

# TWIKIT

**TSM Europe 2013: Ghent iMinds  
Company Presentation**

Done By: Calcy Tay | Siti Mardiana Tumadi

# TWIKIT

“We see ourselves as an exponent of the ‘maker’ era with a strong consumer oriented point of view. We want people to tweak and build products in the **easiest way possible**. Everybody can tweak and customize designs using our intuitive configurator.”

“The online platform offers people to order their creations made with the best 3D printing technology. Our goal is to bring some making **in the hands of consumers**. Which will definitely lead to yet unknown applications.”

# SWOT ANALYSIS

## Strength

- Simplicity of the ordering process
- Personalization
- Strong recognition
- Acquisition of tech know-hows

## Opportunities

- Expand: Asia – Singapore, targeting polytechnics, design schools and trendy individuals (Aged between 21 and 35)
- QaDIM: Add a feature (3-5 fonts)

## Weakness

- Limited materials available
- Limited designs options

## Threats

- Competition in Europe and Asia
- Europe: Sculpteo, Freshfiber
- Singapore: 3D Printers, 3D Matters



# OPPORTUNITIES

- Expand: Education/academic institutions
  - Polytechnics and Design schools
    - Eg. Ngee Ann Polytechnic, School of The Arts in Singapore
    - Prototypes for building architecture
- Expand: Market Segmentation
  - Trendy individuals (Aged between 21 and 35)
  - Targeted at people who are more willing to pay for customization
  - Higher spending power → goes for product differentiation
- QaDIM: Add a feature (3-5 fonts)
  - Eg. Calibri, Comic Sans, Arial

# INDUSTRY ANALYSIS

## Worldwide View

- 3D printer themselves have been around for >20 years
- Improving technology and falling prices → within reach of SME, startups and individuals
- Mass customization is poised to turn manufacturing on its head and revolutionize business
- Digital experiences are growing to influence customer expectations (Gownder, 2011)

## 3D Printing

- 3D printing technology is worth US \$4 billion globally and it is set to grow by about 20 per cent in the next 10 years (CNA, 2013)
- Worldwide market for 3D printing is thus expected to double by more than \$6 billion by 2019 (Nowak, Corporate Knights Magazine, 2013)

# SINGAPORE'S POTENTIAL

## Opportunities

- Singapore's Inside 3D Printing Conference & Expo in Oct 2013
  - 1st B2B 3D printing tradeshow in the Asia-Pacific region
  - Opportunity to network with leading 3D printing companies and manufacturers
  - High customer exposure
- Increasing affluence in Asia-Pacific for customized products

## 3D Printing

- Strong government support
  - Part of Future of Manufacturing programme to embrace disruptive technologies and new business models (PrintWorldAsia, 2013)
- Singapore hopes to catch up with the US and Europe in this field (CNA, 2013)
  - Will pump in S\$500 million over the next five years

# COMPETITOR ANALYSIS

	Twikit (Create unique 3D printed products)	3D Printers (Provides 3D printers, IT customized solutions and hardware trading)	3D Matters (3D printing solutions provider)
Main strength of company	Simplified model of ordering process	Wide range of 3D printing products and services	Co-founder has in-depth knowledge of the engineering industry
Main target consumers	People looking for customised products, with a focus on flowers and awards	People looking for customised products	People looking for customised products, with a focus on architectural prototypes and miniature figurines
Distribution channels	Online, partnership with other companies that serve as a shop front	Store front	Store front
Product innovation	Low	High	High

## Adaptation required:

- Market research to find out what 3D products Singaporeans would like
- Store front, to reduce waiting time of parcel post

# TWIKIT

THANK YOU! Q & A