

The logo for D3+press features the text 'D3+' in a large, bold, black sans-serif font, with a stylized black plug icon integrated into the plus sign. Below this, the word 'press' is written in a smaller, black, italicized sans-serif font.

D3+
press

A black horizontal rectangular bar containing the text 'Annual report 2019-2020' in a white, bold, sans-serif font.

Annual report 2019-2020



1 Summary

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Financial summary

Turnover (with initial deposit)	14 038,-
Profit (without initial deposit)	9 607,-
Expenses	2 831,-
Minimum margin	400%
Initial deposit	1 600,-

D3Press is a Czech JA student company whose main business vision is to implement its services in manufacturing both promotional and gift items. Our unique products are designed and soon after created to our customers' needs under the tutelage of winners of a prestigious competition called "Tvoříme s 3D tiskem a laserem".

Main goals

- Reaching as many customers as possible with an offer of an original promotional product.
- Production of quality products with a good reputation.
- Popularizing innovative product creation while using 3D printers.
- Gaining practical experience in both business and 3D printing.

2 Introduction

Dear readers,

our student company D3press has been successfully operating for several months and it is time to assess our past actions. We took the concept of outdated button badges, innovated it and thus established ourselves as the first company on the 3D printing market to manufacture environmentally friendly accessories of this kind. The very first commission was a clear indication of our good judgement.

In December, we expanded our range of products to Christmas decorations. January was crucial for us not only in terms of number of orders but also in terms of further expansion of our products, this time by adding pendants and stamps to our product line. By means of social media, we have now not only established a strong presence in the town of Břeclav, but we are also slowly rising on the national market. For our manufacturing we use modern Průša printers which guarantee quality and efficiency.

Despite the satisfactory characteristics of our equipment, however, the current capacity of our school is insufficient and hindering us from progressing further. We decided to contact the Fosfa company with which we are now in a process of negotiation future cooperation on the basis of production expansion. The execution of all projects is a result of teamwork which excludes no one – the entire personnel of sales managers, designers, the printer and the accountant participate in the process. It is the collective work which ensures high quality of the outcome. We are looking into further developing our company as to be able to provide sustainable products of even higher quality. Finally, I would like to express my wishes – I hope for JA Czech to eventually expand to all schools, for I believe in the potential of those as well.

Director
Jakub Petrjajnoš

3 Company profile

First year

- Production of button badges for regional festivals (Motohody Tvrdonice, Pálavské vinobraní, Svatováclavské slavnosti)
- Participation at flea, Christmas and other markets
- Establishment of a website
- Establishment of cooperation with a technical school in Sweden

Third year

- Expansion of our range of commercial products (ball-point pens, mobile phone cases)
- Expansion of our services (online store, 3D printer repair service)

Fifth year

- Operation all over Moravia
- Expansion beyond borders to Slovakia and Austria

Name: D3press

Founded: 18. 9. 2019

Members: 8 students from Gymnázium a JŠ Břeclav

Products: Promotional and gift items printed out via 3D printer

Seat: Sady 28. října 674/1, 690 21 Břeclav

E-mail: d3press@gmail.com

Facebook: www.facebook.com/studentcompanyd3press

Instagram: www.instagram.com/d3.press

Teacher: Mgr. Petr Vlasák

4 Product

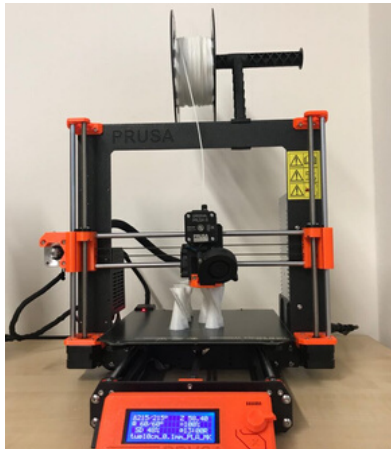
Personalised!

Each one of our products is carefully designed in the Fusion 360 program. The designs are flexible, and their form is consulted with the customer several times in order to create the perfect final product for the particular customer.



Original!

We are able to transfer almost any design to the three dimensional form as well as to materialize our own designs created by our developers. Each set of products is unique in the way that suits our customer the most.



Eco-friendly!

To create our products, we use the PLA filament. This material is 100% decomposable.

Affordable!

We are proud to declare that our products are both convenient and affordable for everyone.



Innovative!

