



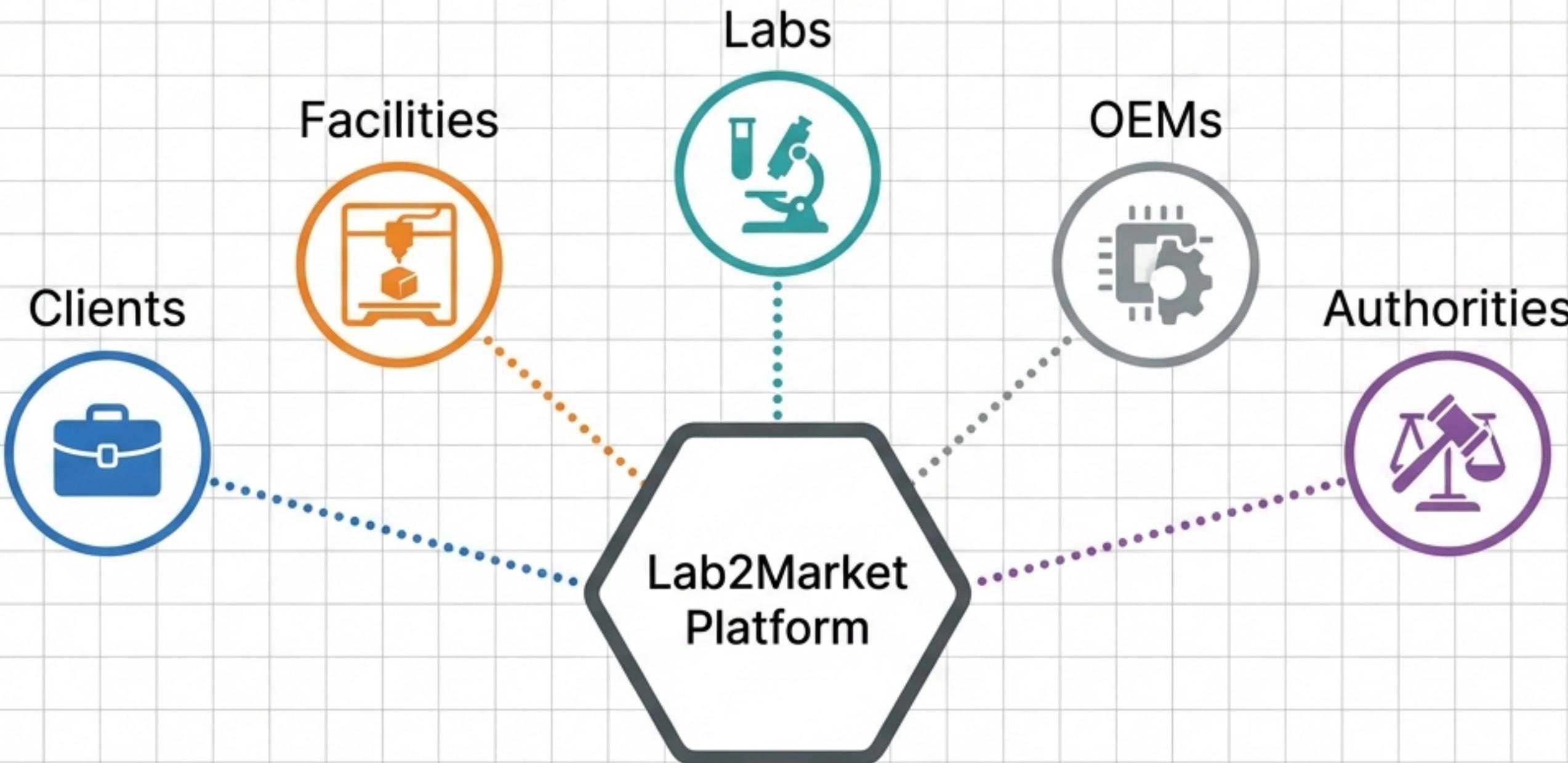
Lab2Market: The 3D Printing Ecosystem Platform

