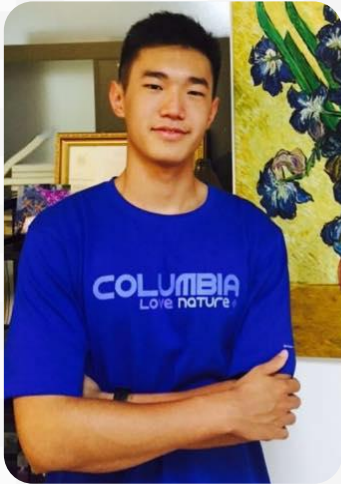


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3Design Elevator Pitch T.6

3Design Founders (Capital Intensive)



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Elevator Pitch

Introducing 3Design, a simple way to turn visions into reality. 3D printing is a rising method of making cheap prototypes and customizable products, but the technology remains largely inaccessible due to the fact that few are able to design 3D products or stomach the high initial costs. With our platform, we aim to provide a means for average consumers to commission our team of designers to design their ideas cheaply and print their final products on our network of 3D printers.



Executive Summary

Introducing 3Design. 3D-printing represents a revolutionary and relatively economical way for designers and enthusiasts to prototype physical products and create cheap, custom items for personal use. As of right now however, this much-needed technology remains inaccessible due to the fact that few are able to stomach the high costs associated with purchasing a 3D-printer. As a result, there is a wide gap between people who want 3D printed goods and people who have the capability to purchase a printer. This problem grows as more uses for 3D printers are discovered at a faster rate than the growth of consumers who own printers. As a solution to this, our platform aims to connect average consumers and designers with 3D printing professionals who can deliver 3D printed products designed to their specifications. By providing a means for average consumers and designers to commission professionals to build their designs cheaply as well as offering a custom line of our own designs and charging a fee on top of each transaction, we are confident that we will be able to spread the usage of 3D-printing and capitalize on this rapidly growing market.



Opportunity Analysis

Segment	Pricing	Value	Competition
<ul style="list-style-type: none"> Market towards consumers interested primarily in technology, design, and custom goods (most likely ages teen-adult), Provide this market segment with custom goods. 	<ul style="list-style-type: none"> 3Design will be taking transaction fees, not adding on a specific price, to profit They will also have our own line of designs from which they will be taking all of the profit. 	<ul style="list-style-type: none"> A way of getting 3d printed goods without having to pay big money for a printer Customers can hire our designers to design their visions Customizability adds a level of personality to products which is perceived as valuable. <ul style="list-style-type: none"> For example, people like having engraved gifts. Convenience makes this valuable to people 	<ul style="list-style-type: none"> Commission based= Very economical for consumers 3d printer companies can't compete because 3Design eliminates necessity to purchase a printer 3Design adds more value than competitors by offering free shipping and a half-now half-later payment option. Main competitor also pays a high VAT tax due to base in Europe

SWOT Analysis

Strengths: Commissions based, No overhead costs, Website - Smaller amount of employees, No depreciation of assets, 3D design expertise, focused and supreme 3D printable products, product customizability for higher price

Weaknesses: Possibility of customers being too far from printers

Opportunities: Trending market opportunity of coverage by journalists, publicity. 3D printing consumer product market is incredibly lucrative

