

Print Your STL, LLC

Founded by

Dr. John Emil Petersen III

<https://printyourstl.com>

(website under development)



Business Plan, as of 4/2/21

(subject to change)

## **Background**

With a market size of \$13.63 billion in 2020, Grand View Research (a market research company) predicts the 3D printing market size to nearly triple by 2027. Essentially, a 3D printer can print nearly any part designed with engineering software in a matter of hours – which can be extremely handy and helpful to a company’s bottom line, while prototyping. In addition, many everyday customers of such 3D printing businesses find designs made by other on sites such as thingiverse. While many attempt to enter this market, a significant percentage fail due to difficulty with hardware, software, or material selection. Dr. John Emil Petersen III, a materials scientist, physicist, and full stack developer by trade has extensive experience with all three key technical areas of importance. Further, he minored in business at the University of Texas at Austin, one of the premier business schools in the country, while being honored by ESADE – a top European business school – with an honorary business certificate.

While building prototypes for other businesses, John became extremely familiar with the polymer side of filament 3D printing, upgrading machinery and software, as he became more proficient. Print Your STL, LLC will focus on polymer prints in the near term, and as business expands, more sophisticated equipment will be purchased, such that metals and other more exotic materials may be printed for reasonable fees.

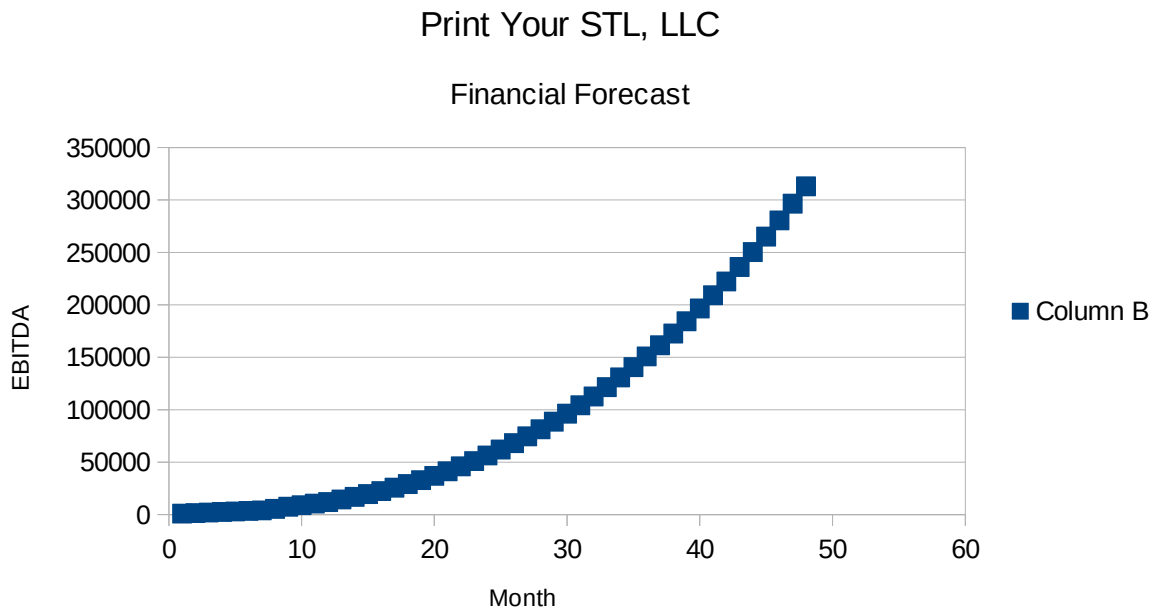
## Market Analysis

Many towns and even large cities have few if any options for 3D printing. For this reason, shipping prints around the country, which is quite simple, has particularly lucrative opportunity. That being said, Print Your STL, LLC will certainly help customers locally, in Miami, FL. While quite a few shops have opened up in the area recently, local sales will include personal contacts met from John's many hobbies. Further, advertising will focus on nationwide sales, and further details can be found in the financial section.

Major online competitors include Xometry and Shapeways, while many believe 3D Hub has ruined their business model. The UPS Store, along with other shipping or unrelated businesses have taken it upon themselves to enter the market, but are not known for their expertise nor convenience. Currently, according to Grand View Research (<https://www.grandviewresearch.com/industry-analysis/3d-printing-industry-analysis>) polymers dominate the (~\$15 billion) market, but as metal printers and sinterers become more affordable in the near future, metal printers are expected to have a greater growth rate and perhaps a greater profit margin.

## Financial Projections

With 3 printers, upgrades, supplies, utilities, depreciation of equipment, advertising and an office lease of roughly \$800 per month, monthly expenses equate to approximately \$1600/month. Even averaging only 3 prints per day, with an average cost per print being \$120, monthly revenue should exceed \$10,000 easily, after a few months, once advertising goals both online and on the street have been achieved, with an advertising budget of \$1200 per year. This will yield well over \$80,000 EBIDTA in the first year of operation. With further purchasing of equipment, expansion into metals, hiring interns and an administrator, accelerated growth is inevitable in an industry such as this. With a conservative multiple of 15 times forward earnings in year 5, the current value of Print Your STL, LLC can be approximated to be \$5 million.



*Figure 1: EBITDA predictions for first 48 months. For further details, contact the email at the beginning of this document.*