

The future of products

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WWW.PONOKO.COM

12 Ways to Boost Profits

Inc.

PAGE 91

The Magazine for Growing Companies

MOVE OVER, CHINA!

The future of manufacturing is alive in a five-person shop in Wellington, New Zealand.

Think cheap, quick, green, and global. And everything's made to order

BY MAX CHAFKIN



HOW I DID IT
**WOLFGANG
PUCK'S
SMARTEST
DECISION**

PAGE 86

CASE STUDY
How much
is your product
really worth?

PAGE 54

NEW!
IMPROVED!
**THE
HIGH-TECH
BODY**

PAGE 76

WHO'S NEXT
Our Annual
Under 30
Shortlist

PAGE 70

**DAVID
TEN HAVE
OF PONOKO:**
Making it easy
for anybody
to make
(and sell)
stuff

What happens when ...

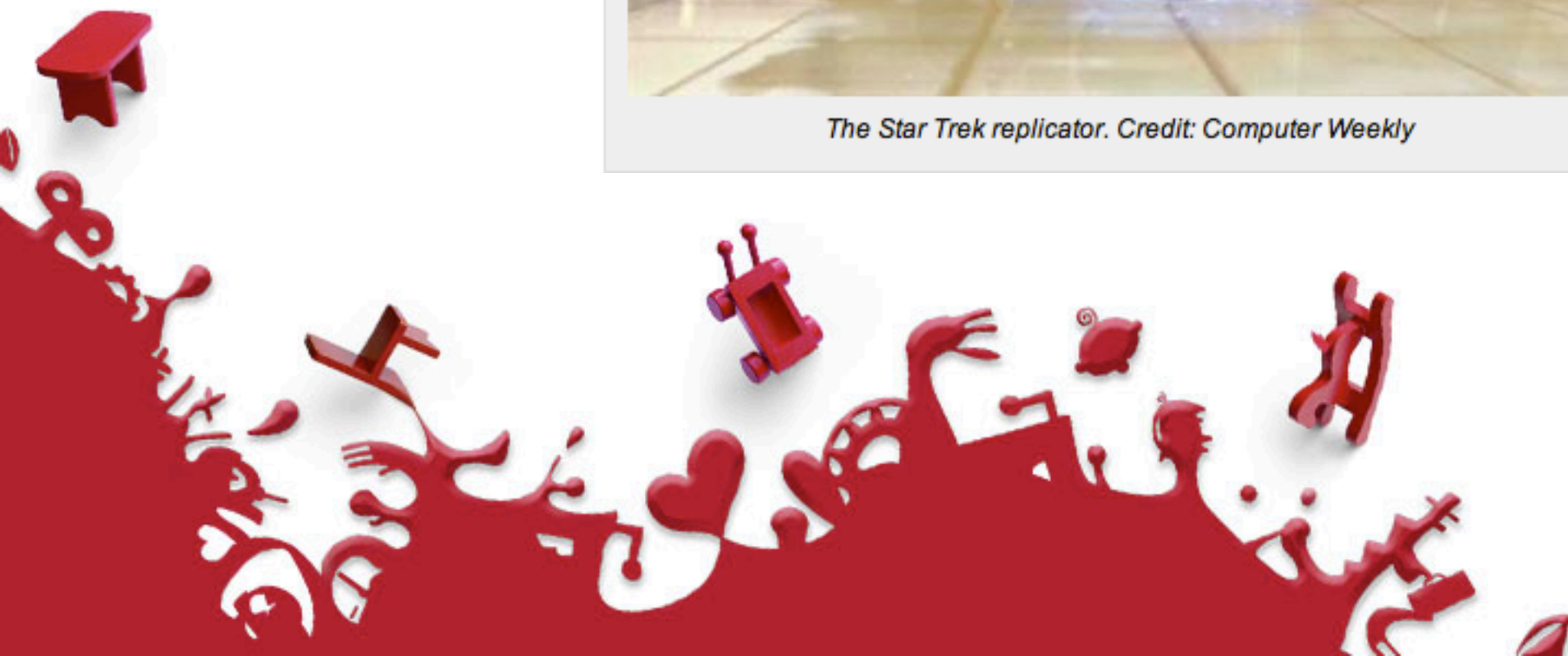
- The cost of oil sky rockets?
- The cost of carbon is priced in goods?
- Consumers expect individualization?



Distributed manufacturing



The Star Trek replicator. Credit: Computer Weekly



From bits to atoms ...

