

## Next-Gen 3D Printing and Fabrication



whiteclouds.com Ogden UT



Entertainment Technology Retail B2B B2C

### LEAD INVESTOR



#### Simeon Nestorov

ConnectedVC has made investments in over 20 companies, one of which is WhiteClouds. We have been working with WhiteClouds and their management team for the last 5 years and give them our full support. We like their business strategy and their management team. The company is in their next phase of growth, has developed an impressive list of Fortune 1000 clients, strong web presence, innovative products and business model and we are excited about their future.

Invested \$25,000 this round & \$203,666 previously

[Learn about Lead Investors](#)

## Highlights

- 1 🏆 \$17 MILLION in lifetime revenues. \$5.6 MILLION run rate.
- 2 ★ Over 3,600 customers, which includes 85 Fortune 1000 companies
- 3 💰 Reached profitability with Gross Profit Margins of 80% - YoY average order size increased 77%
- 4 💡 Repeat Founder/CEO - Prior Exit of \$172 Million (Purch) - CEO of the year by Utah Technology Council
- 5 📈 Explosive 3D Printing Industry Growth. \$69 BILLION by 2025
- 6 🔥 Raised \$9.6 MILLION in funding

## Our Team



#### Jerry Ropelato CEO

Jerry founded Purch, an Internet Technology Media company, which exited for \$172M. His career has spanned IT, product development, and manufacturing. He has a BS in Technology, has authored two technology books, and loves to coach basketball.



#### Jared Page VP of Marketing

Jared has 25 years experience in design and marketing and 10+ years experience as Director of Revenue Optimization and Website General Manager. He was a co-founder of \$172M Purch. He has a BA in Graphic Design and breeds dart frogs as a hobby.



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#### Garrett Douglas VP of Sales

16 years of sales experience. 10+ years in sales management and developing processes. 15 years in the office technology / printer supply industry. He loves basketball, pickleball, and outdoor sports.



**Lesa May** Controller

25+ years of working accounting experience. 25+ years of management experience. Set-up 17 companies with new accounting programs to increase efficiency and accuracy of information. BS Degree in accounting.



**Wayne Ropelato** Production Manager

Prior to 5 years of 3D Production management at WhiteClouds, Wayne has spent decades in management in Ecommerce Operations, Warehousing, Manufacturing, and Autobody. Wayne has an AS in Automotive Engineering and is an avid golfer.



**Kelly Root** 3D Digital Design Manager

15 years of digital 3D experience. 7 years in design management. Kelly has a BA in Film and Media Arts with an emphasis in Computer Animation.

## Our Pitch

After a successful exit with a startup Internet media company that grew to over 100 million monthly Internet visitors, our founder, Jerry, looked to emerging technologies for his next company. With his love for building things and the potential of 3D printing for changing lives, it was a perfect fit. He thought it would be an easy process to get started and to hire the expertise needed. He and the other co-founders were wrong.

It took a few years to match quality 3D printing with existing technology and equipment, build up expertise, and identify the correct markets. Now that the startup years have passed, we are ready to scale for the masses. This is why we are doing this Wefunder project.

### WHO WE ARE

In business since 2013, we are experienced  
in the 3D print and digital fabrication industry.

We use 3D technologies to fabricate a wide-range of finished products, but the key ingredients are innovation, craftsmanship and creativity.

### SPECIALIZING IN THE XTRAORDINARY

Xtra-Personalized, Xtra-Customized, Xtra-Large,  
Xtra-Complex, Xtra-Unique, Xtra-Cool

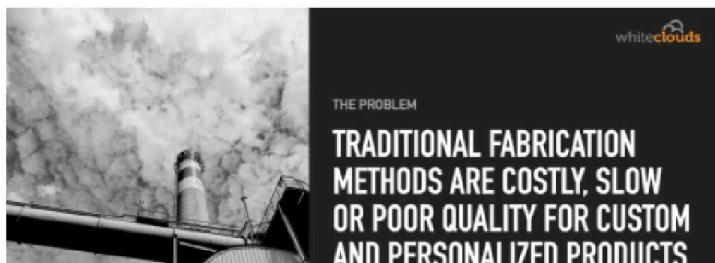


7 ft tall 3D-printed replica of an action toy figure for a Comicon event

### BREAKING NEWS:

- WhiteClouds will fabricate 3D point-of-purchase "Kona Bus" displays for Kona Brewing Big Wave Beer (Anheuser-Busch). Each bus display is 4'x4'x2'.
- WhiteClouds renews annual contract with Heart of America as supplier of inspirational 3D letters for classrooms across America.

