

3D-RP

Project Summary

Organisation	3D-REVOPRINT (2 years) <i>SME</i> Altrottstraße 31, Walldorf, Germany
Employees	Implementing team size: 6 Full time employees: 2
Accelerator	FABulous (118000€) Coordinator:
Solution Type	Service provider, Software and Hardware

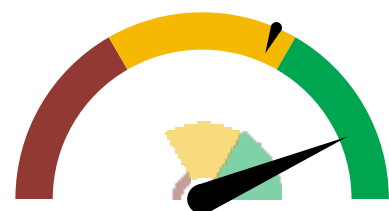
FIWARE enablers

Object Storage GE, Monitoring GE, Identity Management, Authorization PDP.

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 94% 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

Concept developed by:	Group effort.
TRL Level:	Product/service prototype demonstration in operational environment to client (TRL7).

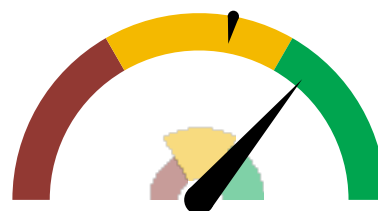
Business idea

Innovation Type	Incremental Innovation. Our business idea involves changes and improvements to existing products and services.
Existence of similar solution	No
Strategy	Fits into an existing commercial strategy.

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 High. In this section you scored better than 69% of the 675 (total) projects and proposals that have answered this survey. Your project is outperforming your peers in terms of market focus – congratulations. Please visit the FI-IMPACT Library to access reading material that may be useful.



Business model

Model	Transactions/Intermediation model, License model.
Revenue Division	40% licenses, 50% subscriptions, 10% project fees.

Customers

Value Proposition Verification	Our value proposition is validated through interviews and meetings with customers.
Commercial Strategy Status	Sales materials available and channels activated.
Secondary Market Sectors	Manufacturing, Education, F, Business Services

Market

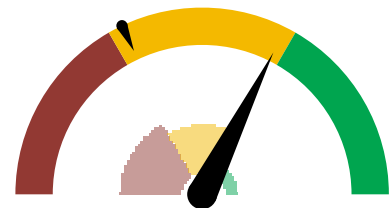
Channel	Sales agents, Personal website, Other external websites, E-mail/Phone-call marketing, App-stores
Target Market in Three Years	Germany, Multiple Countries (Montenegro, Serbia, Austria, Ukraine, Switzerland, Slovenia, Russian Federation, Romania, Poland, Norway, Macedonia, The Former Yugoslav Republic Of, Lithuania, Latvia, Hungary, Estonia, Czech Republic, Croatia, Bulgaria, Bosnia And Herzegovina, Albania, United Kingdom, Sweden, Spain, Portugal, Netherlands, Italy, Ireland, Greece, Germany, France, Finland, Denmark, Belgium, Slovak Republic, Kazakhstan)
Entry into the Open Market	2015
Level of competition	Medium competition.
Market Strategy Status	Early adopter customers acquired. 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 Medium. In this section you scored better than 89% 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.

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Capital

Required investments until sustainable	Capital requirements covered until self-sustainable.
Secured funding	30

Growth rate

Sales	We are committed to a growth rate in the business plan.
Revenue (4 years)	40%, 45%, 60%, 80%
Customer acquisition	We have verified customer acquisition cost and time through real sales.

Sales and marketing expansion

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 **1.10**.

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

Education

Your score in Target Market Needs Understanding is **1.16**.

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. Simplifying regulatory tasks and complying with regulations
2. Reducing operational costs
3. Improving data protection
4. Increasing use and distribution of open data and transparency
5. Improving sales performance

Business Services

Your score in Target Market Needs Understanding is **1.98**.