- 2001: Digital music files – iTunes
- 2004: Digital photo files – Flickr
- 2005: Digital video files – YouTube
- 2007: Digital product kits – Ponoko



Quick facts

- Offices:** San Francisco & Wellington
- 14:** Fabbers – USA, EU, NZ
- 50,000:** Personal Factory accounts
- 100,000:** Custom goods made



Personal Factory[™]

Turn ideas into custom goods

Ponoko[®]
WWW.PONOKO.COM

Turn your ideas into custom goods



Your ideas

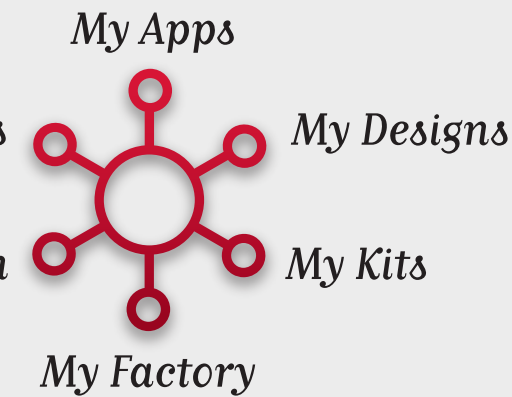


Personal Factory™



App Gateway

"I want to make a custom ..."



My Factory

Making Platform

Creates & distributes digital product kits



Making Network

Make real products locally



Custom goods



1: App Gateway

Create & export product designs



Get Ready to Make Something

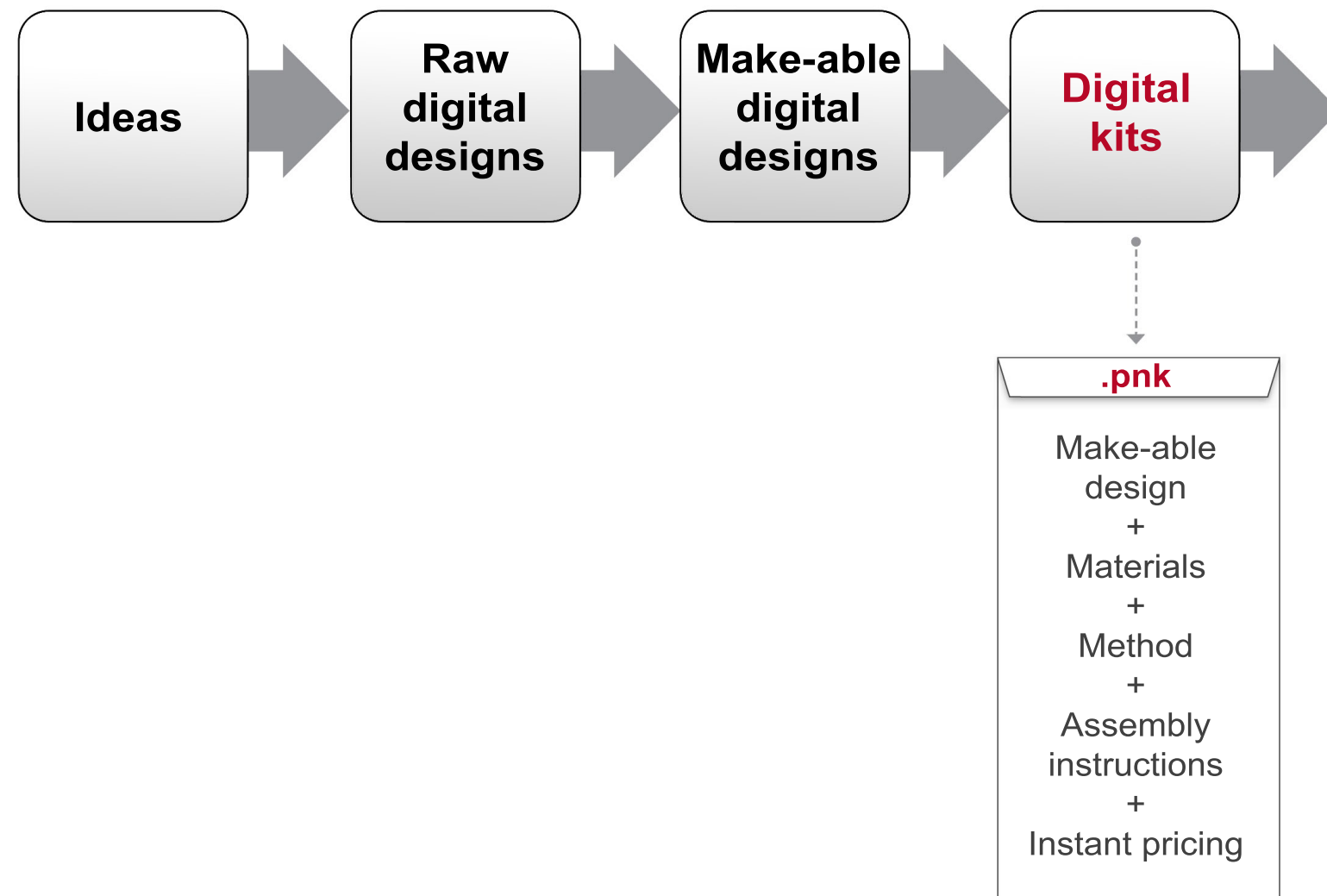
Autodesk 123D is free 3D modeling software integrated with content and fabrication services.

