



Stanford eCorner

Future-Proofing Customers

Joseph DeSimone, *Carbon3D, Inc.*

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Video URL: <http://ecorner.stanford.edu/videos/4621/Future-Proofing-Customers>

Serial entrepreneur Joseph DeSimone explains the subscription aspect of his latest startup, where customers essentially rent Carbon's 3D printers instead of owning them. This protects customers from having to keep equipment updated in the rapidly evolving 3D printing sector, according to DeSimone. "Our total reason for being, as a company, is to create a new industrial category of 3D manufacturing."



Transcript

- And again, as I mentioned to you that we're coming out with this printer as a subscription model, it's a rental, what this really does is it aligns us with our customers' printing. This is not a transactional sale. It's a partnership. And most importantly, this future-proofs our customers. I know the product roadmap. I know when this product's gonna be obsolete. Our customers don't have to worry about that. They're not locked in. They're future-proofed. And especially for a company like us that's just coming out with a brand-new technology, I don't have the heart to have people buy stuff that I know is gonna be obsolete.

And so the subscription model, for lots of reasons, becomes an important way to move a new product into the marketplace. And then we sell resins. We're setting up that with the App Store. And we have some other accessories. But our total reason for being as a company is to create a new industrial category of 3D manufacturing.