

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
- Our task: explore new market entry into 3D printing
 - 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
 2. 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



Legal Considerations

- 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.