

High Potential Initiatives Profiles

1 Accelerator

FABulous



2 Project and Organization

MULTIFAB
MIMETRICA DISEÑO A TU MEDIDA S.L.



2.1 Country

Spain

2.2 Project Abstract

MULTIFAB provides a multi fabrication platform that offers through a single application a wide range of digital fabrication technologies with instant quoting and a social platform, connecting the DIYERS (Do it Yourself) community and manufacturing knowledge.

2.3 Sector

Consumer DIY/design, MANUFACTURING

2.4 Target Market

The application is directed to the recently growing community of DIYERS (B2C) with professional or non professional profiles: craftsmanship, designers, engineers, carpenters, architects who have the need to produce an idea and need to use one or more technologies such as 3D Printing, Cnc, Laser Cutting, and more. As a multifaceted platform, digital fabrication providers will also become (B2B) customers, although these customers will be added through a quality selection process.

Apart from direct channels (web and social platforms), Multifab will also leverage web positioning: advertising low prices, multiple technology with a great service and effortless process to order online fabrication services. The goal is to generate explanatory videos on how the service works in different categories and market it in makers-DIYERS forums and blogs. Also, in order to build awareness of the service the company will create alliances with craftsmanship, designers, engineers, carpenters, architects that will become the pioneer-customers of its fab-service, so it can build improvements on this experiences, and use this experiences to build Community.

2.5 Business Model

Multifab revenue system is multidirectional and it comes from:

- Single Item Purchase Fabrication: the customer orders a fabrication service a single time within the platform.

MULTIFAB FIWARE Short Profile

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- Single Upgraded Support: the customer orders the upgraded support service a single time in order to obtain professional support for the preparation of files, creation of the 3d-2d files, engineering support for mecanization, etc.
- Single Item Master Class: the customers attends a single Fabrication Master Class in order to acquire relevant knowledge and certification of Multifab from that Master Class.
- Subscription to Upgraded Support: the customer pays for a 3 month, 6 month or 12 month upgraded support service in order to obtain professional support for preparation of files, creation of the 3d-2d files, engineering support for mecanization, etc. This subscription will allow the customer to save money and get better fabrication service deals.
- Subscription to Upgraded Knowledge: the customer pays for a 3 month, 6 month or 12 month upgraded knowledge in order to have access better deals for Master Classes and free online live conferences from professionals, events etc
- Subscription to a Fabrication Service: the customer pays for a 3 month, 6 month or 12 month upgraded fabrication service, where they can save money and get better fabrication deals. Also with this subscription you can access free online conferences, etc.

SMART CITY SOLUTION	NO
CLOUD SOLUTION	NO
SOCIAL MEDIA SOLUTION	YES
MOBILE SOLUTION	NO
BIG DATA/ANALYTICS SOLUTION	NO
IOT	NO

2.6 Website

<http://multifab.eu/>