



AZUL^{3D}

STRATEGIC MARKETING
PARTNERSHIP
MAY, 2021

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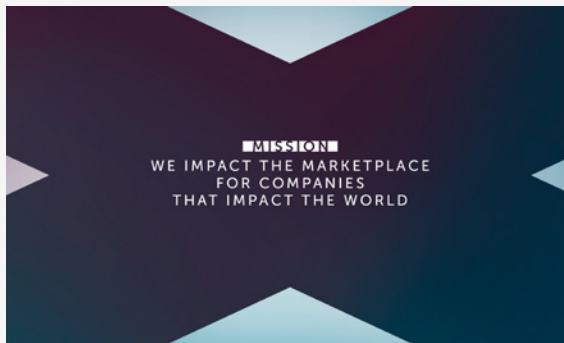
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While we are in different stages of organizational development, Azul^{3D} and The Mx Group are in a position to benefit from one another. In fact, we believe that a relationship between Azul^{3D} and The Mx Group will be mutually beneficial.

At the highest level, Azul^{3D} will benefit from the depth of marketing experience The Mx Group provides and the ability to leverage marketing to decrease Azul^{3D}'s cost of sale. The Mx Group will benefit from exposure to technology poised to transform the manufacturing sector that we know well. And that is not the only place we are aligned...



Strategy. Our mission is to “impact the marketplace for companies that impact the world.” We believe Azul^{3D} will create impact in manufacturing by decreasing the use of plastics, providing better inventory management and logistic options and enabling innovation within design.



Experience. The Mx Group has a long history of working with companies selling into the same manufacturing sector Azul^{3D} will be engaging. In fact, some of our clients could benefit directly from the large-part, high-volume disruptive technology Azul^{3D} is introducing.



Capabilities. What you need from a marketing partner today isn't what you will need tomorrow. As you continue on your path, you will be required to meet the demands of an engaged buyer that requires more sophisticated and technologically enabled marketing. The Mx Group's range of services allows us to grow & evolve with you over time.

You're not replacing other 3D printers.

You're displacing a different way of manufacturing. And we can help you do that.

MANUFACTURING TRANSFORMATION



BALLPARK BUDGET – 24 MONTH ESTIMATE



1 BRANDING/MESSAGING/CONTENT STRATEGY	\$150,000
2 INVESTOR COMMS & COLLATERAL	\$160,000
3 CHANNEL CREATION & ALIGNMENT	\$100,000
4 CONTENT PROLIFERATION & AWARENESS CREATION	\$650,000
5 CASE STUDY CREATION	\$75,000
6 DEMAND GEN STRATEGY	\$135,000
7 TECH IMPLEMENTATION/OPTIMIZATION	\$230,000
8 LEAD GENERATION	\$1,000,000
TOTAL	\$2,500,000

Rationale:

- Steps 1 & 2 are estimated based on our direct experience with branding and collateral development and the understanding of your current situation.
- Budgets for steps 3–8 are based on an assumed organizational size and average spend for B2B marketers of a similar size, with similar levels of marketing and product maturity. That total spend is then allocated across the associated steps based on the impact to the organization and the goal of increasing spend as learning and focus increases.
- Assumed organizational annual revenue: \$50,000,000
- Average marketing spend as a percentage of revenue: 10%
- Budget allocation to programs, services: 50%
- Industry average marketing spend: \$2,500,000

1. Initial financial commitment of \$310,000.

This will allow us to begin with initial discovery sessions, progress into step 1 branding/messaging/content strategy, and secure resources for step 2, investor communications and collateral.

2. Azul^{3D} will need to commit time from leaders for onboarding.

We know the Azul^{3D} team is busy and that business needs must come first. We would like to conduct three onboarding sessions to better understand the product, the conversations with manufacturers to date and the thinking behind the names of the company, processes, and products that will be foundational to our work together.

