Strategic Decision Making in the 3D Printing Industry - A Robust Decision Making (RDM) analysis

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Why 3D Printing

Key Features of 3D printing

- 3D printing may

Why 3D Printing?

3D Printing is an emergint technology, but decision makers face uncertainty.

Positive Evidence

- 3D printing Industry has seen two digits growth consistently in the last few years;
- 3D printing is already reshaping supply chains across industries (e.g.: prothesis, aerospace, etc.);

Negative Evidence

- Major players have been observing declining profitability (e.g.: Stratasys, 3D Systems);
- Estimates of 3D printing growth diverge;

3D Printing Prospected Effects - Why do we Care?

Shaping events in the 3D Printing Industry

A confluence of events are

Patent Dynamics and Expiration

The FDM patent expiration in 2007

Strategies Played by Key Players

Leading 3D printing players (e.g. 3D Systems and Stratasys) historically have been adopting a closed-source strategy. However, the key event leading to 3D printing growth was patent expiration.

Dynamyc Hipothesis 1: Holding Patents m

A fourth level

Slide with Bullets

XLRM

Model

Case Generation

Scenario Discovery

Tradeoffs

Second Iteration

Final Thoughts

Slide with Plot