



# LUMERIC™ Project Summaries

**Project Type:**

Growth Strategy

**Sector:** Industrial / Additive  
Manufacturing / 3D printing

**Company Size:** <\$1m

**Company Position:**

New Entrant

**Client Level:**

CEO

**The Critical Decision:**


Which sectors should this recently established additive manufacturer (3D print provider) focus its limited sales and marketing resources on for growth?

**The Answer:**

The company should concentrate its business development assets in several segments which are completely underserved by this emerging technology including automotive, industrial equipment and machinery and MRO

**The Discussion:**

The client is a US based contract manufacturer offering rapid prototyping and short-run additive manufacturing (3D printing) services to US based manufacturers. The company was recently started by several individuals with significant experience in strategically sourcing traditional manufacturing services in the US and overseas. They wanted to identify and prioritize underserved opportunities in the market that would be highly receptive to the benefits of this new technology.

Lumeric conducted a set of in-depth, one-on-one interviews with industry experts and potential customers in relevant sectors where additive manufacturing had limited to no adoption. These interviews showed that a majority of the potential customers had limited exposure to the technology and/or did not completely grasp how to effectively integrate it into product development and production. Once exposed to the potential benefits, many were interested in learning more and they were prioritized by sector and overall level of interest. 

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