



# 3DP-OPECR

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## Project Summary

<b>Organisation</b>	<b>S.C. Bluemind Software S.R.L.</b> (11 years) <i>SME</i> Str. Iancu de Hunedoara 45/A/16 Miercurea-Ciuc, Romania
<b>Employees</b>	Implementing team size: 5 Full time employees: 2
<b>Accelerator</b>	<b>FABulous</b> (60€) Coordinator:
<b>Solution Type</b>	Service provider,

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## FIWARE enablers

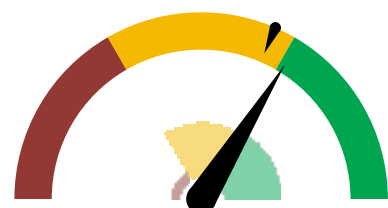
Data Viz - SpagoBI, Object Storage GE, Identity Management, Complex Event Processing, BigData Analysis, Application Mashup.

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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 High. In this section you scored better than 61% of the 675 (total) projects and proposals that have answered this survey. Your project is outperforming your peers in terms of innovation – congratulations. 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:** Product/service validated in lab (TRL4).

## 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.

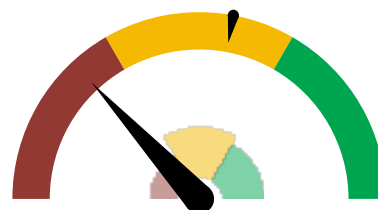
**Existence of similar solution** No

**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 Low. In this section you scored better than 14% of the 675 (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 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** Customer analysis model, Transactions/Intermediation model, Advertising model, Subscription model.

**Revenue Division** 60% subscriptions, 5.00% advertising, 5.00% transactions income, 30.00% customer analysis income.

## Customers

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

**Commercial Strategy Status** Preparing sales materials and channels.

<b>Primary Market</b>	Manufacturing
<b>Secondary Market Sectors</b>	Horizontal Modified versions could be applied for other markets than 3D printing hubs/facilities but still in manufacturing. The sales of 3D printers can be intermediated.

## Market

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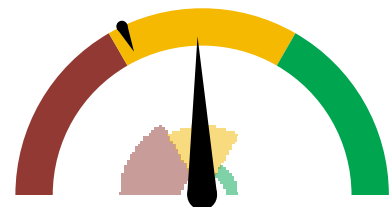
<b>Channel</b>	Sales agents, Personal website, Other external websites
<b>Target Market in Three Years</b>	Global
<b>Entry into the Open Market</b>	2016
<b>Level of competition</b>	Medium competition.
<b>Market Strategy Status</b>	Started promoting the vision. Defining our competitive position on the market.

## 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 Medium. In this section you scored better than 74% of the 675 (total) projects and proposals that have answered this survey. The level of feasibility of your project matches that of your peers. Still, 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>	50

## Growth rate

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<b>Sales</b>	We are evaluating what the potential growth rate could be.
<b>Revenue (4 years)</b>	10000%, 1000%, 100%, 50%
<b>Customer acquisition</b>	We have estimated customer acquisition cost and time.

## Sales and marketing expansion

We have defined scale-up plans but have not yet launched them.

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## 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.

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### Manufacturing

Your score in Target Market Needs Understanding is **4.42**.

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

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### Horizontal

Your score in Target Market Needs Understanding is **3.78**.

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

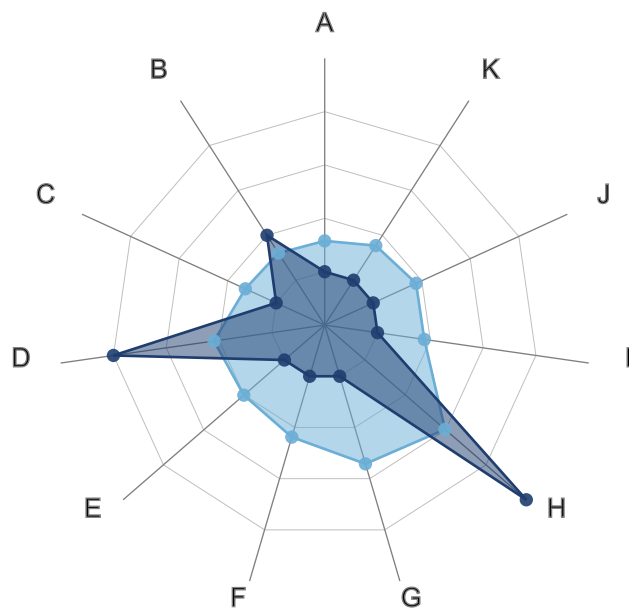
*(Source: IDC Vertical Market Survey)*

1. Improving data protection
2. Simplifying regulatory tasks and complying with regulations
3. Improving sales performance
4. Improving operational efficiency
5. Reducing operational costs

