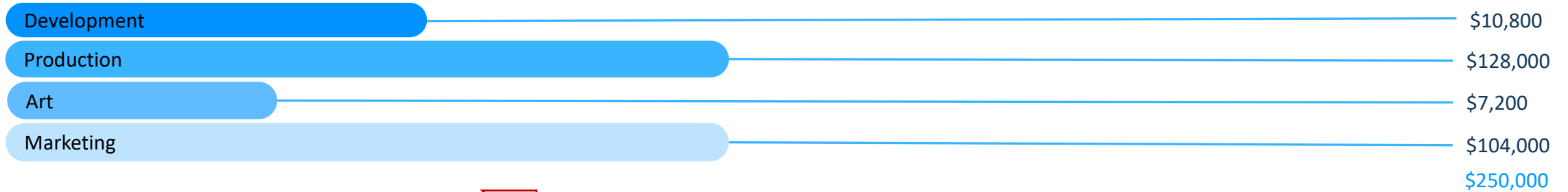
Our Funko Case Study shows that if we could increase sales of collectible toys for a medium-sized toy company by 10%, we could generate over \$40M in annual revenue.

Time Schedule and Milestones

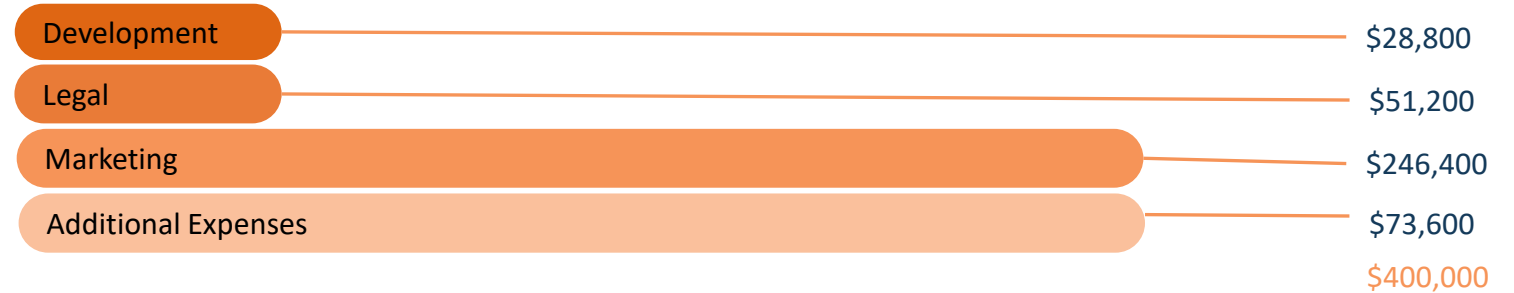


1 Alpha Project

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



2 Token and Coin Offerings



3 NFT Platform



The Manufacturing Marketplace



The 3DHoudini Manufacturing Marketplace launched in June of 2020. It facilitates 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 that provide security and help to reduce bad actor situations, including escrowed payments and dispute resolution. Most importantly, we allow users to conduct business transactions as they would in the real world.

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.

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 will produce annual revenues of \$460M in fiscal year 5.

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
	% or market		.25%	.50%	.75%	1.00%
	Revenue		\$27.4M	\$58M	\$29M	\$129M
	Market size			\$1.2T	\$1.26T	\$1.33M
	% or 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 apply our Year 5 Estimated Earnings from our Pro Forma to that formula, it look s 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 2020.

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