Strategic Business Model & Commercialization Roadmap

Inter

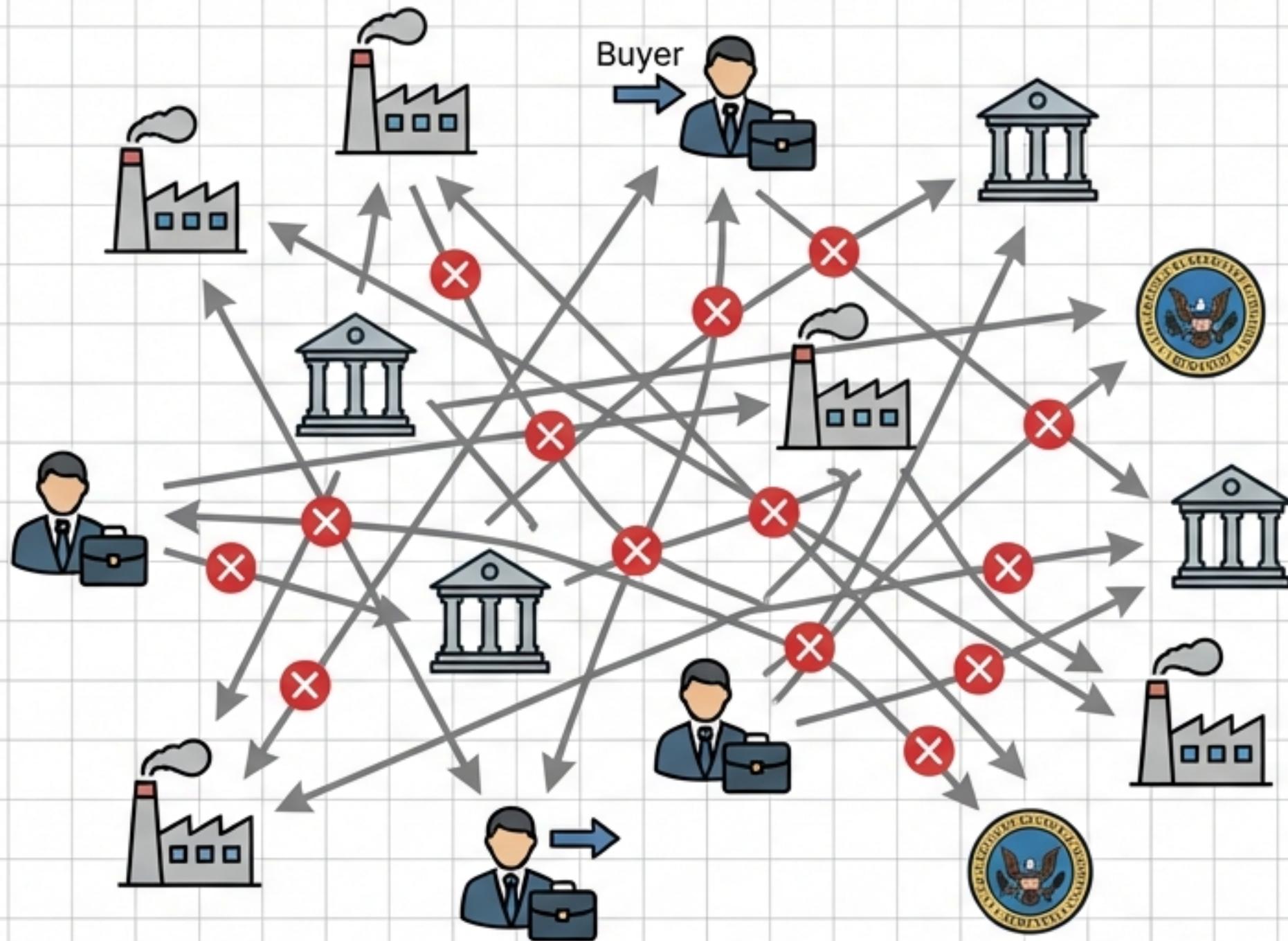
Solving Fragmentation in Industrial Manufacturing

Transitioning from fragmented, local manufacturing to a certified, global digital supply chain.



Core Value: A unified digital ecosystem connecting supply, demand, and regulation.

The Current Landscape is Disconnected and Inefficient



Tangled Web



Supply Pain

30-40% idle machine capacity = **Lost Revenue**



Demand Pain

Weeks of manual research to find facilities



Regulatory Pain

Paper-based compliance & uncertainty



OEM Pain

Distributed manufacturing is impossible without QC

Five Distinct Customer Segments & Archetypes

Balancing a Multi-Sided Platform

PRIMARY

Role: Clients

Persona: The Time-Pressed Procurement Manager



Need: Parts fast, certified, local. Budget \$50k-\$500k.