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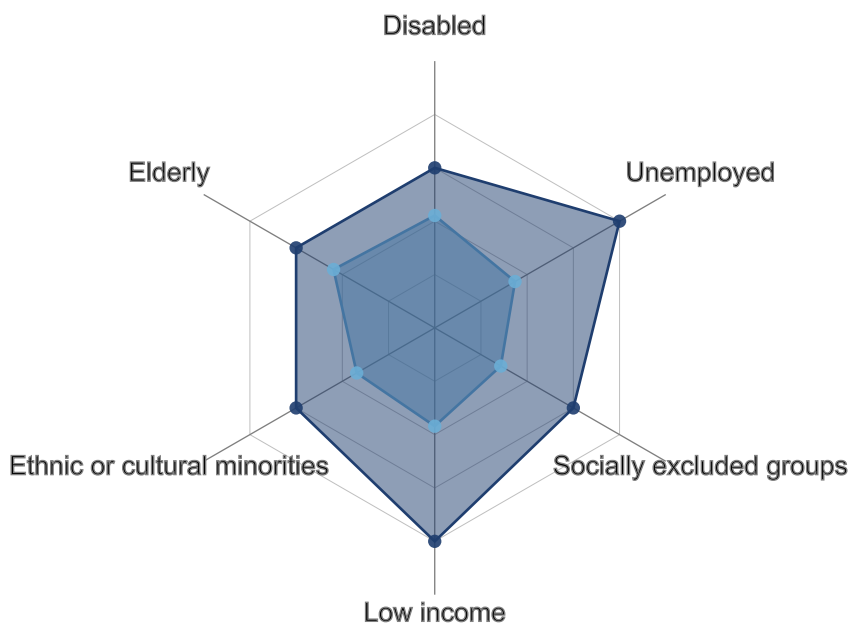
## Social Impact

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.



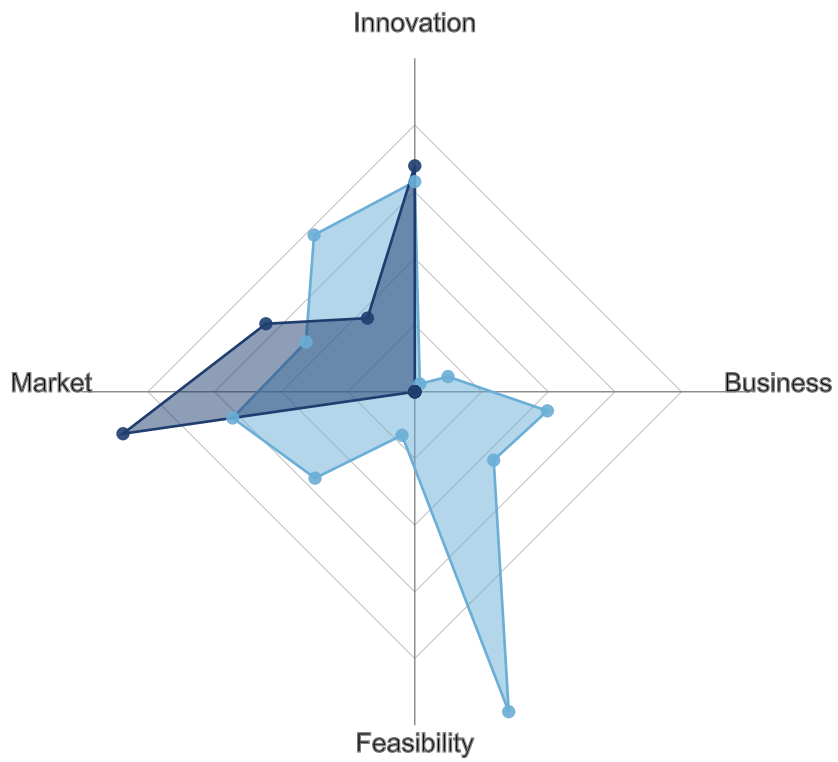
#### Axis legend

- A Perceived security of communities, neighbourhoods and housing
- B Protection of privacy and security of personal digital data
- C Citizens involvement and participation in open government
- D E-inclusion
- E Fitness and well-being
- F Health
- G Quality of life in urban areas
- H Quality of life as a result of better access to information and data
- I Social inclusion
- J Access and use of e-learning and innovative learning methodologies
- K Demand and use of sustainable transport solutions



## 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