We use several 3D printers in order to manufacture our products. This modern method of production itself makes our products remarkable.

4 Product

A customer reaches out to us or we reach out to a customer.

Conclusion of a contract.

Given design is imported to Inkspace or a new design is created.

Several prototypes are created in Fusion 360.

Prototypes are imported to Slic3r PE and prepared for printing out.

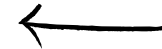
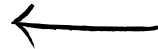
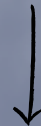
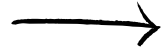
Prototypes are printed out (2-6 pieces per hour).

Prototypes are shown to our customer to choose from (sometimes, minor changes are done at our customer's request).

Pins are attached.

Chosen prototype is prepared in Slic3r PE for voluminous print out (20 pieces per 7 hours).

Products are delivered.



5 Marketing

Our primary target group includes companies, establishments and event holders as well as any individuals or groups who would like to materially promote their brand or name or perhaps satisfy their fans and clients.

Nonetheless, people who are looking to purchase items for an occasion, regardless of its nature, or are interested in minimalistic yet fashionable accessories are just as important to us.

We reach out to various establishments, event holders and individuals and welcome with inquiries about their potential interest in our product, and although we prefer personal contact, we are open to all types of communication. Our key aim is collecting all the client's requirements so as to ensure accuracy of their vision in the final product.

Our main social network is Instagram as information is quick to spread there and younger people, who are more likely to buy our products according to our market research, do usually have an account there. However, we are very active on Facebook as well, as it has bigger coverage.

Instagram

- Over 140 followers
- Over 6000 overall views
- Our main social network
- Brand building
- Direct communication with potential clients
- Introducing our team members to our clients
- Behind the scenes of our production

Facebook

- Over 160 likes
- Over 170 followers
- Over 16 000 overall views
- Brand building
- Direct communication with potential clients
- More serious approach



Public

- Reaching out to potential clients
- Personal meetings
- Conferences with partners

5 Marketing

I tisk z plastu může těšit přírodu

Studentská firma D3Press je mezi **nejlepšími deseti** v zemi. Se svými tiskárnami pomáhá i proti koronaviru

■ IVANA SOLAŘÍKOVÁ

BŘECLAV | Kdyby se hned teď chtěli vrhnout do opravdového podnikání, pravděpodobně by uspěli. Že ve studentech třetího ročníku gymnázia dřímá podnikatelský talent, teď mají potvrzeno černé na bílém. Zdejší studentská firma D3Press je totiž mezi nejlepšími deseti z celé republiky v soutěži pořádané organizací JA Czech. O vítězství i o postup do evropského kola soutěže, které se bude konat v Portugalsku, se s nimi utká na přelomu května a června.

Studentská firma se zabývá tiskem reklamních předmětů na 3D tiskárně. Umí vytisknout placky k různým příležitostem nebo firmám na míru. Tiskli už vánoční ozdoby, merch pro maturanty

a v době koronavirové pomohli švadlenkám tiskem překladačů na šňůrky, zdravotníkům zase ochranných štítů.

„Vyrábíme z materiálu PLA, což je bioplast a měl by být rozložitelný na skládce do tří měsíců, takže se chováme šetrně i k životnímu prostředí,“ vysvětluje ředitel studentské firmy Jakub Petřanoš.

Se spolužáky firmu rozjel v září a stále ji rozvíjí. „Chtěli bychom si pořídit další tiskárnu. Zatím nám na ni chybí prostředky. Proto jsme se rozhodli oslovit jednu břeclavskou firmu, pro kterou bychom byli schopni tisknout náhradní díly do výroby výrazně levněji než současný dodavatel,“ popisuje šéf firmy, jak chtějí sehnat peníze na další investice.

Právě naučit studenty rozhodovat o penězích vložených do firmy je jedním z úkolů soutěže takových firem.

Do projektu vloží své peníze

Břeclavské gymnázium se do ní přihlásilo vůbec poprvé. „JA Czech organizují působení studentských firem na školách v Česku od devadesátých let, většinou jsou zastoupené obchodní akademie a soukromé školy, gymnázii je v tom poskrovnu,“ potvrzuje kantor gymnázia Petr Vlasák, který má studentské firmy třefáků na starosti. Do projektu je zapojil kvůli finanční gramotnosti a praktickým zkušenostem ze simulace podnikání.

