



INTERREG IVC  
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EUROPEAN REGIONAL  
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# TRAINING SESSION FOR POLICY MAKERS AND PRACTITIONERS

Smart Makers Entrepreneurial Regional Ecosystem

## AGORADA 2014+

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[www.know-hub.eu](http://www.know-hub.eu)



Reindustrialisation base

Productive investment  
(production & equipment)

Big data mining

Physical distribution  
networks

Small series outsourcing production  
3D printing hubs

Entrepreneurship

e-commerce platforms

Technology  
validation

Smart Makers  
Regional  
Ecosystem

Makers  
and research results  
pre-  
commercialisation

Smart Makers  
Regional  
Ecosystem

Market & business  
plan validation

FabLab

Crowdfunding platform

Business model  
validation

Incubation  
Accelerators  
Proof of concept  
Market intelligence

Entrepreneurial  
culture and first  
support

Formal banking  
Equity  
Business angel funding





Smart Makers Ecosystem

Social media

**CROWDFUNDING**

Marketing based on big data analysis

FABLAB

3D PRINTING HUB

e-COMMERCE PLATFORM

IDEA

PROTOTYPE

MANUFACTURING

STORAGE

DISTRIBUTION

CLIENT

“Classic” Ecosystem

**TRANSPORT BANKS  
GUARANTEES  
REAL ESTATE  
VENTURE CAPITAL**





# BENEFITS OF THE SMART MAKERS ECO-SYSTEM

Ecosystem ingredients	Benefits for entrepreneurs	Benefits for citizens	Public authority interventions
Fablabs	<ul style="list-style-type: none"> <li>Prototype production facility</li> <li>Prototyping expert support</li> <li>Low production costs</li> </ul>	<ul style="list-style-type: none"> <li>Delivering creativity</li> <li>Interest in entrepreneurship</li> <li>Object customisation</li> </ul>	<ul style="list-style-type: none"> <li>Support to buy equipment</li> <li>Support for mentoring/ coaching provision</li> <li>Participation in PPPs to develop fablab-type infrastructure</li> </ul>
3D printing hubs E-sourcing platforms	<ul style="list-style-type: none"> <li>Flexible access to small-series production tools</li> </ul>		<ul style="list-style-type: none"> <li>Support for businesses providing 3D printing services</li> </ul>
Crowdfunding platforms	<ul style="list-style-type: none"> <li>Access to different (pre)seed finance formats, peer-to-peer lending and presales</li> <li>Crowdfunding provides entrepreneurs with information about the market and also often about their first clients</li> </ul>	<ul style="list-style-type: none"> <li>Support for emotion-based projects</li> <li>Pre-purchasing</li> <li>Financing of business projects</li> <li>Communication with entrepreneurs</li> </ul>	<ul style="list-style-type: none"> <li>Investment in co-financing funds</li> </ul>
E-commerce platforms	<ul style="list-style-type: none"> <li>Access to local and global clients without the need to invest in a distribution system</li> </ul>	<ul style="list-style-type: none"> <li>Buying products through dematerialised commercial channels</li> </ul>	<ul style="list-style-type: none"> <li>Verifying the usefulness of a space to promote regional products, including from within a generic platform</li> <li>Advising entrepreneurs on how to leverage e-commerce</li> </ul>



