Easy 3D

Mission Statement:

At Easy 3D, we make rapid prototyping and custom part production accessible and affordable. Our mission is to empower creators, makers, and businesses to bring their ideas to life through high-quality 3D printing services eliminating the barriers of traditional manufacturing with fast turnaround and tailored solutions.

Market Segmentation:

- Demographic segmentation
  - Dividing the market by age, gender, income, education, etc.
    - Age: 16–45
    - Gender: Male
    - Occupation: Students (STEM/design), hobbyists, small business owners, product designers, engineers
    - Income Level: Middle to upper-middle income (able to pay monthly plans)
    - Education: Some High School

Customer Persona:

- Name:
  - Alex Carter
- Age:
  - 28
- Location:
  - Ventura, California
- Occupation/Education Level:
  - Software Developer with an interest in DIY and 3D modeling, graduated with in BA in Software Engineering from California State University Channel Islands
- Hobbies & Interests:
  - Loves tinkering with electronics and helping out their local FRC Team 687 the Nerd Herd, creating custom figurines for the numerous DND campaigns they are in, building cosplay props from their favorite animes, and experimenting with 3D printing projects. Engages in online maker communities and attends local hackathons.

- Pain Points:
    - Don't own a 3D printer due to high costs and maintenance.
    - Limited access to high-quality prints and materials.
    - Struggles with getting complex models printed without print failures.
    - He wants to create unique, customized projects without spending too much time troubleshooting print settings.
- Buying Behavior:
    - Alex prefers shopping online for convenience, especially on platforms like Etsy, Amazon, and specialized maker marketplaces.
- Social Media Use:
    - Active on Reddit on channels like r/3Dprinting, r/DIY, and r/maker for discussions.
    - Alex loves to watch YouTube for tutorials.
    - Engages in Facebook Groups and Discord servers dedicated to 3D printing.
    - Posts completed projects on his Instagram and TikTok.
- How My Business Helps Them:
    - My business fits to all of Alex's pain points by providing affordable access to high-quality 3D prints without the need for personal printer maintenance.

- Name:
    - Dr. Mariah Benson
- Age:
    - 43
- Location:
    - Oakland, California
- Occupation/Education Level:
    - STEM High School Educator with a Ph.D. in Mechanical Engineering
- Hobbies & Interests:
    - Passionate about hands-on learning and project-based education. Loves integrating new technology into her classroom, especially robotics and engineering design. Active in the FIRST Tech Challenge and Girls Who Code chapters at her school. Interested in sustainable materials and innovative teaching tools.
- Pain Points:
    - School budget constraints limit access to high-end 3D printers and materials.
    - The district's printer often malfunctions and takes weeks to repair.
    - Needs reliable, classroom-ready prints for student projects and competitions.
    - Lacks time to troubleshoot print settings or train every student on printer operation.

- Buying Behavior:
    - Mariah makes purchases through school-approved vendors and educational discounts but will use personal funds when it benefits her students. She values reliability and educational support.
- Social Media Use:
    - Active on LinkedIn for professional development, and Facebook educator groups. Uses Pinterest and YouTube to find classroom project ideas. Occasionally shares student success stories on Instagram.
- How My Business Helps Her:
    - Easy 3D provides consistent, high-quality 3D prints for classroom use with fast turnaround and education-friendly pricing. She no longer worries about machine breakdowns or managing complex slicer software Easy 3D helps her focus on teaching, not tech troubleshooting.

- Name:
    - Jamal Rivers
- Age:
    - 35
- Location:
    - Atlanta, Georgia
- Occupation/Education Level:
    - Small Business Owner: Founder of "Rivers Customs," a niche startup selling custom sneaker accessories and collectible toys; associate's degree in product design
- Hobbies & Interests:
    - Streetwear enthusiast, sneaker collector, and creative entrepreneur. Loves mixing design, fashion, and fandoms. Follows trends in 3D design and is learning CAD to create custom molds and parts for his growing business.
- Pain Points:
    - Outsourcing to overseas manufacturers takes too long and has unpredictable quality.
    - Local prototyping services are overpriced or unavailable.
    - Needs flexibility for low-volume production runs and rapid design changes.
    - Struggles to scale product development efficiently with his current workflow.
- Buying Behavior:
    - Prefers to work with domestic vendors who offer flexibility, fast turnaround, and transparent pricing. Open to monthly subscriptions or bulk discounts. Makes purchase decisions based on quality, communication, and turnaround speed.

- Social Media Use:
  - Highly active on Instagram, TikTok, and Twitter/X for brand promotion. Follows creators, designers, and influencers in fashion-tech. Posts product drops and limited-edition designs to grow customer base.
- How My Business Helps Him:
  - Easy 3D allows Jamal to quickly prototype and produce custom designs in small batches without high overhead. He can iterate fast, meet client demand, and grow his brand with consistent, high-quality prints all without investing in expensive equipment.

Beachhead Market:

1. Core Problem Solved (Pain Point)
   a. Owning and maintaining a 3D printer is expensive, time-consuming, and requires technical knowledge.
      i. Easy 3D eliminates this barrier by offering:
         1. On-demand custom printing
         2. Flexible print sizes and color options
         3. Affordable subscription-based pricing
         4. No need to own or maintain a printer
2. Why They're Early Adopters
   a. Curiosity-driven and tech-savvy:
      i. They love exploring new technologies and tools.
      ii. Willing to experiment: They're often first to try new platforms, especially those that improve their workflow or save money.
      iii. Engaged communities: They talk, share, and influence each other in niche online spaces (Reddit, YouTube, forums).

3. Where to Find Them
   a. Online Channels:
      i. Reddit: r/3Dprinting, r/DIY, r/functionalprint, r/PrintedMinis
      ii. YouTube: DIY project channels, maker vlogs, print review/tutorial creator
      iii. Facebook: 3D printing & maker community groups
      iv. Forums: Thingiverse, Printables, Hackaday.io
   b. Offline Channels:
      i. Local makerspaces
      ii. Community colleges or tech schools

        iii.   DIY or craft fairs

        iv.   Home improvement stores (via flyers or partnerships)

4. Entry Strategy
   a. Phase 1: Community-First Engagement
      i. Engage on Reddit and forums: offer value (answer questions, post builds)
      ii. Partner with small creators on YouTube to review or demo Easy 3D
      iii. Launch a referral or "first print free" campaign to lower friction
   b. Phase 2: Customer Loyalty & Word of Mouth
      i. Build a library of showcase prints and projects from customers
      ii. Create a "Maker of the Month" program to highlight user creativity
      iii. Offer loyalty rewards for long-term subscribers
5. Product-Market Fit Features
   a. Basic Plan: 10 prints/month for $19.99 — perfect for casual tinkerers
   b. Print Flexibility: Accept STL files or create models from sketches
   c. Live Demo Videos: Builds trust by showing real prints being made
   d. Customer Testimonials: Early proof of value from users in the same community