

3D PRINTING CONFERENCE INNOVATION, MODELLING, APPLICATION & IMPLEMENTATION

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Emotional marketing for advanced 3D printing technologies

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Since 2012, 3D Printing has moved beyond prototyping. Companies and individuals are continuously innovating in the space and we are moving beyond FDM and SLA Printing. We are moving towards gel printing and so much more. To sustain competitive advantage and create transformational value proposition for end users, companies need to create powerful, emotional and differentiable messages. These messages MUST align with the core of the 3D printing technology users. An analysis for cleansing the core with innovative thought leadership uses powerful models such

as balanced scorecards, 5 forces analysis for industries, value chain analysis and growth share matrices. This paper also details on the innovative thought leadership technique applied to a startup 3D Printing company.

Speaker Biography

Rahul Anand after working with Google for over 2 years, he pursued his dream of strategic innovation and entrepreneurship by finding The Ideas Maker and building his own FDM 3D printer. His bio was published by Rutgers University where he was also awarded the Student Entrepreneur of Year 2016.

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