CO-PRIMARY

Role: Facilities

Persona: The Capacity-Seeking Operator



Need: Fill idle machines. Reduce \$5k CAC.

Secondary

Role: Labs

Persona: The Overwhelmed Quality Manager



Need: The Overwhelmed Quality Manager

Tertiary

Role: OEMs

Persona: The Control-Seeking Engineer



Need: The Control-Seeking Engineer

Quaternary

Role: Authorities

Persona: The Compliance Guardian



Need: The Compliance Guardian

Strategic Note

Chicken-and-Chicken-and-Egg Strategy — We prioritize Clients and Facilities first to build liquidity.

Value Proposition: The Demand Side

Speed, Trust, and Control for Buyers and IP Holders

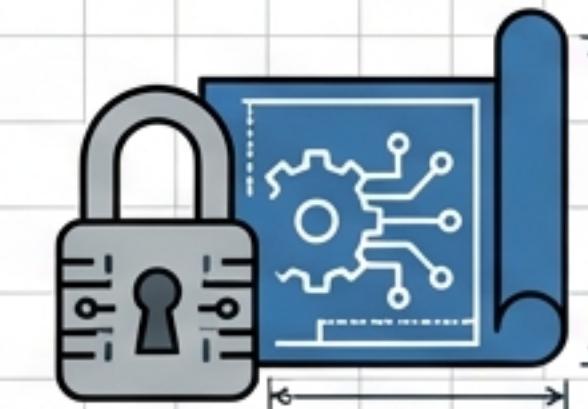
For Manufacturers / Buyers



- Searchable database finds certified facilities in minutes.
- ✓ Local matching reduces shipping costs by 40-60%.

Peace of mind on compliance.

