

INVESTMENT STRATEGY · CONFIDENTIAL

# Soul Shape Studio

Pune's boutique 3D fabrication studio — custom gifts, B2B services, and hands-on creator workshops powered by a curated multi-brand printer fleet.

## THE ASK

# ₹ 1,30,000 — ₹ 1,80,000

Flexible: equity · revenue-share · convertible note

## 1. CURRENT CAPITAL DEPLOYED

The founder has personally invested ₹1,25,000 into three operational Bambu Lab printers. This proposal seeks an additional ₹1.3L–₹1.8L to add two strategic machines that compound revenue across all four business lines.

Asset	Status	Cost
2 × Bambu Lab A1 (production FDM)	Operational	₹ 80,000
1 × Bambu Lab A1 Mini + AMS Lite (multi-color)	Operational	₹ 45,000
<b>Total Founder Investment</b>		<b>₹ 1,25,000</b>

## 2. USE OF FUNDS

Line Item	Allocation	Amount
Bambu Lab P1S + AMS (enclosed pro FDM)	35%	₹ 55,000
Snapmaker U1 (modular multi-tech)	45%	₹ 70,000
Filaments & materials (3–4 months runway)	10%	₹ 15,000
Accessories, build plates & contingency	10%	₹ 15,000
<b>Total Requested (mid-range)</b>	<b>100%</b>	<b>₹ 1,55,000</b>

## 3. REVENUE PROJECTIONS

Conservative monthly run-rate post-expansion, based on Pune market benchmarks and current pilot data.

Stream	Month 1–6	Month 7–12	Year 1 Total
Workshops (2 batches × ₹12,000)	₹ 24,000	₹ 36,000	₹ 3,60,000

Custom gifts & personalized prints	₹ 18,000	₹ 35,000	₹ 3,18,000
B2B prints & prototyping	₹ 10,000	₹ 25,000	₹ 2,10,000
School & college programs	₹ 5,000	₹ 20,000	₹ 1,50,000
<b>Monthly / Annual Total</b>	<b>₹ 57,000</b>	<b>₹ 1,16,000</b>	<b>₹ 10,38,000</b>

#### 4. BREAK-EVEN ANALYSIS

Assuming mid-range capital of ₹1.55L and an average monthly net margin of 35–40% on revenue after consumables and operating cost, break-even on the new tranche is projected at month 8–10. By the end of year one, the studio is on track to return 1.6x–2x the new capital before factoring in any equity upside.

#### 5. INVESTOR RETURN STRUCTURE

Option	Structure	Investor Upside
A. Revenue-Share	10–15% of net monthly revenue for 24 months	Cash-flow positive from month 1
B. Convertible Note	12 mo runway, converts at next round (10% disc.)	Equity-like at low complexity
C. Equity	Direct 8–12% stake (valuation discussion)	Long-term ownership in growing brand

#### 6. RISKS & MITIGATION

Risk	Mitigation
Workshop demand seasonality	Diversified revenue across 4 streams; B2B retainers smooth cash flow.
Printer downtime	Redundant fleet — 4 FDM machines means one failure doesn't halt operations.
Material price volatility	Bulk filament procurement and a curated supplier list.
Competition from cheaper services	Premium positioning, multi-brand exposure, and workshop experience moat.

#### NEXT STEP

Reach out at [hello@soulshapestudio.com](mailto:hello@soulshapestudio.com) or +91 72491 99984 and we will share the detailed financial model and a tour of the studio within 24 hours.