[Download](#)



2: Making Platform

Create & distribute 'Digital Product Kits'



3: Making Network

Receive & manage pre-paid making jobs

The screenshot displays the 3D Systems website interface. At the top left is the 3D Systems logo. To its right is a navigation menu with links: [About Us](#) | [Newsroom](#) | [Support](#) | [Investor Relations](#) | [Where to Buy](#) | [Contact](#) | 803.326.3900. Below the logo is a search bar with the text "Google™ Custom Search" and a "Go" button. A secondary navigation bar contains five categories: [Personal 3D Printers](#), [Professional 3D Printers](#), [Production 3D Printers](#), [On Demand 3D Parts](#), and [Design Productivity Tools](#).

The main content area features a large image of a young woman pointing at a 3D printer. Overlaid on this image is the text: **Captivate**
Engaging students of all ages ...
3D printing can
[Read more »](#)

Below the image is a series of seven small square icons, with the fourth one highlighted in blue.

On the right side of the page, there is a sidebar with three expandable sections: **News**, **Connect With Us**, and **3D Content**. The **3D Content** section is expanded, showing the following text: "3D Content will democratize access and help accelerate the adoption of 3D printing" and "With affordable, easy to use 3D Content-To-Print tools we will start a 3D revolution." Below this text is a [READ MORE](#) button and a globe icon.

FAB LAB Personal Factory

Receive & manage pre-paid making jobs

- * Auto design checking ... 90% less labor
- * Instant online pricing ... No manual quoting
- * Pre-pay online ... No chasing payments
- * Online materials catalog ... No waste



