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.