

## Harnessing the Power of Paper

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## **Project Overview & Task**

Machines that can be used for digital cutting, creasing, and packaging

The Euclid machine is their cornerstone product: a flexible machine that

creates items from cardstock in a variety of unique shapes



- Who are likely customers?
- What should we offer them?
- When and how should we approach them?
- What are the major cost components?
- Who are the current competitors?



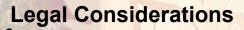
## Market Sizing & ROI

- The 3D printing capabilities allow for substantial cost savings over their potential competitors. We created a break-even analysis based on these competitors by compiling cost quotes from existing printers
- We created a flexible model based on the costs of inputs and market assumptions that can be modified based on updated information



## Building a Go-To-Market Strategy

- They needed a go-to-market strategy to facilitate the new market entry
- We created a go-to-market kit, including the following steps:
  - 1. 5 main industry portals for further market research
  - Large-scale 3D-printer distributors
  - 3. Third-party distributors for potential new clients
  - 4. Designers and mold producers
  - 5. Additive manufacturing tradeshows
  - 6. Concrete tradeshows



- Highcon wanted to be able to and secure "serious" commitments from clients interested in their new business line by having them sign a purchase order and pay a deposit. We created a draft purchase agreement/letter of intent for them that included a refundable deposit provision.
- Highcon wanted to be able to work with strategic partners to obtain feedback as they continued to develop their new technology. As such, we drafted a memorandum of understanding to formalize this relationship.

