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3dHoudini

Company Overview

PITCH DECK

What we are doing may be revolutionary. Our technology has the potential to fundamentally change the way designers, manufacturers and consumers interact, and even change the way we consume designs and the products produced from them.

Overview

3dH

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.

CADParlor

CAD Token Technology

3dH

The CAD token becomes 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, 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.

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 manufacturing devices, much like how Netflix streams a movie to a screen. Designs are not exposed at any point in the process, preventing IP theft and allowing the sale of a single use of a design. **CAD stream** includes a bidding system that lets a manufacturer bid on a part without access to its design.

Go-to-market

3dH

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.
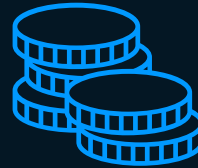
Competition

3dH

Our potential competitors include 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 Marketplace such as OpenSea, SuperRare, or Mintable, could be considered a competitor, however we see these businesses as partnership opportunities for 3dHoudini.

Customer Journey

3dH

Seller (IP owner)

Upload Design   Create NFT   Sell

Purchaser/Trader

Buy   Sell/Trade   Send to Print   Receive Product

A Father-Son Business

3dH

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 only used one or two days 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 platforms launch 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

3dH

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 successful manufacturing companies and a wholesale distribution company that imported millions in product.

Chris began working with 3D printing and CAD design in the mid-'90s. He used an early version of CAD software, AutoCAD R13 and one of the first 3D printers, an SLS.1, 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.

Chris is an experienced web architect. As CTO for LYZTR (an online real estate marketplace) and WEIGHT LOSS CLUBS WORLDWIDE (an online weight loss program), Chris architected and designed both company's web platforms.

The 3dHoudini Team

Chris White
Founder, CEO , CTO and Chairman of the Board

Yannick White
Inventor, President & Director

Morgan White
Inventor, Treasure & Director

Chris Lambrou
VP, Marketing

Jay Jung
Fractional CFO

Sam Ammar
Technical Lead, 3D

3dHoudini Profiles and Repositories

3dH

GitHub Repositories

0. ONE-PAGER

1. THE DECK

2. THE PLAN

3. CAD PARLOR

4. ALPHA PROJECT

Company Profiles

3dHoudini

CADParlor

GitHub

Chris White

ChrisWhite3dH

Yannick White

YannickWhite3dH

Partners

3dH

3dHoudini follows an exponential business model. We are lean and nimble. Our core team is small, and 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, a key attribute when you operate in the digital realm. Our partners include:

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).

FINANCIAL SERVICES

3dHoudini partners with Embarc Advisors, an M&A and corporate finance advisory firm. Embarc Advisors President, Jay Jung (MBA from the Wharton School and ex-Goldman Sachs, ex-McKinsey) is Part-time CFO for 3dHoudini.

Partners (continued)

WEB AND BLOCKCHAIN DEVELOPMENT

3dHoudini has an equity partnership with blockchain developers Fluid Chains. The Fluid Chains team includes Cesar Castro (ex-Microsoft) and Michal Monit (PhD from MIT).

3dHoudini will be consulting with web and blockchain developers Mechlin Software Technology for aspects of the Alpha Project, CAD Parlor NFT marketplace, STO and ICO blockchain development. The 3dHoudini/Mechlin team is led by Aryan Kashyap.

Brainbinary Infotech is a full-stack web development agency led by Nihar Doydia. Brainbinary has been the primary developer involved in building the 3dHoudini manufacturing marketplace.

LEGAL COUNSEL

3dHoudini's intellectual property council is DMK Intellectual Property Law. Deirdre Kvale is the patent attorney at DKM who has assisted 3dHoudini and CAD Parlor in writing and filing its intellectual property.