The Virtual Foundry
1471 US Hwy 51
Stoughton WI 53589, USA
www.thevirtualfoundry.com

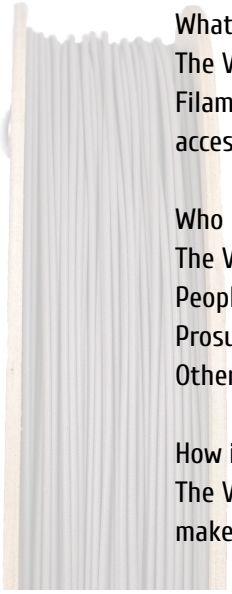
# Business Plan

What if you could get any metal into any arbitrary shape you wanted?
You can do it and you can do it now.

The Virtual Foundry is a materials company with a focus on making metal manufacturing accessible. The Virtual Foundry does this today through the production of Filamet™ branded metal and ceramic 3D printing filament materials. With a growing list of stock materials and custom material options, The Virtual Foundry is furthering scientific advancements and democratizing manufacturing.

3D printing is the harbinger of the next manufacturing revolution. The future will see a 3D printer in every home and The Virtual Foundry is the leader in low-tech metal manufacturing.

## Customer Problem / The Virtual Foundry Solution



What we sell:
The Virtual Foundry sells metal, glass, ceramic and custom 3D printing filament materials (brand name Filamet™) that work in common, off-the-shelf 3D printers as well as a full complement of hardware and accessories for use with that product.

Who buys it:
The Virtual Foundry has three main groups of customers:
People engaged in research - e.g., engineering students, national labs, military research labs
Prosumers - folks who like to invest in their hobbies
Others in Additive Manufacturing - companies that make parts for others

How it helps people:
The Virtual Foundry's innovative product and flexible, patented process enable people at home or in the lab to make metal parts on a budget. It's a whole new way to solve old, unsolvable problems.

## Business Model

How we mainly make money:
The Virtual Foundry charges per unit for a physical product. Most sales are made through our ecommerce platform https://shop.thevirtualfoundry.com/
Some sales are made through consultation and invoicing.

The balance of sales are made through our distributor network located in Brazil, Canada, Spain, and the USA.

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The Virtual Foundry makes custom filament materials by request. Past custom builds include molybdenum, bismuth, commercially pure titanium, and others.
Licensing the technology is an option for the future.

## The Market

Market size:
Metal 3D printing: $7.73B
Higher Ed Technology: $77.66B

Our competitive advantage:
Price - get the same result at under $10k that our competitors get at $200k+
Control - every other metal AM option limits your control at various stages of the process
Flexibility - change variables to get the results you want, perfect for research
Choice - use the hardware and equipment of your choice
Safety - every other metal AM option requires the use of chemicals or metal powder where TVF does not
Security - keep your parts secret, out of the cloud and in-house

## Marketing and Sales

Our marketing strategy:
Website, SEO, Social Media, Email Marketing, Webinars, YouTube Channel, Trade Shows
We work to create a sense of community around the technology and the company. We put our personalities out front so people know they're buying from real people.
The Virtual Foundry's distributors do their own marketing as well.

## Management Team

Brad Woods, Visionary and Inventor. Woods developed the Filamet™ product and process in his basement through his background in metallurgy and software engineering. Woods manages everything related to the product itself and all R&D activities.

Austin Triggs, President. With over seven years of TVF history and 3D printing knowledge under his belt, Austin manages business operations for The Virtual Foundry.

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## Partnerships

Resellers Active:

| | |
|---|---|
| Brazil | Wishbox Technologies |
| Canada | Canadian Additive Manufacturing Solutions |
| Spain | Filament2Print |
| USA | 3D Universe |
| USA | MatterHackers |
| USA | Online Metals |

Partnerships Active:

| | |
|---|---|
| Hungary | University of Pecs - Material testing for medical applications |
| USA | Vulcan GMS - Joint Venture: Rapid 3DShield |
| USA | Levil Technology - Metal 3D Printing Systems sold into higher ed |
| USA | Astroport Space Technologies - Basalt Moon Dust Filamet™ |
| USA | The Ohio State University - Metal Printing and Sintering in the Vacuum of Space |

Service Partners Active:

| | |
|---|---|
| Canada | Canadian Additive Manufacturing Solutions: Print and Sinter Services |
| USA | Sapphire 3D Technologies: Print and Sinter Services |
| USA | Sunnyday Technologies: Print and Sinter Services |