For Equipment OEMs

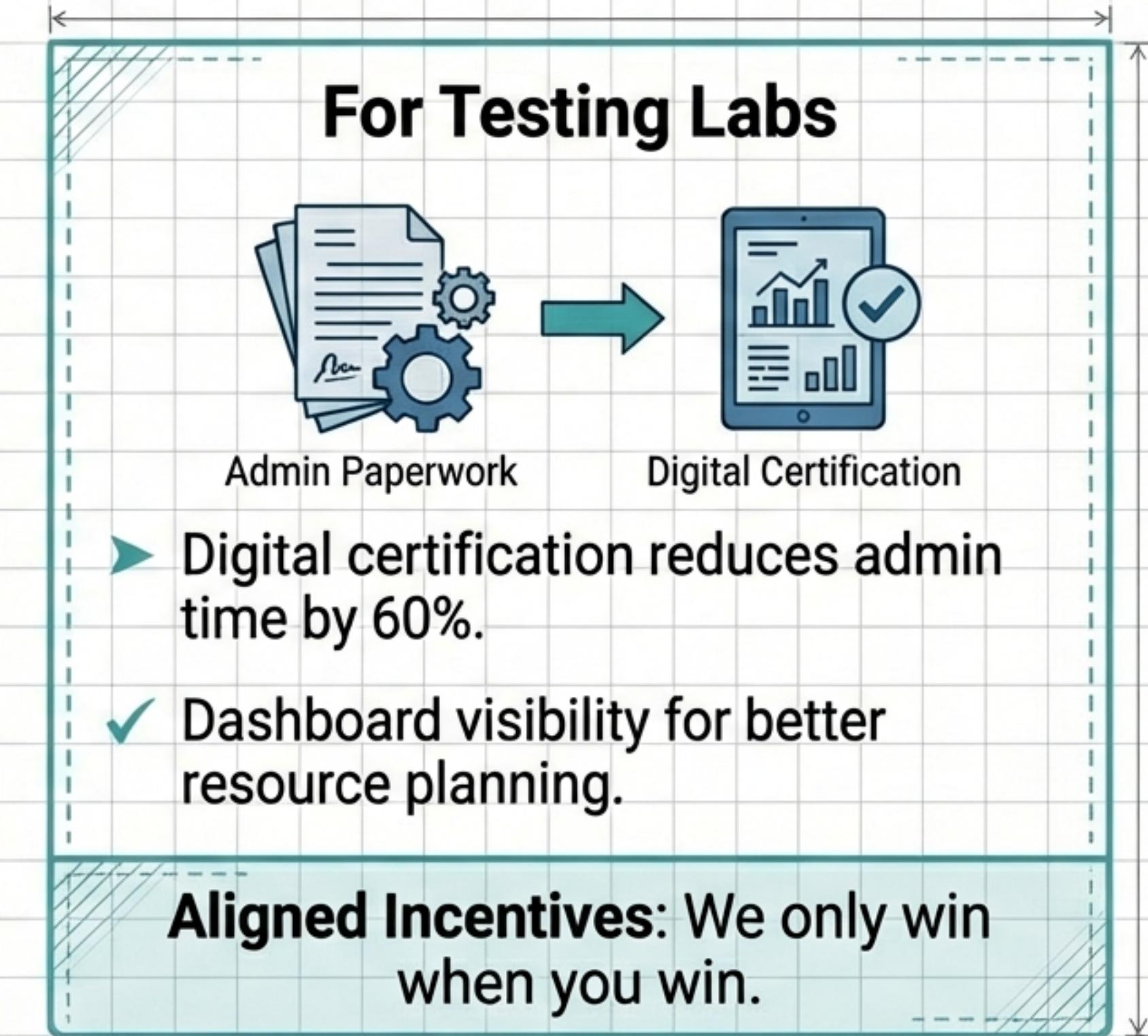
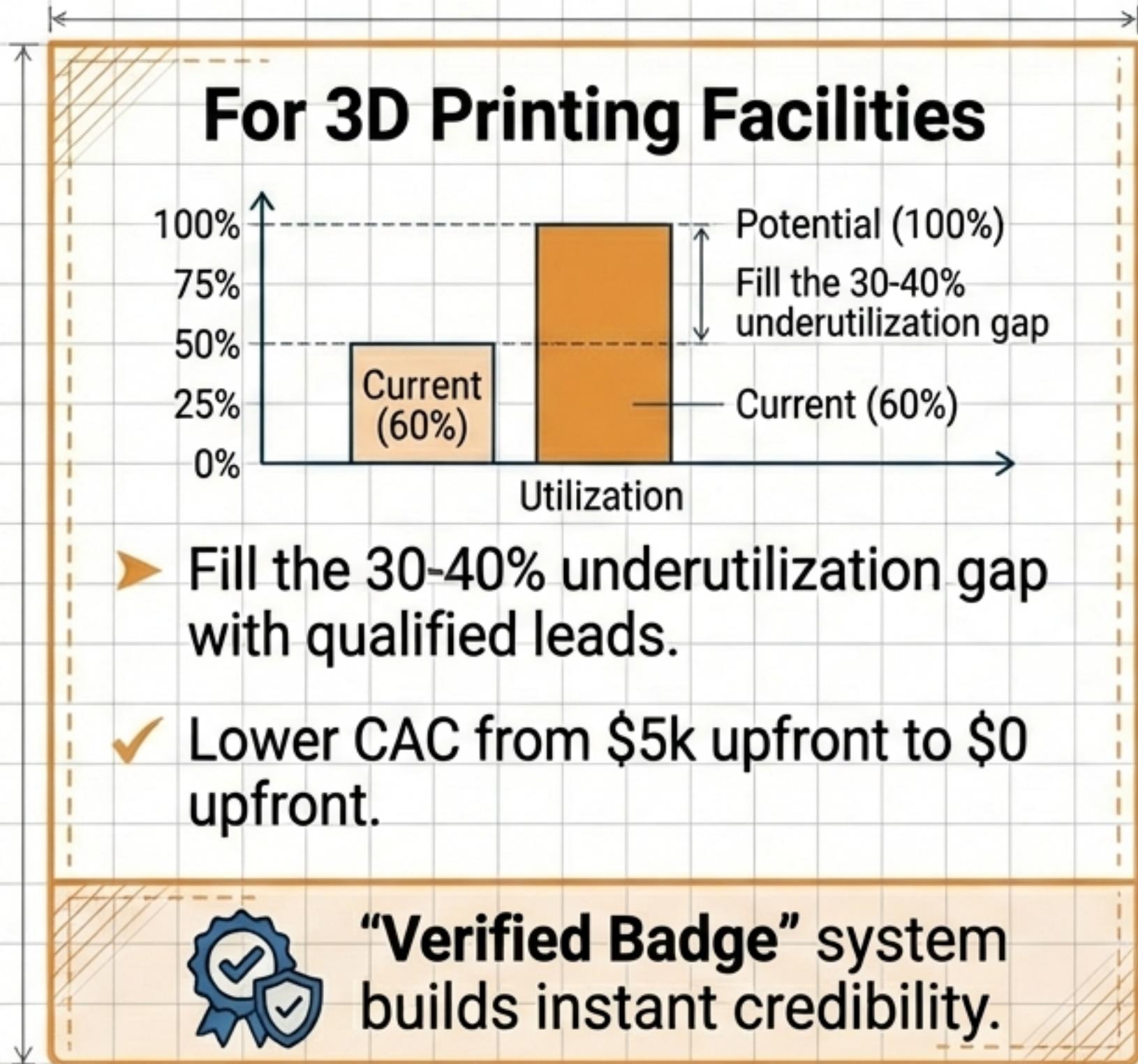