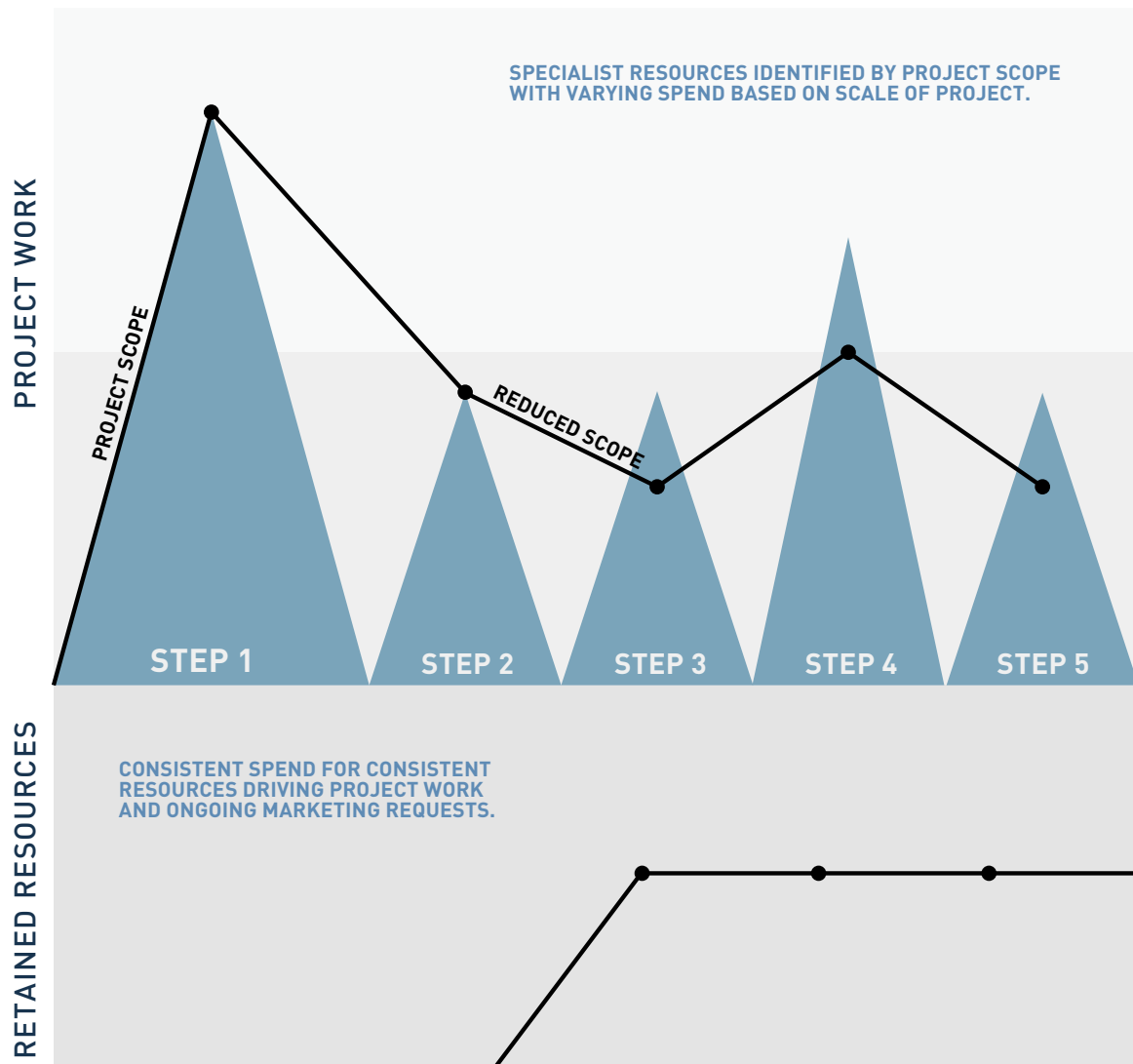
3. The Mx Group will develop a detailed project plan for steps 1 & 2.

We know that this will be a collaborative process and that the more structured we are in how we deliver thinking to you to collect your input the more efficient we will be. Our team will present you with a project plan that identifies the critical consensus points and timing so that we can allow time for board review and ensure your input is collected along the way with as little disruption as possible.

4. Azul^{3D} and Mx leadership will engage prior to completion of steps 1 & 2 for strategic and financial alignment.

We recommend a quarterly business review where leadership can meet to discuss funding progress, learning from various betas, and change the trajectory of the plan to keep marketing focused on the areas of greatest impact for Azul^{3D}.





Staff Augmentation

While Azul^{3D} is in the early stages of development, The Mx Group can provide a mix of support in both a project-based and retained model. Projects represented on the roadmap will involve specialist resources that will be estimated on a project-by-project basis so that Azul^{3D} only pays for the resources it needs. More generalist resources like senior to mid-level marketers, project managers, designers, etc. can be retained at a consistent monthly amount to keep Azul^{3D} responsive to quick-hit requests, without creating unnecessary overhead while also reducing project costs. This approach will allow Azul^{3D} to mature operationally before making decisions about full-time marketing personnel.

THANK YOU FOR THE OPPORTUNITY
TO PRESENT THIS PARTNERSHIP PROPOSAL
