# Business Model

Our business model requires us to manage the organization to the triple bottom line – People, Planet, & Profit. Each weighted equally and balanced. We will achieve this by structuring all policies, practices, and procedures with this goal in mind. Board members, management, employees, and volunteers are accountable and must demonstrate this in all business activities. Performance evaluations will focus on the subject’s success in these areas. Internal and external communications will reflect this openly. Supplier, vendor, and contractor selection and continued patronage are based upon their contributions to these goals.

## People

We recognize that people are key to our success. Employee skills development, work-life balance, career advancement, health and privacy are crucial components of our People program. We will strive to provide the best in class in each of these areas. Thoughtful programs and policies that enhance the lives of those in the organization and the communities they serve, implemented in balance with Planet and Profit are imperative to our success. As the organization grows, it will be important to make a concerted effort to keep the programs relevant and accessible for all. The Executive Director (ED) is responsible to ensure a full internal audit annually and external audits every **x** years of the People program. Metrics for measuring success in this area are traditionally difficult to create. Regardless of the difficulty, the ED is responsible for developing meaningful benchmarks, approved by the Board of Directors, to ensure we are truly meeting our goals in this area. These measures and results are shared openly with all stakeholders.

## Planet

A founding principle of the organization is the very lofty goal of establishing as the de facto standard the concept that any object produced by a 3D printer can be “de-printed”, or returned to a state of its core materials. There are tremendous challenges to making this a reality. It will take many smart and committed people working very hard for a long time. We will continue to work towards this until achieved. We expect this to be a very long road, but it is worth doing, so we will do it. We hope to inspire others to help us.

While we have our eyes on the prize of de-printing, we will implement thoughtful programs and policies that will shape how we do our daily work. Our website, applications, tools, and other community outreach activities will embrace methods and technologies to lead and inspire the industry towards respect for our Planet. Like the People bottom-line measurement, Planet is also difficult to quantify. The same audit and benchmarking standards itsprinting.org applies to People will also apply to Planet.

## Profit

Since we are a non-profit this really refers to revenue. We need revenue to provide tools, programs, and services to achieve our objectives. We will measure our success by:

1. Sustainable Revenue
   1. Must be in balance with People and Planet
      1. Great enough to fund all needed
      2. Totally transparent and open to critique by global community
2. Balanced Budget
   1. We must not spend more than we generate in revenue

### Potential Revenue Streams

1. 1% surcharge on all crowdsourced funding for projects that utilize the vPMO function of the Business Adopters community
   1. Average project: $20,000 funding
      1. Gross average $200 per project
      2. Note1: Higher volume is the goal – we can scale the site to handle the volume at greater efficiency due to scale
      3. Note2: Initial costs will be high due to development needed. Infrastructure costs can be incremented through a back-end agreement with organizations such as Parse.com
2. Click-through advertising
   1. The “Connections” section of 3DP Diner has a social networking feature that allows logical grouping of business contexts such as Consumer-to-Consumer (C2C), Business-to-Business (B2B), and Business-to-Consumer (B2C). Within those constructs is a marketplace concept. Permitting tasteful advertising in these contexts provides a revenue stream based on purchases made or services exchanged. [***quantify***]
3. Targeted inbound advertising
   1. Utilize advanced analytics to target blogs and other quality content provided to direct custom advertising.
      1. This is a big field and can be very lucrative if done right
      2. This can also challenge our principles and must be managed carefully
4. Donations from individuals
   1. Trades and Professions community members are offered a free skills profile they can store on our cloud. We will have an API that makes this profile available to potential employers and other collaborators. They have the option to donate when signing up for the community.
      1. They also have education options presented as part of the skills tool – this is free too, but offers another opportunity for an optional **donation**.
   2. The option to donate is also given to Business Adopters and Enthusiasts at community sign up time.
5. Donations from organizations and institutions
   1. One of our founding principles is to capture and share data and information gathered from our website, applications, and organizational programs. We will seek grants and other monies that help us to do this.
   2. We will accept donations from for-profit corporations if we can assure full transparency and absolutely no preferential treatment.
6. Developing business processes
   1. The blog DIMx3 captures the development of a process to utilize 3D printing to visualize large data sets.
      1. Licensing – if we are successful in the development we could license it to businesses
   2. There is a shortage of standards for 3D printing. We could provide services in this sector and bill the consumer of the services.