- Standardized quality requirements across all facilities.
- ✓ Secure design file sharing with strict access controls.

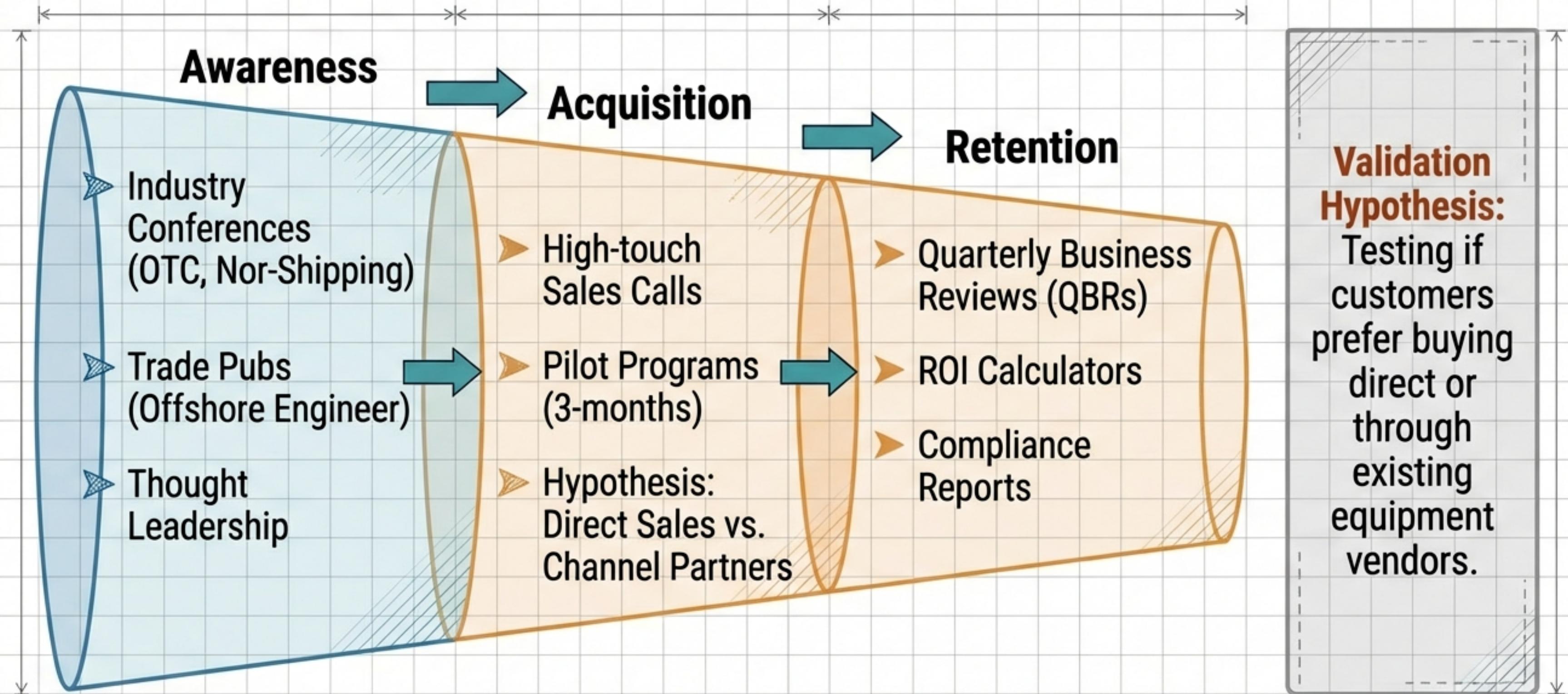
Distributed manufacturing without IP theft.