„Proti takzvaným fiktivním firmám je výhoda tohoto programu v tom, že

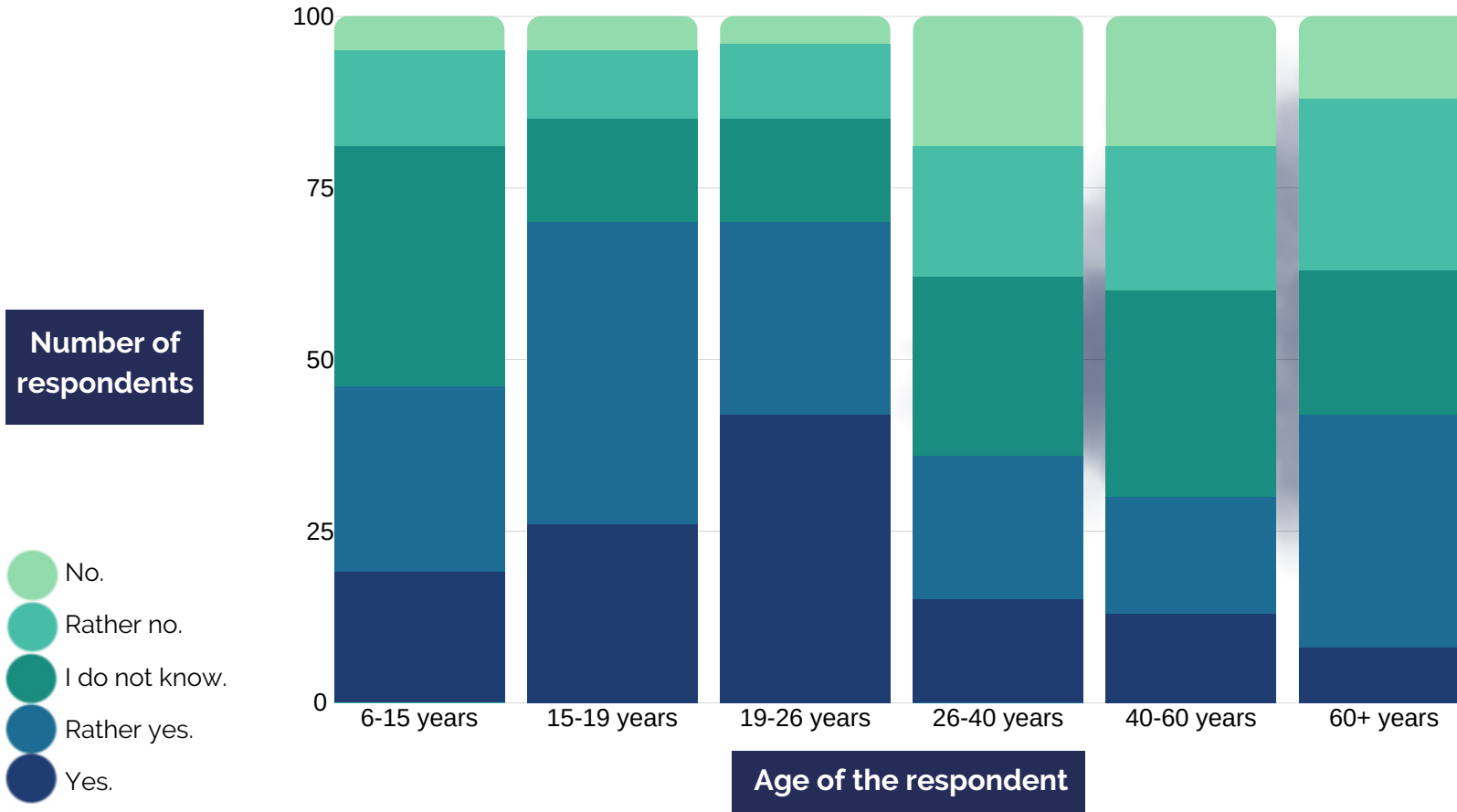
studenti ve skupinách musí pečlivě vybrat předmět podnikání, protože do něj vloží své vlastní peníze. Když nebudou úspěšní, přijdou o ně, což je skvěle motivuje,“ směje se. Studenti mají ve firmách strukturu i s právníkem či účetní, což jsou jejich vybraní spolužáci. „Výhodou je, že v rámci studentského režimu neplatí daně a nefeší EET,“ dodává vtipně Vlasák.

