

Value Proposition

Xavier University's 3D Printing Center of Excellence provides the expertise you need for all aspects of 3D printing:

- Design • Development • Implementation •

We provide value by:

- Training in all aspects of design, development, & use • Researching and Providing Trend Analysis •
 - Promoting adoption of 3D printing • Engaging disrupted industries • Testing applications •
- Designing, prepping, printing and finishing 3D printable objects • Connecting to retail markets •

Customers and Revenues

CUSTOMER SEGMENTS

Academic Users

K-12 in STEAM/STEM
University Students
Other Ed. Institutions
Certificate seekers
Mass market

Industries Disrupted by 3D Printing

CPG
Consumer Electronics
Manufacturing
Healthcare
Artists

CHANNELS

Direct (Owned) Channels

Thought leadership
Education - classes, events, conferences, web
Consulting - B2B model

Operating in phases

raising awareness
evaluating products
purchasing products
after sales support

REVENUE STREAMS

Industry

Professional certificate fees
Licensing for companies
Leasing
Revenue Sharing

Education

Licensing Curricula
Professional certificate fees
Tuition / Lab / Class Fees
Accreditation Fees
Job placement fees (interns)

Consulting

Market Assesment
Go To Market Strategy
Implementation
Execution

CUSTOMER RELATIONSHIPS

Personal Assistance

provide direct interaction through education

Co-Creation

connecting customers (those we educate) directly with vendors (those who produce 3D printed objects)

Costs and Operations

KEY RESOURCES

Curricula Developers internal and external
Professors
Students
Startups
Hardware - printers from multiple providers
Other Thought Leaders

KEY ACTIVITIES

Training
Education
K-12 and Higher Ed
Publishing
Thought Leadership
Consulting

KEY PARTNERS

3D partners
Makerbot
Stratasys
3D Systems
HP
3Dprint.com
GE
Kodak
Polar3D
Simplify 3D
3DLT
Get3DSmart
3D printing upstarts
Konica-Minolta
Mimaki
Canon
Ricoh
Other Universities
Service Providers
Software Providers
Business School

COST STRUCTURE

Education

Licensing Curricula
Tuition / Lab / Class / Certificate Fees
Accreditation Fees
Job placement fees (interns)

Industry

Consulting Fees
Professional certificate fees
Licensing for companies
Leasing
Revenue Sharing