Value Proposition: The Supply Side

Monetization and Workflow Efficiency



Go-to-Market: Channels & Relationships



A Hybrid Revenue Architecture

Diversified streams to align incentives and reduce risk

Marketplace Commission



Who Pays: Facilities

Structure: 10-15% of job value (Transactional)

Logic: Aligned incentives—they only pay when they win business.

SaaS Subscriptions



Who Pays: Clients & OEMs

Structure: \$5k - \$150k / year (Recurring)

Logic: Priority matching, analytics, and distributed management dashboards.

Licensing Fees



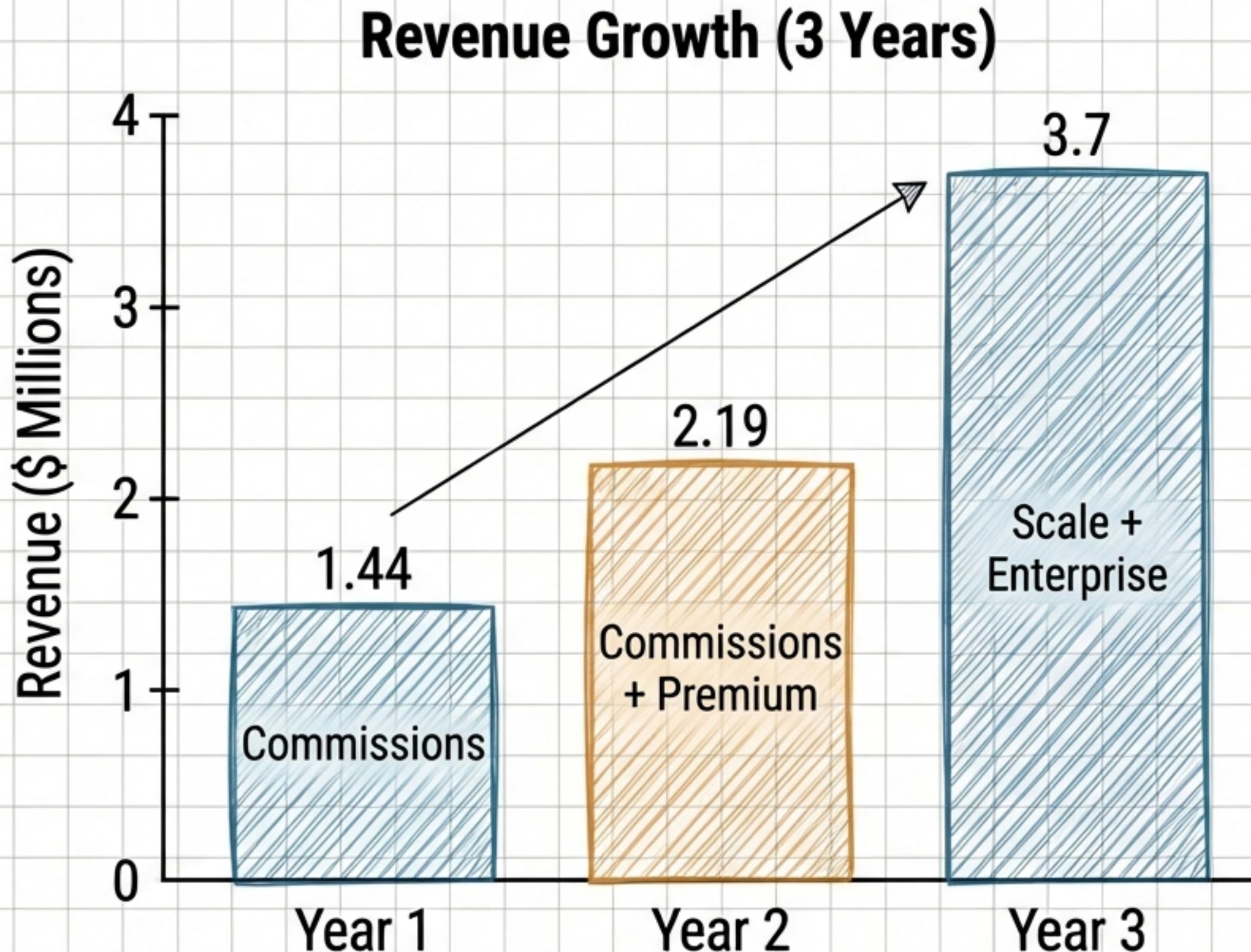
Who Pays: Labs

Structure: \$10k - \$50k / year

Logic: Fee for “Verified Partner” status.

