Interreg CENTRAL EUROPE
European Union
European Regional Development Fund

FabLabNet

PILOT ACTION EVALUATION

DT252 - PP3 - Partner Report on Pilot 2
Fablab 2 Industry

Version 2
05 2019

1. Short overview of the Pilot Action

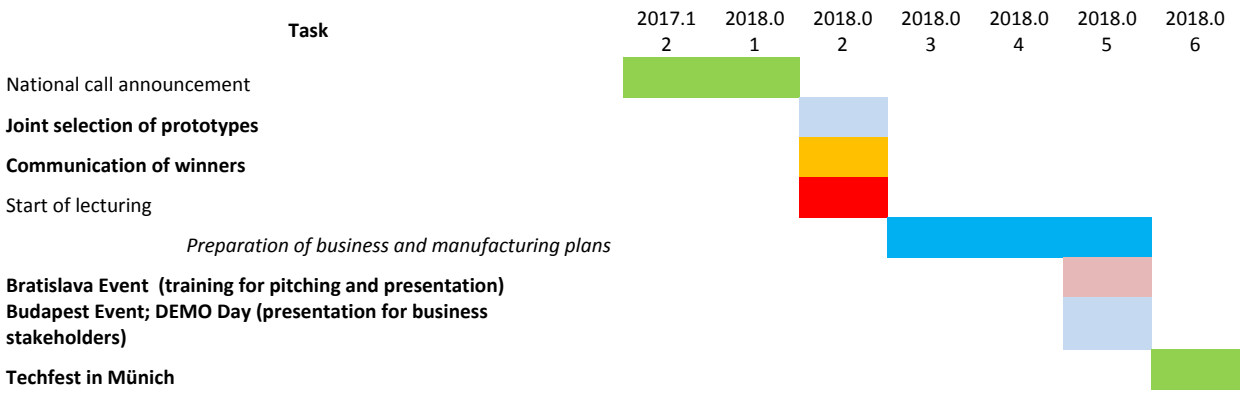
The Pilot Action supported mentoring and training of business development and entrepreneurship within the FabLab and the FabLab users as well by providing a supportive business environment to assist entrepreneurs to grow and develop small companies. One method of doing this is through expanding support for business incubation.

The Pilot Action aims were providing access to facilities and resources and collaborating on events and initiatives with other business incubators. The overriding aim was to extend the network cooperation with local business incubator, companies, deliver an effective national capacity for digital manufacturing ensure shared best practice. The Pilot Action was deliberately flexible to reflect and build upon the varying local offers for business incubation.

What we offered:

- a diverse business support offering, including business planning and strategy, IP protection and exploitation, financial management, marketing and market entry strategies;
- strategic opportunities for investor presentations;
- individual coaching and mentoring opportunities;
- incubated project business matchmaking;
- experts participants can learn from;
- Infrastructure that participants are able to use to build and develop;
- Test and measurement environment;
- Workshop space where participants can use any equipment we have (3D printer, CNC router, soldering station, oscilloscope, multimeters and many others);
- dynamic workflow where sharing and helping is essential;
- international network that participants can reach out to;
- inspiring community that participants can always ask from;
- exhibition opportunity that participants can use to present their project;
- media exposure that they can use to make their work viral access to partners and investors;

The timeline of the Pilot Action was the following:



The teams were:

Platio - Solar Paving

“Platio” is an unconventional, primarily outdoor energy producing, modular paving system optionally equipped with information technological functions. Platio provides an aesthetic and space-saving off-grid renewable energy system by integrating high-performance solar cells into attractive sidewalk paving elements made of recycled plastic. Electricity generated during sunshine hours can be stored by energy saving units or be used to operate functions integrated into the pavement or nearby electric devices of public places (public lighting, traffic control systems, other energy consuming street contrivances) independently from the grid.

Malinko - Sustainable bags and accessories

Malinko was founded in 2018. Their goal was the desire to do something for a sustainable future, as designers. They are committed to conscious design. Their motivation is to create products for you, that can be recycled. The products are created with care, in Budapest while putting great emphasis on minimizing waste and reducing our ecological footprint during each stage of the production process. Pure, chemical-free materials, such as vegetable-tanned leather and 100% organic textiles, which do not harm the environment nor your health, are being used.

Lacunae Design - 3D printed parametric jewelry

Lacunae Design is a new concept and brand of Dániel Kiskéry, a student of MOME Moholy-Nagy University of Art and Design, Design Institute. Dániel creates parametrically designed fashion items; jewelry and conceptual clothing with 3D printing and laser cutting, including innovative solutions such as LED lights. His most important project was HEXUBI, which was managed

through MOME Digital Craft Lab's manufacturing research category. He is also known as an ambassador for Digital Craft Lab in cooperation with FabLab Budapest.

