

# 3D Print&Decal

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## Project Summary

<b>Organisation</b>	<b>Abertech</b> (26 years) <i>SME</i> Via Dante 48 Rovereto, Italy
<b>Employees</b>	Implementing team size: 3 Full time employees: 3
<b>Accelerator</b>	<b>FABulous</b> (60000€) Coordinator:
<b>Solution Type</b>	Service provider, Purely software

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## FIWARE enablers

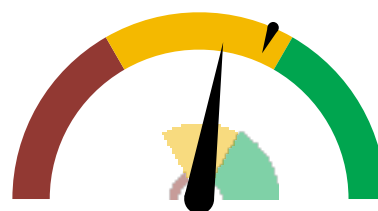
3D-UI-WebTundra.

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## Innovation

The Innovation indicator expresses the level of originality, maturity and sustainability of innovation to a product or service in an organization's go to market strategy. The single measures are used to create the innovation indicator but are also used in the calculation of Market Attractiveness and Feasibility Indicators. Several conditions affect the innovation Indicator. An innovative product or service can make a significant Impact in the market if you are ready to implement it, but can conceal substantial engineering, business planning, development, testing and marketing effort if the product or service is still in the planning phases. If the innovation is being developed and validated among colleagues and potential clients the innovation's real market potential is increased. Innovation is quite healthy in organizations if it is part of a strategy but can be quite resource consuming where stand-alone.

Your ranking for innovation based on the data submitted is currently Medium. In this section you scored better than 34% of the 628 (total) projects and proposals that have answered this survey. The level of innovation of your project matches that of your peers. Still, you should consider ways of further strengthening the innovation element of your project. Please visit the FI-IMPACT Library to access reading material that may be useful.



## Concept

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**Concept developed by:** Group effort.  
**TRL Level:** Technology concept formulated (TRL2).

## Business idea

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**Innovation Type** Disruptive innovation. Our business idea radically changes existing products and services and creates new markets by discovering new categories of customers.

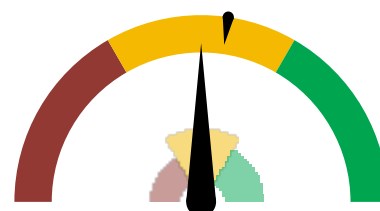
**Existence of similar solution** No

**Strategy** Standalone offering.

## Market

The Market Focus indicator reflects the quality and relevance of your knowledge of customer needs in your target market(s), the extent to which you have gathered knowledge about customers in the target market, and if your initiative has a strategy and plan to reach the target market. This indicator measures the level of your “customer development” activities: whether you have already approached customers to collect feedback on your product, and to what extent you have developed a strategy to acquire them.

Your ranking for market focus based on the data submitted is currently Medium. In this section you scored better than 54% of the 628 (total) projects and proposals that have answered this survey. The level of market focus of your project matches that of your peers. Still, you should consider ways of further strengthening the market focus element of your project. Please visit the FI-IMPACT Library to access reading material that may be useful.



## Business model

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**Model** Subscription model.

**Revenue Division** 30% licenses, 30% subscriptions, 40% project fees.

## Customers

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**Value Proposition Verification** Our value proposition is validated through surveys and market studies.

**Commercial Strategy Status** Sales materials available and channels activated.

**Secondary Market Sectors** Manufacturing

## Market

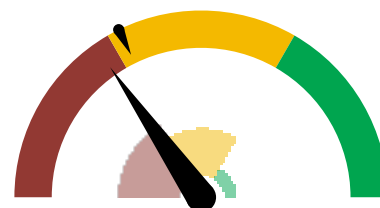
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<b>Channel</b>	Personal website
<b>Target Market in Three Years</b>	Global
<b>Entry into the Open Market</b>	2016
<b>Level of competition</b>	Medium competition.
<b>Market Strategy Status</b>	Started promoting the vision. Company positioned and sales strategy defined.

## Feasibility

The Feasibility indicator assesses to what extent you have assessed the economic viability of your business, and if you have already provided for the necessary funds for the startup phase. This indicator assesses whether you are aware of the funds required to start and grow your business, and whether you have secured sources for these funds.

Your ranking for feasibility based on the data submitted is currently Low. In this section you scored better than 47% of the 628 (total) projects and proposals that have answered this survey. Compared to the average of current completed surveys, you should consider ways of further strengthening the feasibility element of your project. Please visit the FI-IMPACT Library to access reading material that may be useful.



## Capital

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<b>Required investments until sustainable</b>	Capital requirements estimated and contacted investors.
<b>Secured funding</b>	10

## Growth rate

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<b>Sales</b>	We are committed to a growth rate in the business plan.
<b>Revenue (4 years)</b>	30%, 30%, 30%, 30%
<b>Customer acquisition</b>	We have estimated customer acquisition cost and time.
<b>Sales and marketing expansion</b>	We have defined scale-up plans but have not yet launched them.

# Market Needs

The Market Needs Indicator reflects the extent to which perceived user benefits associated with a product or service are aligned with real-market needs, based on an analysis of IDC Vertical Market Survey results. One set of indicators are outlined for business and government sectors (B2B and B2G) and a second set of indicators are outlined for consumer markets (B2C), based on different market needs.