Strategy Note: Freemium basic access for Clients removes adoption friction.

Financial Projections & Unit Economics



Unit Economics

Lifetime Value:
\$45k (Client) / \$75k (Lab)

Acquisition Cost:
~\$3k blended

LTV:CAC > 10:1

Indicates healthy
platform scalability.

Cost Structure & Efficiency

Asset-light software model with high operating leverage



Fixed Costs

- ~\$800k / Year Fixed
- Primary Driver: Team (7 FTEs)
- Roles: 2 Engineers, 2 Onboarding, 1 Full-stack, 1 CS, 1 PM



Variable Costs

- Verification: \$500-\$1k per facility.
- Processing: Stripe fees (~2.9%)

CAC Analysis



Facility CAC (\$1-3k)



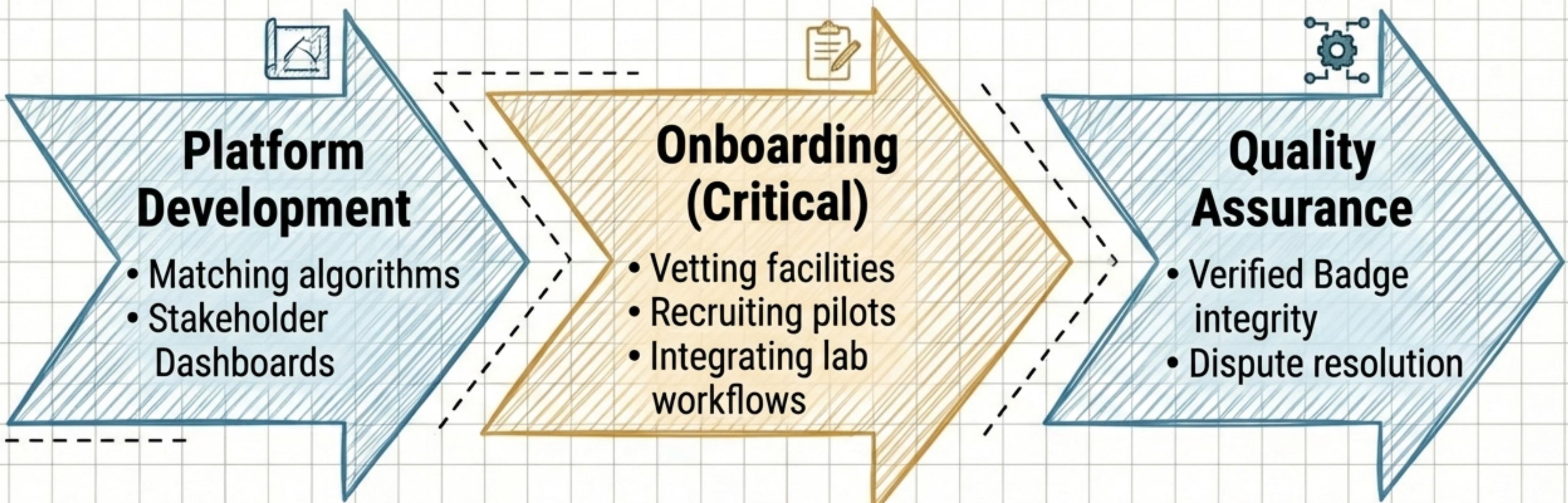
OEM CAC (\$50-100k)



High investment in OEM sales unlocks network effects.

