Lean Canvas

The Problem

Top 3 Problems

In a large, distributed organization, owning many 3D printers:

- Administering useage
- Keeping track of printers and consumables
- Monitoring use and costs

Existing Alternatives

- doing nothing special, like if the printer was a piece of furniture
- Requesting periodic reports from each local administrator, from hand-gathered data

Your Solution

Top 3 Solutions

IoT enabled 3D printer allowing remote administration:

- service status: is it working?
- usage stats: how often and how is it used?
- consumables: filament used
- remote maintenance: new firmware/sw versions
- monitoring: pictures, filenames, users

Key Metrics

Key Activities You Measure

Adoption by large organizations, like school districts, enterprises

Unique Value Proposition

A Clear and Compelling Message

We build excellent 3D printers particularly suited for printing bureaus, school/universities and large organizations. They are part of an ecosystem comprised of printers, filament, slicing software, printing production software, and inventory/administration/reporting software

High Level Concept

Large, distributed organizations such as a state school district may purchase 3D printers for each school and needs to track that they are being used, whether they are working correctly, how much consumables (filament) is being used to ensure it is not stolen or that a classroom runs out of filament, etc.

Unfair Advantage

Your Differentiator

- No other 3D printers currently provide similar IoT capabilities and none are geared to education / large organizations.
- Well known and trusted brand name
- Deep company expertise in both 3dp and IoT

Channels

Path to Customers

- Advertising in wholesale distributor channels, education channels, 3D printing channels, trade magazines and portals, etc.

Customer Segments

Target Customers

- State or county school district
- University with several labs
- Large enterprise with distributed production facilities
- 3D printing services belonging to the same franchise

Early Adopters

They need to justify the correct use of their investment, since 3D printing in the large is a new, almost experimental activity.

Cost Structure

Customer acquisition costs, distribution costs, hosting, people, etc.

- Sales to distributors, who will then sell to end users and organizations.
- Costs: cloud services for managing data, like other IoT devices.

Revenue Streams

Revenue model, life time value, gross margin, etc.

- Equipment sales
- Consumable (filament) sales
- Support services - analytic reports, inventory tracking, automated administration
- Maintenance services
- Printing services