FAB LAB Personal Factory

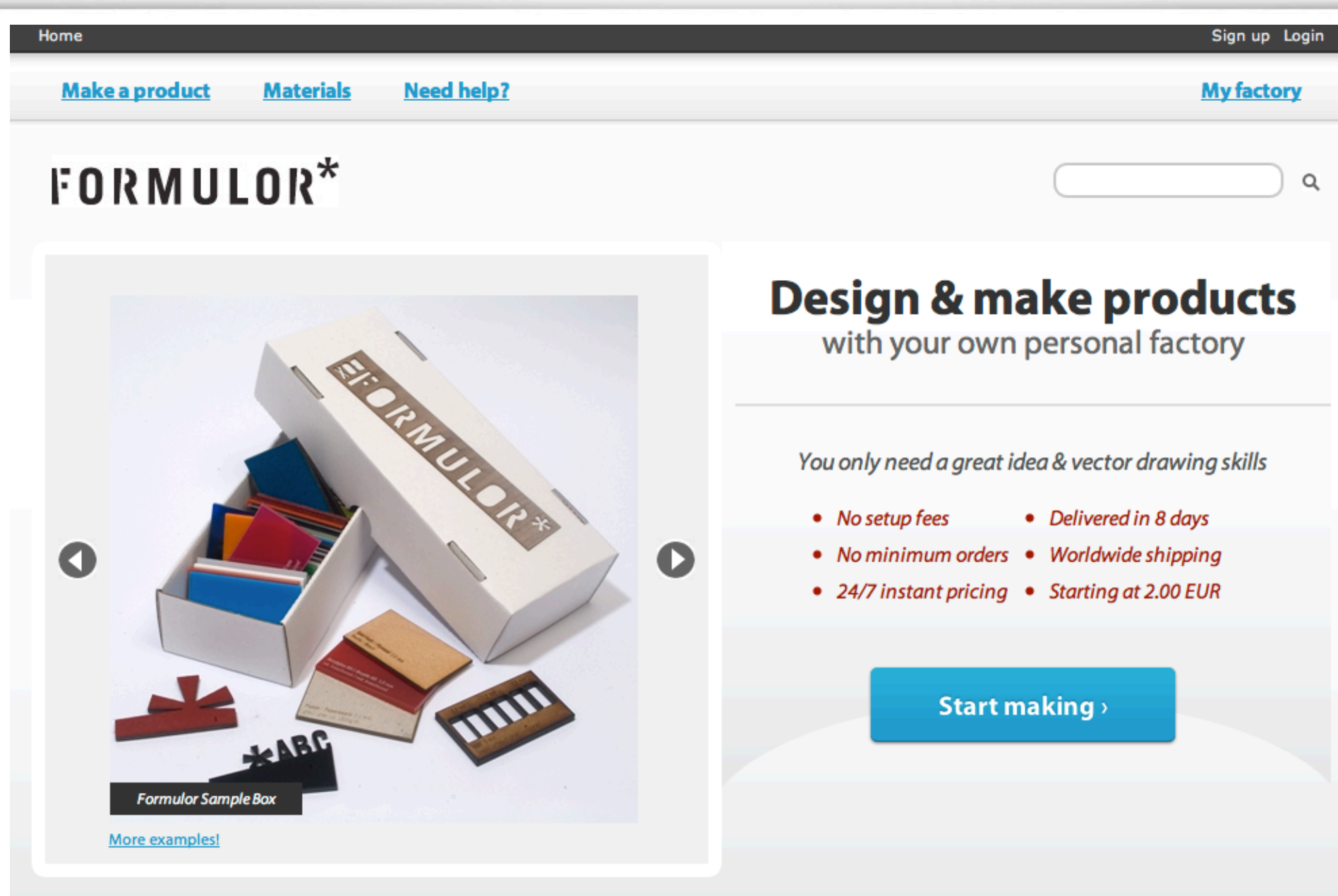
Receive & manage pre-paid making jobs

- * Job management system ... No lost jobs
- * Global shipping system ... No manual quoting
- * CRM system ... Less cost care



Case study

Formulor – Berlin, Germany



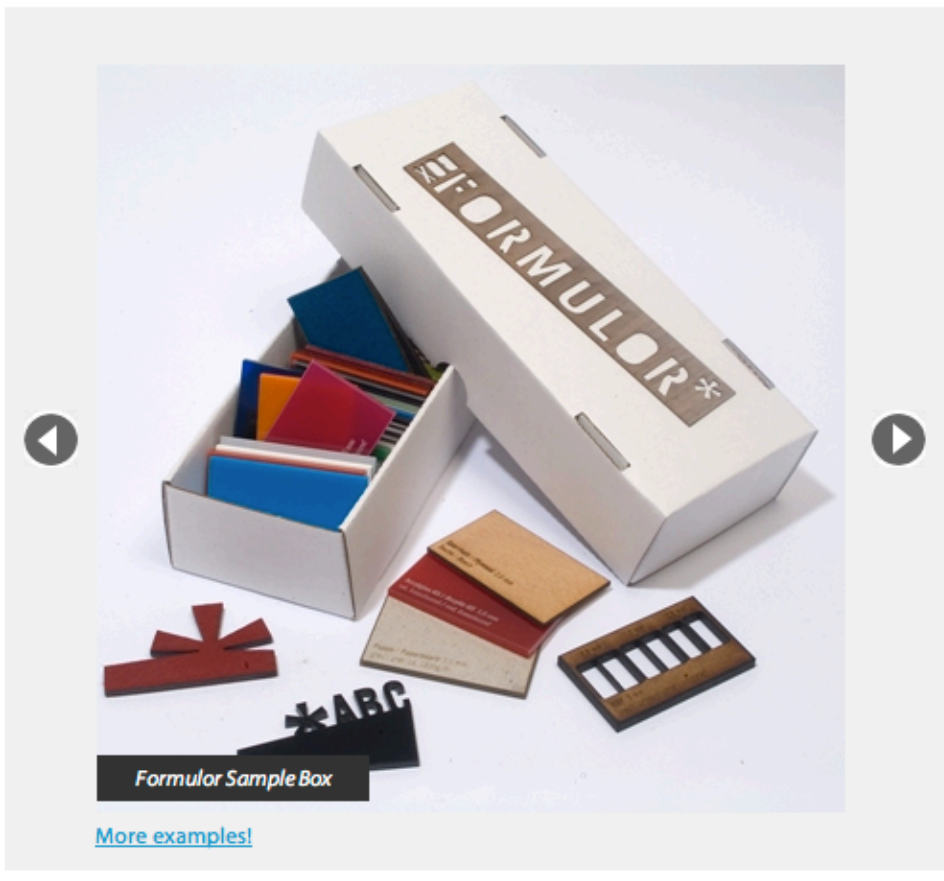
The screenshot shows the Formulor website homepage. At the top, there is a navigation bar with links for 'Home', 'Sign up', and 'Login'. Below this, there are three main navigation links: 'Make a product', 'Materials', and 'Need help?'. On the right side of the navigation bar, there is a link for 'My factory'. The main content area features the Formulor logo on the left and a search bar on the right. The central focus is a large image of a 'Formulor Sample Box' containing various custom-made items like business cards, a ruler, and a keychain. To the right of the image, there is a headline 'Design & make products with your own personal factory' and a sub-headline 'You only need a great idea & vector drawing skills'. Below this, there is a list of benefits: 'No setup fees', 'Delivered in 8 days', 'No minimum orders', 'Worldwide shipping', '24/7 instant pricing', and 'Starting at 2.00 EUR'. At the bottom of this section, there is a blue button labeled 'Start making >'. The bottom of the image shows a caption 'Formulor Sample Box' and a link 'More examples!'.