Velmi dobře podle něj fungují i další studentské firmy z gymnázia. S originálním nápadem přišla třeba firma Fresh Trash. Ta dělala svačinky z ovoce a zeleniny, které odepsali v supermarketech jako esteticky nevhodné. Studenti tak nakrmili dobrotami svoje spolužáky a zároveň poukazovali na plýtvání jídlem ve společnosti.

The already high public awareness of our company grew significantly after the local newspapers "Břeclavský deník" and "5plus2" published articles about our efforts.

6 Market research

Would you consider buying product created via 3D printer?



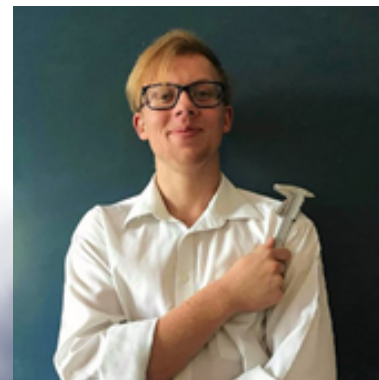
7 Company structure



Director
Jakub Petrjanoš



Lawyer and deputy director
Kristýna Bartošíková



Executive producer
Adam Demčila



PR specialist
Agáta
Straková



Accountant
Eliška Křapová

Production workers:
Matěj Ciprys
Vojtěch Borýsek
Michal Hladký

8 D3press and education

Jakub Petrjanoš

For 7 years, I've been studying at a grammar school where most things were taught theoretically. In our team, we are now using most of the theories in a practical way. We deal with a lot of problems, compromising and making decisions is something I really enjoy and what gives me the most.

Agáta Straková

I've been lucky enough to be able to work on this project with a great group of people. We can compromise, it's fun, but of course also discipline, in order for everything to go well. It gives all of us the space to progress in our teamwork abilities, drive and creativity as well as financial literacy and many other important things. And all of that comes in a practical form which is the best part of it.

Kristýna Bartošíková

In spite of the fact that the company, the only practical seminar in a mass of theoretical ones, has granted me a lot of experience, I would like to shed light on one particular thing. Thanks to this project, I had the opportunity to try out how real business works and learn that things don't always go according to the plan. Sometimes, things get out of control and it's our job not to go crazy from it. The student company has taught me to rely on others in critical situations, not only on myself, and that if we all cooperate, we always can come up with the right solution.



8 D3press and education

Eliška Křapová

The company has given me experience with long-term teamwork. At the same time, I've had the chance to gain basic, but practical, knowledge of company structure, because it's better to try things out on one's own rather than learn about them in a theoretical sense.

Adam Demčila

The company has given me an opportunity to improve my skills in the 3D printing field and has taught me to work as a part of the team.

Vojtěch Borýsek

Thanks to the company, I've gained practical experience that is lacking at our school. I've also learnt how to cooperate with others in a team, although it's difficult with some people sometimes.

Matěj Ciprys

Thanks to the company, I've had the opportunity to realise just how important communication is in a team, and I've gained the ability to rely on others and be reliable back. I'm glad that we've learnt this and trust each other now.

Michal Hladký

Through this project, I've found out how fulfilling it is to not only do things on one's own, but work as a team as well. Although my position was one of a mere assistant and snack maker, working in our company still fulfils me a lot and I am sure that the experience that I've gained here is something that I will make use of in my future career.