Threats: competition from 3DHubs, lowering cost of 3DPrinters

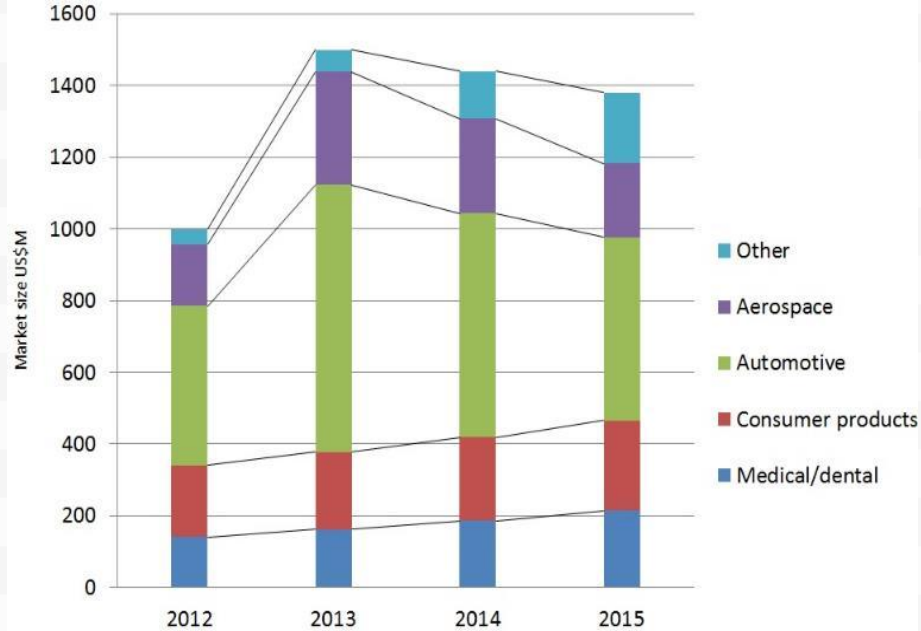


Proof

- **21%** of 3D printer spending is done by consumers (statisticbrain.com)
 - too expensive for average consumers
- As early as 2014, **1/3 of Americans would like 3D printers** in the home (forbes)
 - despite low presence in 3D printing market, they do want printed products
- 3D printing market = profitable (forbes)
 - GE had \$22B in commitments in 2015 for printed nozzles
- **32,000** printers worldwide that people are willing to offer printing services (3Dhub)
- Size of the consumer 3D printing market will hit **\$10 billion by 2024** and then **\$70 billion by 2030** (prnewswire).
- [Link to Survey](#)

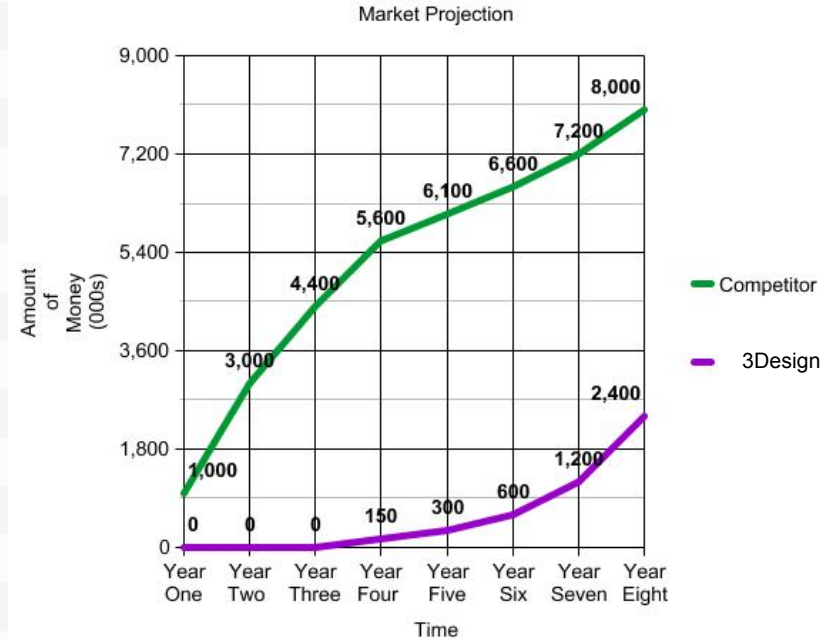


Graphs



3D Print Market Size

Revenue (2013-2021)



(Projections after Year 3)



Strategy Analysis (Business Model)

3Design is a company that aims to provide 3D Design and Printing services to consumers. Their revenues come from design commissions and 3D printing commissions. After brainstorming their 5-year vision and conducting a SWOT analysis, they developed the following goals and strategies.

Goals

- Develop a network of 3D-Printer sources
- Increase the number of customers using aggressive marketing
- Find a way to hire designers cheaply

Strategy

- Hire 3D Print shops in every major city to reduce shipping costs to consumers
- Contact 3D Hubs printers
- Pay for expensive online advertisements on Google and 3D print forums
- Buy booths at bigger technology conventions (CES, SXSW)
- Find/post job ads for freelance designers and pay a small retainer fee to always be available
- Allow freelance 3D designers to post their portfolio on our site

Financial Plan

Capital Intensive Spreadsheet

Cost of goods sold:

0\$

Gross Profit: \$1,042,000 after 5 years

From an average sale of 45\$ we take 67,500\$ from every 10,000 purchases

We also get design commissions

Gross Margin:

Same as gross profit (no cost to selling goods, only infrastructure costs)

Sales and marketing:

Marketing through 3D printing users self advertising themselves

-Referral code makes commission smaller

Fixed assets:

Computer equipment: \$50,000

Investment required:

\$500,000 needed, to be allocated to hiring designers and purchasing printers to start a product line, and to supplement our advertising



References

3DHubs Revenue: <https://www.owler.com/iaApp/poll/52610db7e4b06937d96e09c8/3d-hubs/what-is-3d-hubss-annual-revenue-.htm>

<https://pando.com/2014/02/12/the-consumer-3d-printing-market-should-explode-just-not-for-ages/>

Demand for 3D-printers Accelerating Globally:

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Global Demand for 3D Printing to Rise through 2017:

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UPS to get into 3D-Printing: <https://3dprint.com/134842/ups-sap-3dprinting/>

3D-Printing Statistics: <http://www.statisticbrain.com/3d-printing-industry-statistics/>

<http://www.forbes.com/sites/louiscolumbus/2015/03/31/2015-roundup-of-3d-printing-market-forecasts-and-estimates/#427635771dc6>

Growth: <http://www.firstamericanplastic.com/blog/10-3d-printing-statistics>

Road Ahead for 3D-Printing: <http://www.pwc.com/us/en/technology-forecast/2014/3d-printing/features/future-3d-printing.html>