# WHO ARE THE PLAYERS?

- ❑ FabLabs: 52 FabLabs accredited by MIT + non-MIT initiatives (i.e. France 16)
- ❑ 3D printing hubs:
  - ✓ France: Sculpteo ([www.sculpteo.com](http://www.sculpteo.com)), which opened a subsidiary in San Francisco;
  - ✓ Belgium: Materialise ([www.materialise.com](http://www.materialise.com)) is the hub of a global network;
  - ✓ The Netherlands: Shapeways ([www.shapeways.com](http://www.shapeways.com)) and TIM – The Innovative Modelmakers ([www.timmodelmakers.nl/index.php?lid=2](http://www.timmodelmakers.nl/index.php?lid=2));
  - ✓ Also noteworthy is Ponoko ([www.ponoko.com](http://www.ponoko.com)), a group based in New Zealand with subsidiaries in London (UK), Milan (I) and Berlin (D) as well as in California.
- ❑ 3D printing retail: Auchan (FR), LaPoste (FR), Modell’o Print Shop (BE), ...
- ❑ Crowdfunding platforms: around 200 crowdfunding platforms operating in Europe – presale: KissKissBankBank (FR), Peoplfund.it (UK), Wiseed, Ulule (FR), Sonicangel (BE)- venture capital: Symbid (NL), CrowdCube (UK), Seedmatch (DE), My Micro Invest (BE), Seedrs (UK) and Anaxago (FR)- peer-to-peer lending: Babylon (FR), Funding Circle (UK), Zopa (UK) and Smava (DE).
- ❑ e-Commerce platforms: “**M2C**” market: Etsy (US); DaWanda (DE); ALittleMarket (FR); Folksy (UK); Not Mass Produced (UK); My Own Creation (UK); WowThankYou (UK); FishingGear.com (USA); ArtFire (US).

## SOME FIGURES (1)

- ❑ Kickstarter (crowdfunding platform) supported 132 000 projects, of which 57 000 projects by raising 1 bn of US \$ between 2009 and 2013. The number of failed initiatives is 75 000. After 10 months in 2014, 17 000 projects were funded for 500 000 000 US \$.
- ❑ French promising 3D printing machine producers Phenix Systems was bought by US 3D Systems for “only” 15 mio of US \$ without any “emotions” of French investors, nor from European ones, nor from intermediary organisations
- ❑ DaWanda offers 280 000 contributors/creators. 10 000 new articles are introduced on the market per day via this platform.
- ❑ A Little Market 100 000 creators in total.
- ❑ 250 specialised commerce platforms are already operating

## SOME FIGURES (2)

- ❑ Crowdcube: to date 160 projects funded for 72 000 000 UK £ (average 450 000 UK £). 25 % are start-ups, 112 000 investors but 65 % of the investors are living in London.
- ❑ Wised: 34 start-ups funded; 6.5 million € invested (200 000 € in average). 22 000 investors registered in the database. 10 projects submitted to the investors' attention per month.
- ❑ Etsy volume of sales in 2013 – 1.35 billion US \$; 5 000 000 items sold per month at an average price of 21.5 US \$. Type of article most sold: jewelry and vintage items. At the end of February 2014 it was a Slovakian creator who was the most popular seller on Etsy.
- ❑ Public support to element of the Smart Makers ecosystem:
  - ✓ Youngstown (USA), Chengdu (CN), Singapore: 3D printing excellence centers
  - ✓ Anchorage Makers Community (Alaska): 214 members
  - ✓ Cluster of 3D printing (new materials) in Champagne-Ardennes
  - ✓ French Ministry for Research call for supporting the creation of FabLabs
  - ✓ Bielsko-Biala RDA opened the first FabLab in southern Poland (end March 2014)





# FROM SMART MAKERS TO INDUSTRIALISATION (1)

- ❑ 3D-printing will indeed allow to take advantage of:
  - ✓ robotisation of complex shapes
  - ✓ lowering the volume to be produced to reach the break even point
  - ✓ making products easier to be repaired and thus proposing a longer lifetime
  - ✓ creating personalised items, customers will become designers
  - ✓ lowering entry costs for niche producers
  - ✓ quicker delivery of customised products
  - ✓ mass production of personalised items allowing to move from a choice of different options to the production of a unique individualised one.
- ❑ 3D-printing will also offer SMEs a new position in their sectorial value chain.



# FROM SMART MAKERS TO INDUSTRIALISATION (2)

□ The 3D-printing technology will obviously impact sectors/activities such as:

- ✓ manufacture (Boeing is already producing 200 parts with that technology);
- ✓ construction (project to build a whole house)
- ✓ health care (producing human cells)
- ✓ after care and repair industry
- ✓ use of new materials in industry
- ✓ fashion and jewellery
- ✓ agro-food and cooking
- ✓ toys
- ✓ home conveniences

NB: impact on the environment and location of factories: less logistics, longer lifespans, less waste , less unsold products.



KNOW  
HUB

***THANKS FOR YOUR INTEREST!***

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