Executive Summary

3Design

Introducing 3Design, a simple way to turn visions into reality. 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. And 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, we will be able to spread the usage of 3D-printing while profiting simultaneously.

We aim to market our service primarily towards consumers interested in technology, design, and custom goods. As a result, our primary customer base will mostly consist of young professionals and college students. The value we add to their lives is a way of getting 3d printed goods without having to pay big money for a printer. Furthermore, customizability adds a level of personality to products which people generally perceive as valuable. For example, people like having engraved gifts. To market our service, we plan to first develop a 3D printing network by contacting print shops to join our service. Next, we plan on paying for online advertisements on 3D print forums and blogs, as well as buying booths at big technology conventions like CES and SXSW to spread the word about our company and service.

Because our service is commission based, we believe that 15% is a happy medium that will satisfy 3D print shops while keeping the cost economical for consumers and profitable for our business. Research done by Forbes (below) has shown that ⅓ Americans wants a 3D printer to "create personalized gifts for other people." Based off of the assumption that an average sale will be about $45, we will make $67,500 for every 10,000 purchases. We will be profitable after 3 years with net sales that increase from $100,000 our first year to a gross profit of over $1 million after 5 years. We would like to ask for a $300,000 dollar initial investment for creating an ecosystem of a mobile application, website, 3D printers, and servers, as well as marketing funds. The demand for 3D printed goods is increasing, and by charging a fee on top of each transaction, we are confident that we will be able to capitalize on this rapidly growing market.

http://www.forbes.com/sites/tjmccue/2014/03/19/3d-printing-in-the-home-1-in-3-americans-ready-for-3d-printer/#6d9a3115238e