*PINSHAPE, PINSHAPE, VANCOUVER - CANADA*



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| *Picture source https://pinshape.coM*  ***GENERAL INFORMATION*** | |  |
| **Project name** | Pinshape | |
| **DE type** | Design (DD), Production (DP) | |
| **Producer/provider** | Pinshape | |
| **Designer** | - | |
| **Start (year)** | 2013 | |
| **State** | ongoing | |
| **Project location** | Vancouver, Canada | |
| **Source of information** |  | |
| **Link to videos** | https://www.youtube.com/watch?v=2RdJtx0T0UI  https://www.youtube.com/watch?v=05EipEnJhYU  https://vimeo.com/75667680 | |
| **Main contact** | Lucas Matheson (CEO) | |
| **E-mail** | info@pinshape.com | |
| **Website** | pinshape.com | |

***SYSTEM CHARACTERISTICS***

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| **SYSTEM CONFIGURATION:** |  |
| **Provider/s (role)** | Pinhsape (they provide service to connect designers who can design 3D models for print to the users who are seeking 3D models to print)  Designers (provide 3D model design) |
| **Customer/s (type)** | Household Consumers who owns 3D printers are the main customers of the service. There are also makers and other designers who need 3D models. |
| **S.PSS CHARACTERISTICS:** |  |
| **Unit of Satisfaction** | Online marketplace of digital 3D products |
| **Type of S.PSS** | Hybrid of Product-oriented and Result-oriented |
| **Offered product/s (related producer/s)** | - |
| **Offered service/s** | Pinshape offer communication and access between designers and users who need 3D model design  Designers offers 3D models |
| **Ownership of the offered product/s** | Designers owns the 3D model design, the users owns the printed product |
| **DE access payment** | Pay for Design |
| **DE system configuration** | Decentralized + Distributed |

***DESCRIPTION***

Pinshare is a platform where designers can sell their 3D models for print or give them away for free. The main customer target of the website is consumers who owns 3D printers at home. The consumers who doesn’t own a printer can also use Pinshare to buy a model and print them with 3D printing service such as 3D Hubs. Makers and other designers are also customers of the website.

According to Wikipedia, “Designs found on Pinshape can be directly downloaded if the designer allows, or they can be sent directly to a user’s 3D printer using a direct browser-to-printer experience that removes the need to access the design source file and thus, increases intellectual property (IP) security. Utilizing a cloud slicing and file streaming technology, designers have the option of charging per print, so that 3D files aren’t stored on a customer’s computer. Pinshape also allows its users to review designs and share the settings they used to print off the files.”

The company announced about its closing on 30 March 2016 saying "The value of a 3DP marketplace is obvious in the long term, but for many, the path to monetization isn’t so clear. Part of our challenge was demonstrating a financial path forward". In their announcement, they mentioned that in their website “99.5% of their transactions are free ones, and while that is good for consumers it isn’t so good for the company that hosts the content, or those that create it.” However, on 1st of April 2016, they made another announcement informing about continuation of their service due to support from the community and a company who is interested in taking over Pinshape.

***SUSTAINABLE BENEFITS***

**Environmental Benefits**

*Transportation/distribution reduction – Since sharing of the design files through the service enables users with 3D printers to print them locally in their houses/offices, it doesn’t require transportation of the physical products.*

*Resource reduction – there is resource reduction by removing the necessity of packaging.*

**Socio-ethical Benefits**

*Improve employment/working conditions: the service enables designers to access consumers all around from any location giving them freedom for mobility.*

*Empower/enhance local resources – Since the service enables local manufacturing, it makes it more likely that the manufacturing can be made using local resources.*

**Economic Benefits**

*Profitability/added value for companies – the companies who provides 3D printing can use the service to increase their profit.*

*Added value for customers – The customers can produce products at their home/office by accessing to a big database of 3D models from where they are.*

*Partnership/cooperation – the company partnered with Amazon offering their 3D models for sale through Amazon online stores.*