Home Sign up Login

[Make a product](#) [Materials](#) [Need help?](#) [My factory](#)

FORMULOR*

🔍



◀ ▶

Formulor Sample Box

[More examples!](#)

Design & make products with your own personal factory

You only need a great idea & vector drawing skills

- No setup fees
- Delivered in 8 days
- No minimum orders
- Worldwide shipping
- 24/7 instant pricing
- Starting at 2.00 EUR

[Start making >](#)

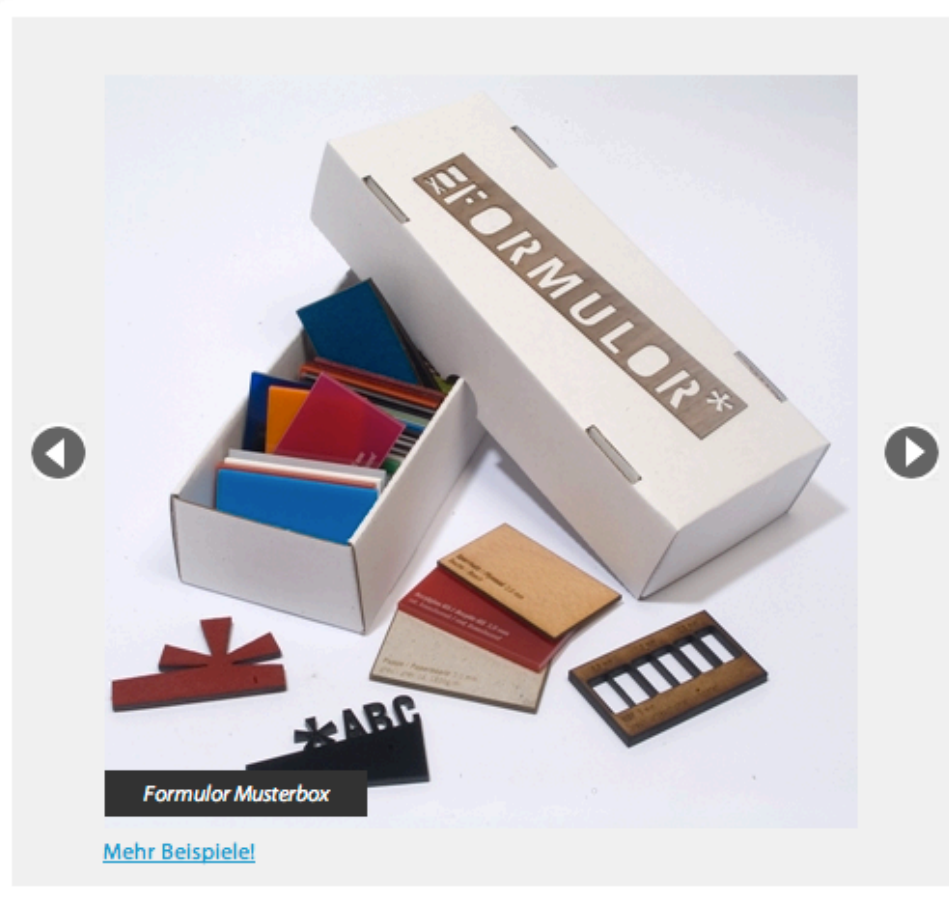
Case study

Formulor – Berlin, Germany

Startseite Registrieren Login

[Produkt herstellen](#) [Materialien](#) [Hilfe](#) [Meine Fabrik](#)

FORMULOR*

🔍

Individuelle Produkte, Materialzuschnitte

... mit Ihrer persönlichen Fabrik

Sie brauchen nur eine Idee und ein Grafikprogramm

- Acrylglas, Pappe, MDF...
- Schneiden & Gravieren
- Lieferung in 8 Tagen
- ab 2,00 EUR

So geht's >

Case study

Formulor – Berlin, Germany

Home Messages Log-out


[Make a product](#) [Materials](#) [Need help?](#) **My factory**

FORMULOR*

Welcome My Designs My Factory My Bids My Account

Overview **Add a new design** Edit a design

Add your designs: I've changed my mind

Select a design Add your designs

(We'll help you fix your designs if there are any problems.)

