

# INTRO

WHO ARE WE ?

OPEN3DENGINEERING.ORG

BERLIN

MORRIS WINKLER\_SOFT. ENGINEER

HUGO SILVA\_IND. DESIGNER

BRAM DE VRIES\_MECH. ENGINEER

# INTRO

WHAT DO WE DO?

R&D OPEN SOURCE 3D PRINTING

PRUSA I3 WORKSHOPS / KITS

# OPEN BUSINESS

WHY?

DESIGN IS DEFINITELY MORE  
FULLFILING THAN BUSINESS

A COMPANY IS A DESIGN  
PROJECT TOO

# OPEN BUSINESS

SHARING OUR COMPANY'S SOURCES HELPS...

PEER COMPANIES

EXPERTS AND PEERS OPINIONS

TRANSPARENCY TO CUSTOMERS

# OPEN BUSINESS

THE 3 M'S...

MANAGEMENT (TASKS & TIME)

MONEY (PROFIT PER UNIT)

MARKETING (INCREASE SALES & REVENUE)

# MANAGEMENT

HOW DO WE DO IT ?

LOW ORGANIZATION LEVEL

CONTINUOUS ONLINE CONTACT

HOME WORK

# MANAGEMENT

ORGANIZATION

WEEKLY MONDAY MEETING

PREPARATION AFTERNOONS

ANALYZE AND DEFINE GOALS MONTHLY

# MANAGEMENT

REALITY!

JIT DELIVERY

DEVELOP. PATHS TEND TO STRETCH



# MONEY

PER PRINTER...

€350 IN PARTS

BUY IN BULK FOR 20 UNITS

P.P. €800 P. UNIT

# MONEY

PER MONTH...

€180 R&D

€187 TOOLS

€300 FIXED COSTS

# MONEY

GOAL

TIGHT INCOME FOR 2 PERSONS

8 PRINTERS SOLD PER MONTH

# MONEY

SIDE NOTES

BOOKKEEPER , INSURANCE

TOOLS: GNU\_CASH , TURBO\_CASH ,

ERP\_NEXT

# MARKETING

REALITY!

LAST 2 MONTHS

2 PRINTERS PER MONTH

# MARKETING

GOALS

3<sup>RD</sup> PERSON

INCREASE INCOME

WEBSHOP [LAYDROP.COM](http://LAYDROP.COM)

# MARKETING

THE STRATEGY...

RE-DESIGN OF OUR PRODUCTS

LAUNCH ON SPECIALIZED SITES

CUSTOM EDITION LIMITED

VIDEO MANUAL PAKT PUBLISHING

CO-OP MAKER-FAIRE'S & FABLABS

# MARKETING

THE STRATEGY...

MARKET DESKTOP FDM PRINTERS

DLP-SLS PRINTERS

BIG PRINTERS & EXTRUDERS

DIVERSIFY CAMERA SLIDER



# CONCLUSION

HOPEFULLY MORE & MORE  
COMPANIES GET ON BOARD AND  
SHARE THEIR INFORMATION.  
BY DOING SO, WE ALL CAN LEARN  
FROM EACH OTHER'S MISTAKES  
AND SUCCESSEES...

# THANK YOU

DANKE - DANK JE - OBRIGADO

THE OPEN3DENGINEERING TEAM

OPEN3DENGINEERING.ORG

PETERSBURGER STRASSE 26

10249 BERLIN

TEL: 0157 346 516 27

FAX: 030 223 549 68