The experts were:

- **Patrick McCULLOUGH;** Singularity University – Picthing and presentation
- **Tamás WEISZBART**; White Summers European Office - legal aspect of being invested
- **Simon FORGÁCS**; Monolamp - Hints to successful crowdfunding
- **Adam LIPÉCZ**; FabLab Budapest – Going to production
- **David PAP**; FabLab Budapest – Digital Manufacturing

2. Process

The selected teams had the chance to participate in a lecture session where they have learned about the following topics:

Lecture No1: What We Now Know

- History of a Corporation
- Startups Are Not Smaller Versions of Large Companies
- Waterfall Development
- SCRUM and AGILE Development
- Customer vs. Product Development
- Entrepreneurial Education

Lecture No2: Business Models and Customer Development

- Value Proposition
- Customer Segments
- Revenue Streams
- Key Resources
- Customer Development Processes
- Minimum Viable Product
- Market Opportunity Analysis

Lecture No3: Value Proposition

- Value Proposition and the Minimum Viable Product
- Customer Archetype
- MVP Physical & Web/Mobile
- Common Mistakes With Value Proposition

Lecture No4.: Customer Segments

- Product Market Fit
- Rank and Day in the Life
- Multiple Customer Segments
- Market Types Introduction: Existing, Resegmented, New, Clone
- Consequences of Not Understanding a Market

Lecture No5.: Channels

- Distribution Channels Overview
- Web Distribution
- Physical Distribution
- Direct Channel Fit
- Indirect Channel Economics
- OEM Channel Economics

Lecture No6.: Customer Relationships

- Paid Demand Creation
- Earned Demand Creation
- Get Physical
- Viral Loop
- Web Customer Acquisition Costs

Lecture No7.: Revenue Models

- How Do You Make Money
- Revenue Streams and Price
- Direct and Ancillary Models
- Common Startup Mistakes
- Market Types and Pricing
- Single and Multiple Side Markets
- Revenue First Companies
- Market Size and Share

Lecture No8.: Partners

- Partner Definition
- Partner Resources
- Partner Types
- Greatest Strategic Alliance
- Joint Business Development

Lecture No9.: Resources, Activities and Costs

- Four Critical Resources
- Financial Resources
- Human Resources
- Qualified Employees and Culture
- **Intellectual Property Overview**

Lecture No10.: Crowdfunding

- What is Crowdfunding
- Crowdfunding platforms
- The risks and rewards of taking advantage of crowdfunding
- Choosing the right crowdfunding platform
- How to create and manage a crowdfunding campaign
- Communication in a crowdfunding campaign

Lecture No11.: Branding

- Importance of branding
- What Should a Brand Do?

- Branding and Understanding Your Customer
- How to Evaluate Your Brand?
- Tools you need to know, need to use

3. Outcomes

The primary outcome was three projects with developed manufacturing and business plan. The project owners learned about digital fabrication and embedded it into their development or production workflow. We learned how to coach and streamline projects within the FabLab and how to prepare them to make their first steps to their customers and investors.

The breakdown of the outcomes by projects are:

PLATIO

The team was able to create an advanced market-ready prototype using the mindset and the tools of the FabLab. During the mentoring period, the business concept has been reshaped and, business cases, and the financial plan has been developed to a level, where they can go for venture capital to their business. Present days they are manufacturing plastic parts at the FabLab, so the cooperation is still going on.

MALINKO

The team has gained a skillset of how to design and how to apply digital manufacturing (mostly CNC milling) to their fashion accessories brand. The business concept has been reshaped and, business cases and the financial plan has been developed. Present days they are manufacturing wood parts at the FabLab, so the cooperation is still going on.

LACUNAE DESIGN

The team has gained a skillset of how to design and how to apply digital manufacturing (mostly 3D printing) to their fashion accessories brand. The business concept has been reshaped and, business cases and the financial plan has been developed.

4. Sustainability

We created a model which can be repeated and implemented at our Lab and within the FabLab Network. At the FabLab we will use the knowledge and the lecture materials to keep up the business mentoring activities. Also, the mentoring activities helped us **to start a University lecture at the Budapest University of Design (MOME) called "Digital manufacturing in practice"** where university students are learning about the LiveCycle of the incubated projects.

In the future, we are looking for a way how to cooperate with others PPs to bring incubated projects to them. We aim to use the advanced infrastructure of PP10 (MakerSpace, DE) to help our plan to create more advanced prototypes.