2D Designs	3D Designs
<ul style="list-style-type: none">• For laser cutting & CNC routing• Upload EPS or SVG designs• 20MB maximum size• Use our starter kits• See the design rules	<ul style="list-style-type: none">• For 3D printing• Upload STL, DAE or VRML 97 designs• 20MB maximum size• Use our starter kits• See the design rules

100,000 custom goods

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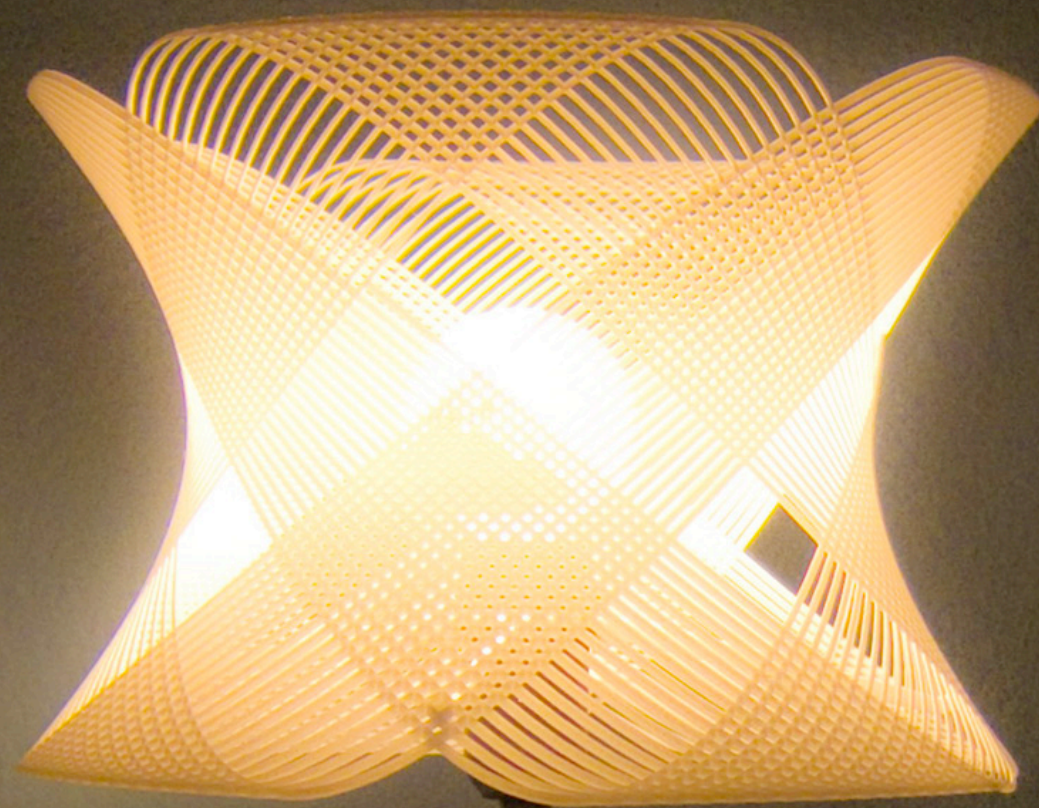
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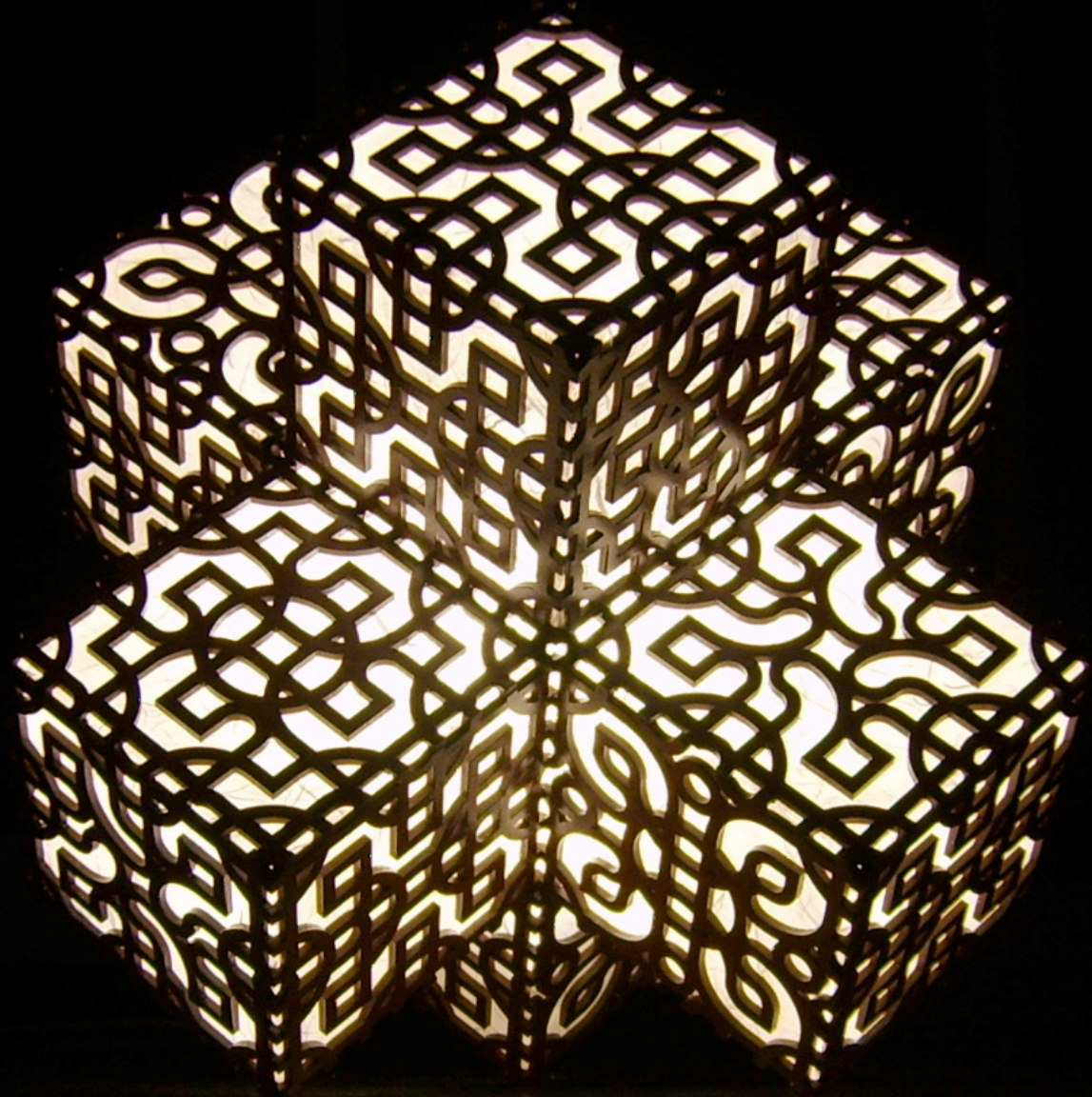
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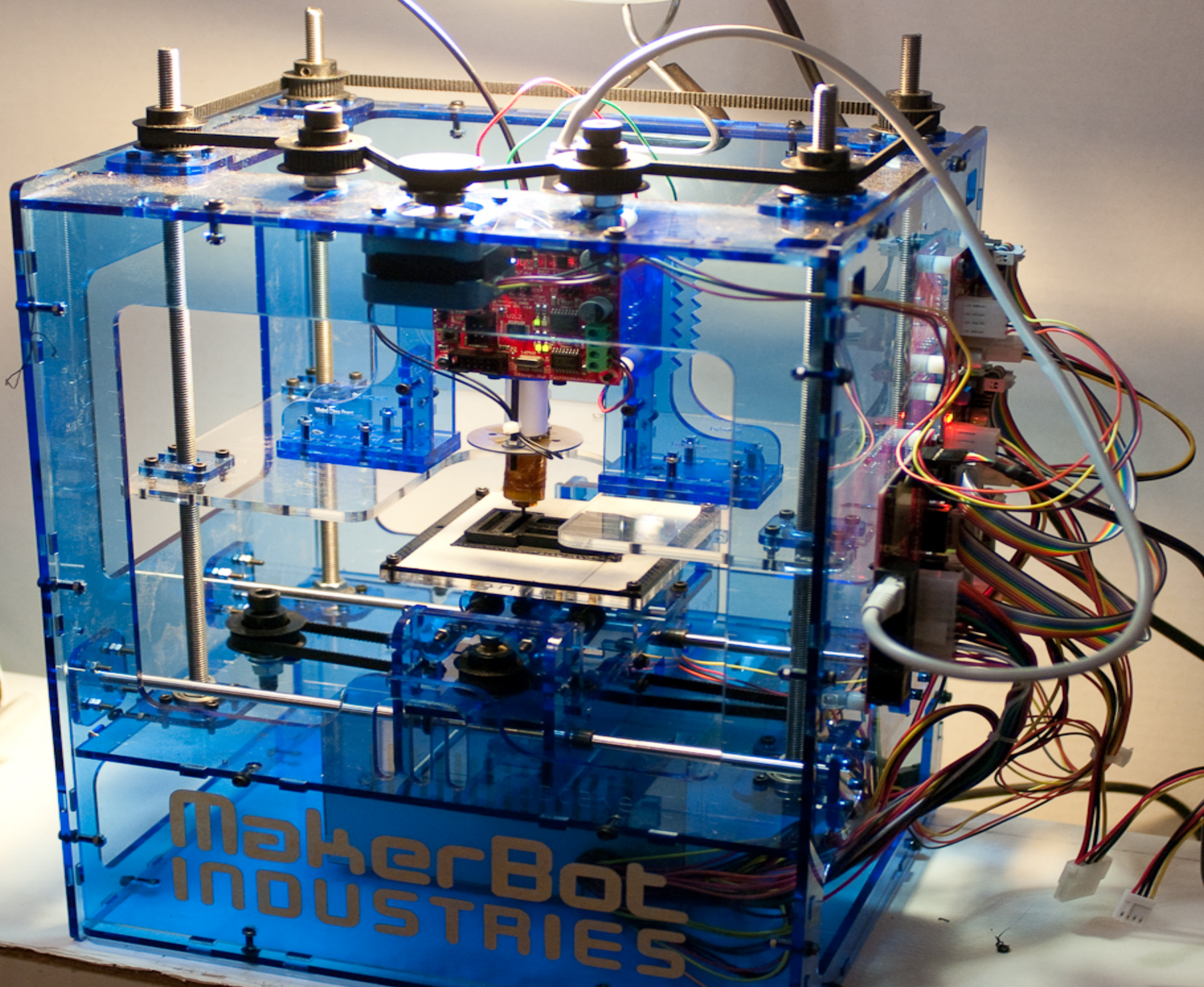
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MakerBot
INDUSTRIES