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	

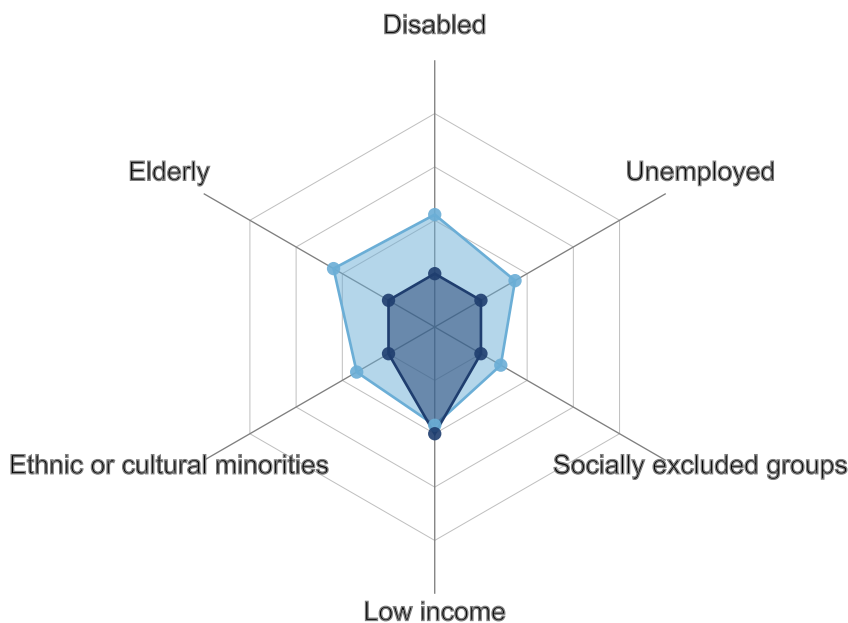
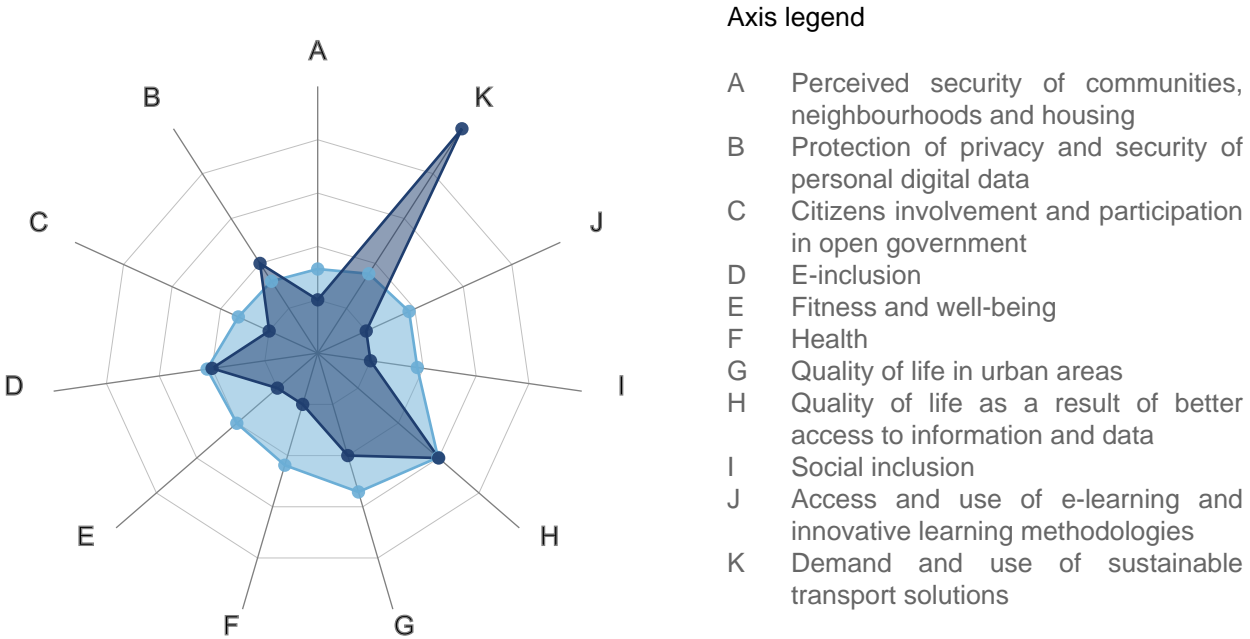
TOP 5 business needs

(Source: IDC Vertical Market Survey)

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

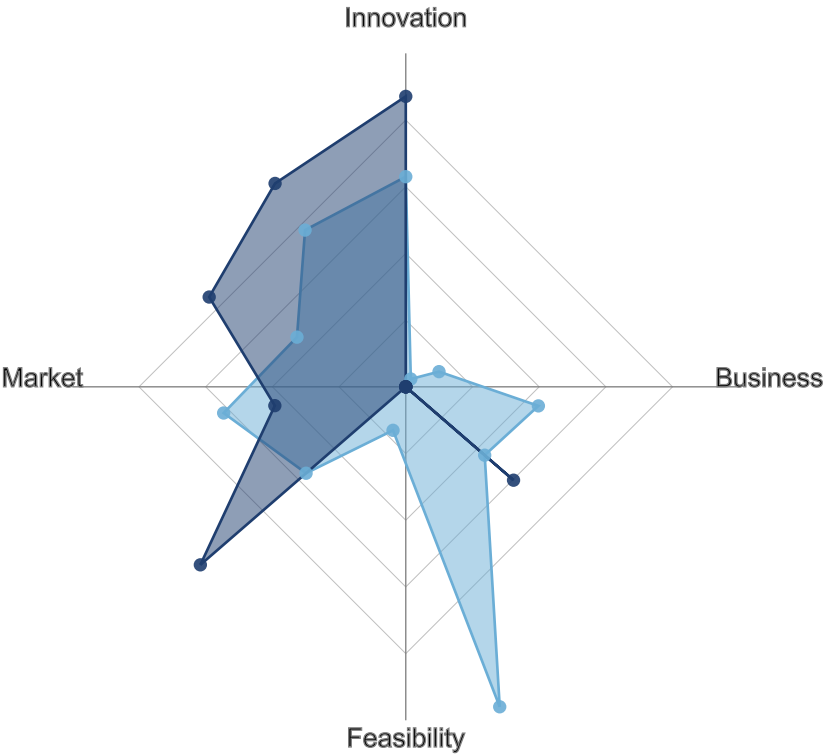
Social Impact

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.



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.



Speedometer legend