## Manufacturing

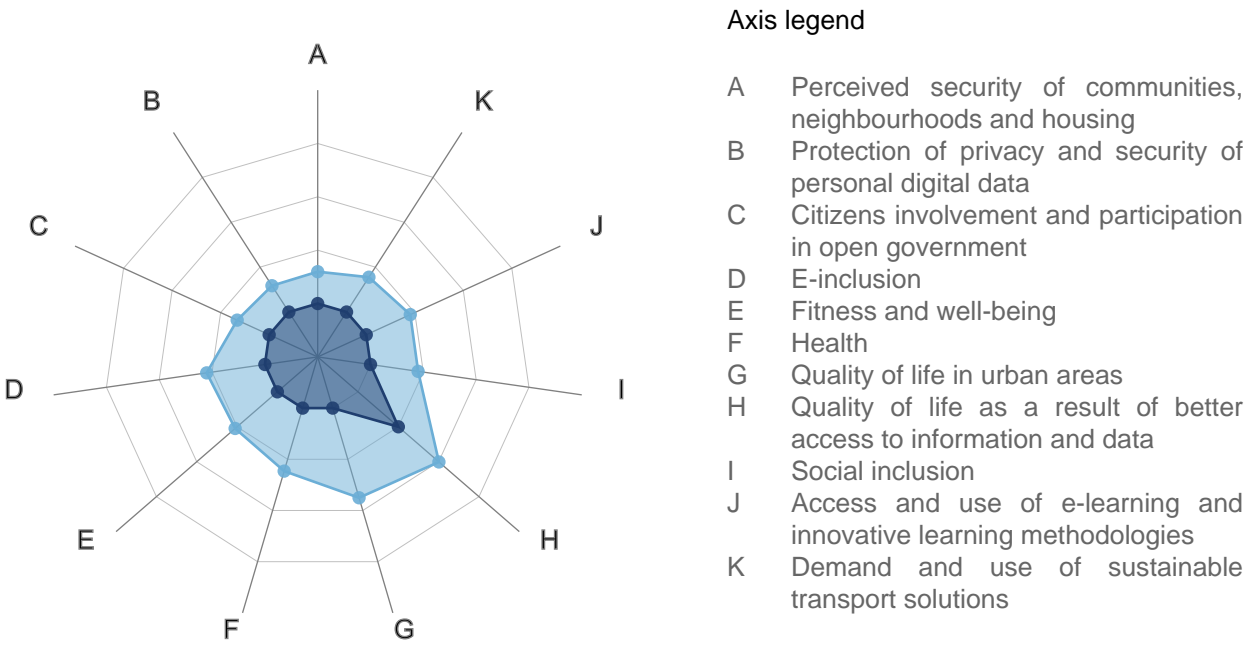
Your score in Target Market Needs Understanding is **2.04**.

- Reducing operational costs
- Improving sales performance
- Improving marketing effectiveness
- Enhancing customer care
- Innovating the product or service companies sell/provide
- Strengthening multi-channel delivery strategy
- Simplifying regulatory tasks and complying with regulations
- Improving data protection
- Increasing use and distribution of open data and transparency
- Improving scalability of existing tools
- Improving operational efficiency
- ★★★★★

- TOP 5 business needs
- (Source: IDC Vertical Market Survey)
1. Improving data protection
2. Improving operational efficiency
3. Reducing operational costs
4. Simplifying regulatory tasks and complying with regulations
5. Innovating the product or service companies sell/provide

# Social Impact

The Social Impact Indicator reflects the extent to which the project has social impact in 11 key areas. It focuses on identifying specific social benefits that your project will support and the contribution to quality of life for specific social groups. It also contextualises the impact of your project against the average social impact of all surveyed projects in these areas.

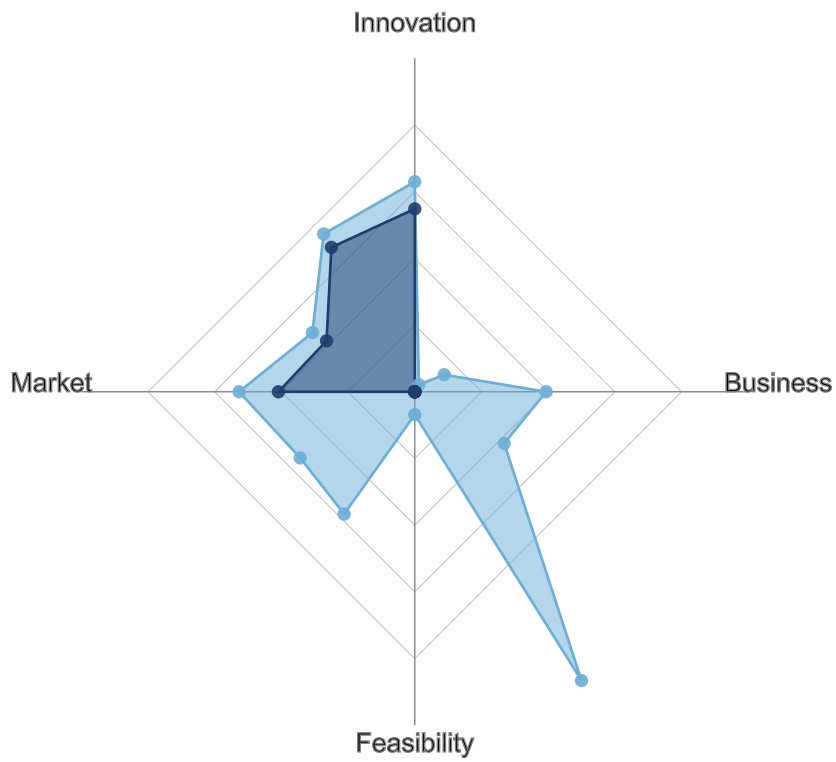




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## Overview

In this section you can evaluate your Impact Assessment scores against the average score calculated from all completed surveys to date. Scores are represented in a spider diagram so that you can easily identify your strengths or weaknesses compared to the average score. Details about a specific section of the report can be accessed by clicking on the node on the axis representing the respective section.



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Speedometer legend