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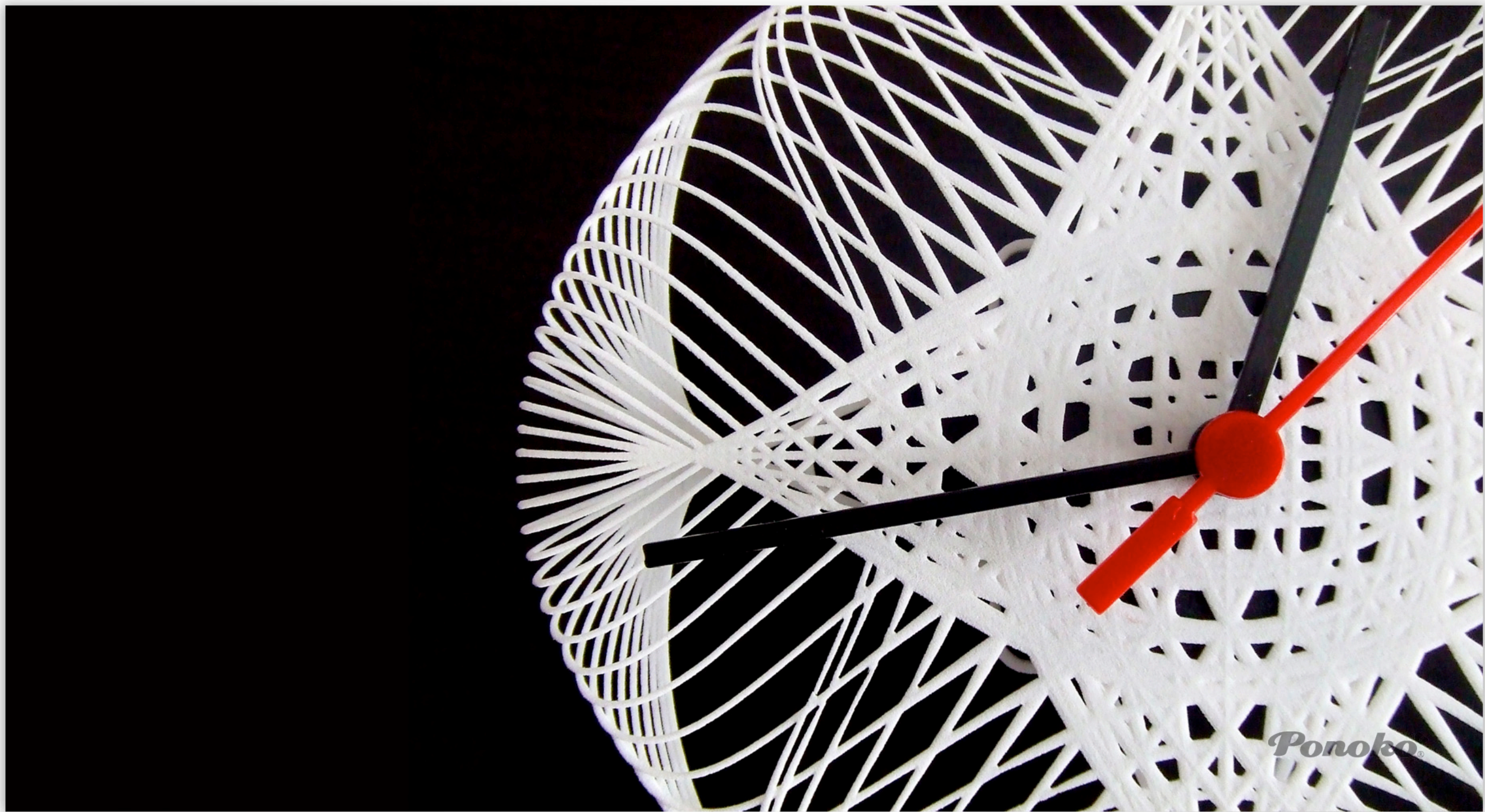


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