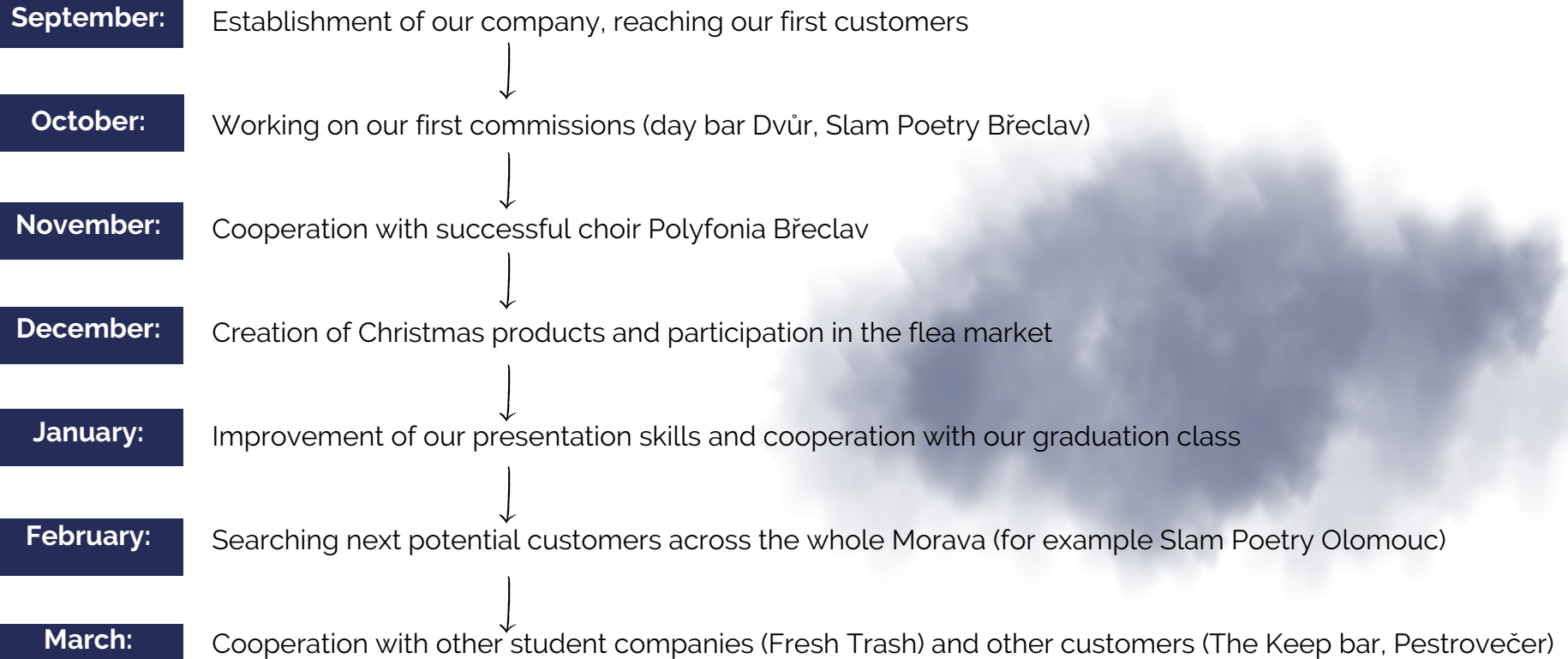
9 Business plan

Our team's vision is to provide companies as well as individuals with material commercial and promotional articles. We guarantee the customers' satisfactions by strictly following their instructions during the entire process, either executing their design or, after a mutual agreement, implementing the proposals of our own designers. In pursuance of gaining new clients, we reach out to coffee shops, bars, restaurants, companies and event managers as well as welcome clients who seek us out on their own accord. In addition to the aforementioned, we also partake in the production of decorative, keepsake as well as practical items. Our objective was to reach out to as many clients as possible and assist in the popularisation of 3D printing, and it still remains that way.

All of our products are printed via 3D printers, which we rent at our school, as well as the entirety of our workshop.



9 Business plan



Our plans have been, unfortunately, partly thwarted by the COVID-19. Although, we do not ease up. Since the outbreak, we have printed out plenty of aids for sawing facemask and we are currently working on face shields for doctors in our local hospital.

10 Financial summary

Sales	9 607,-
Dvůr	850,-
Slam Poetry	750,-
Flea market	2 670,-
Odnaproti	200,-
Graduation class	1155,-
Polyfonia choir	1 982,-
Model of satellite	500,-
Pestrovečer	1500,-

Purchases	2 831,-
Filaments	2 043,-
Glue	60,-
Pins	314,-
Technical alcohol	43,-
Additional decorations	102,-
Bags	49,-
Keyrings	220,-

Appropriations of profit	0,-
Dividends	0,-
Donations	0,-
Other	0,-



- We do not have liabilities and all of our assets are "in hand".
- Initial deposit is 1 600,- Kč.
- JA student companies do not pay taxes in the Czech republic, thence they do not affect our finances.
- The turnover is 14 038,- Kč including the initial deposit.
- The rent of our printers will be paid at once.

All data are as of 1st May 2020

"Talent is extremely important. It's like a sports team, the team that has the best individual player will often win, but then there's a multiplier from how those players work together and the strategy they employ."

-Elon Musk

D3press

2019-2020

by Kristýna Bartošíková