Key Activities & Operations

Executing the Back Stage

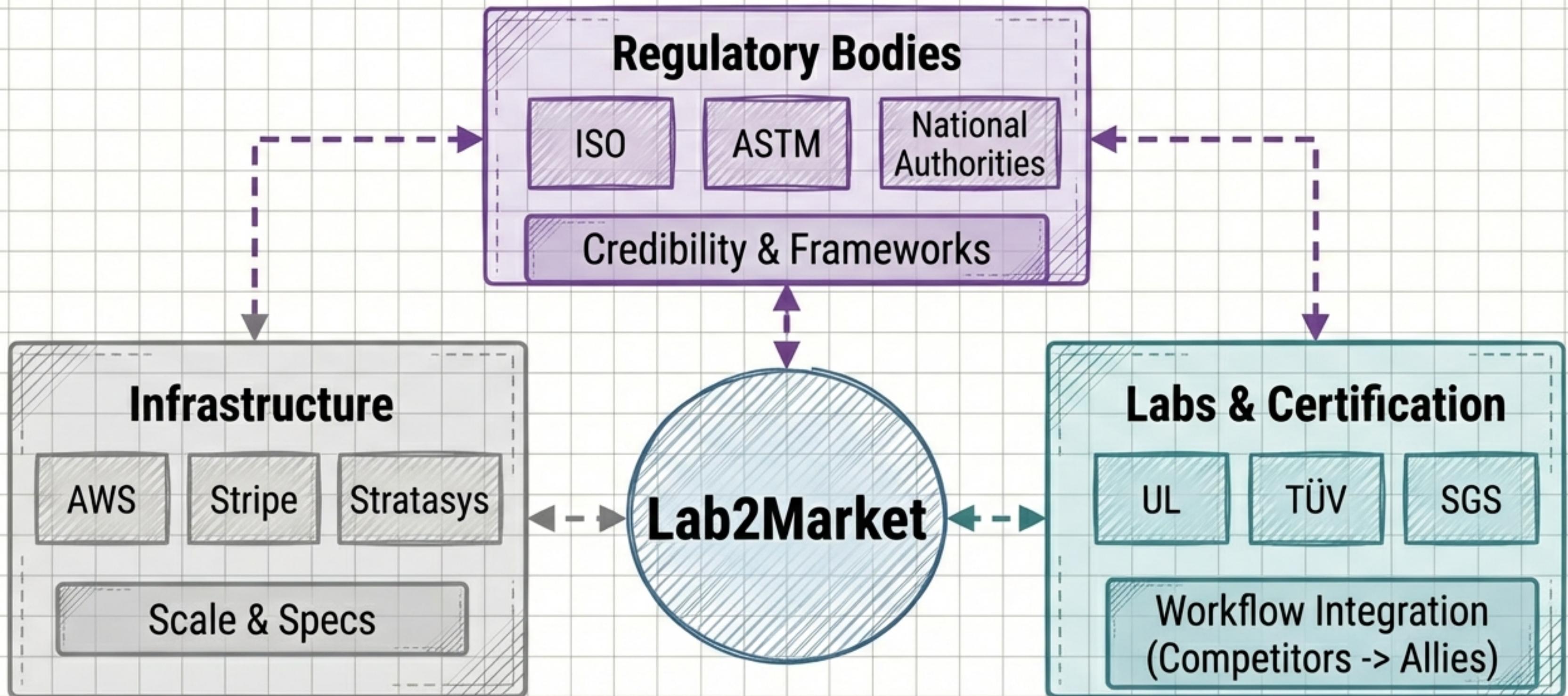


Required DNA:

Co-founders must combine Ocean Engineering expertise with ML/Software capabilities.

Strategic Partnerships & Leverage

Building credibility through established allies.



Critical Hypotheses & Validation Risks

What we must prove in the first 90 days.

High Risk



Pain Intensity

Hypothesis: Is equipment downtime truly an 8/10 pain point?

Validation: First 10 Customer Interviews.

High Risk



Willingness to Pay

Hypothesis: Will OEMs pay \$150k for control?

Validation: Pricing feedback in interviews 11-20.

Med Risk



Chicken & Egg

Hypothesis: Balancing supply/demand onboarding.

Med Risk



Partnerships

Hypothesis: Will Class Societies partner or compete?

Implementation Timeline

3-Year Roadmap to Scale.

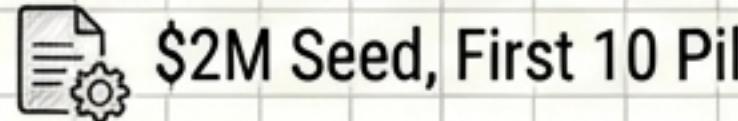
Year 0

Year 1

Year 2

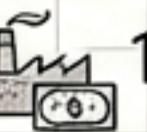
Year 3

MVP & Validation



\$2M Seed, First 10 Pilots, Algo Dev.

Scale Supply



100 Facilities, Focus on Commission Revenue.

Scale Demand



- Premium Client Features, Sensor Integration.

Enterprise Ecosystem



- OEM Scale-up, 20+ Labs integrated.

The Ask & Requirements

F

\$2M Seed

18-24 month runway
to revenue.

T

Lead ML Engineer

**Industry Veteran
Sales Lead**

A

**Execute first 30
Customer Interviews.**

**Validate Riskiest
Assumptions.**

**Building the operating system for
distributed, certified manufacturing.**