### THE PROBLEM:





## NEW SOLUTIONS:

### THE SOLUTION

### NEW 3D TECHNOLOGY ADVANTAGES FOSTER INNOVATION

- ▶ Flexible / Customizable Design
- ▶ Rapid Prototyping
- ▶ Print on Demand
- ▶ Strong and Lightweight Products
- ▶ Fast Design and Production
- ▶ Environmentally Friendly / Minimal Waste
- ▶ Cost Effective
- ▶ Shifts power to designers



What makes us unique from most other additive manufacturing companies is that WhiteClouds uses 3D printing and other 3D fabrication technologies to fabricate the finished end-product, NOT just creating parts, prototypes, and knick-knacks.

### MISSION STATEMENT

**OUR MISSION IS TO BE AT THE  
FOREFRONT OF TECHNOLOGY AND  
INNOVATION TO MAKE 3D PRODUCTS  
BIGGER, BETTER, CHEAPER, AND FASTER.**



whiteclouds

This little dragon boy was a promotional piece for an upcoming children's book. At three feet tall and 45 lbs., it's as if he has magically stepped out of his storybook and into real life.

## 3D Printing Technologies

Leading the 3D cloud services market for finished end-use products, with one of the largest 3D printing farms in the world, every product is personalized with Next-Gen 3D technology. We use multiple 3D printing and other fabrication technologies to create these extraordinary end-use products.



## OUR WORK SAMPLES AND INDUSTRIES:





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- ▶ Movie Props
- ▶ Themed Decor
- ▶ Selfie Backgrounds
- ▶ Product Replicas
- ▶ Game Dioramas

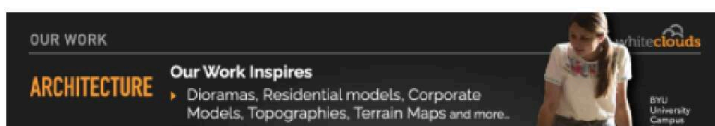
In the Architecture industry, our work projects have varied from a 38-foot metal Bear Down signage for the University of Arizona, 3D-printed architectural models, 3D-printed raised-relief topography models of any terrain across or under the world (and solar system), to exquisitely detailed 18-foot dioramas of college campuses and museum properties.

### OUR WORK

#### ARCHITECTURE

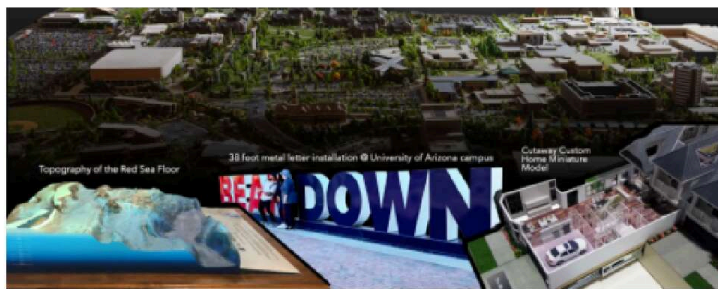
#### Our Work Inspires

- ▶ Dioramas, Residential models, Corporate Models, Topographies, Terrain Maps and more..

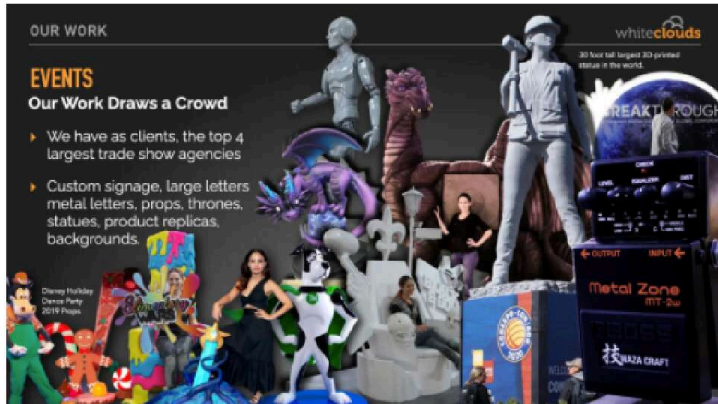


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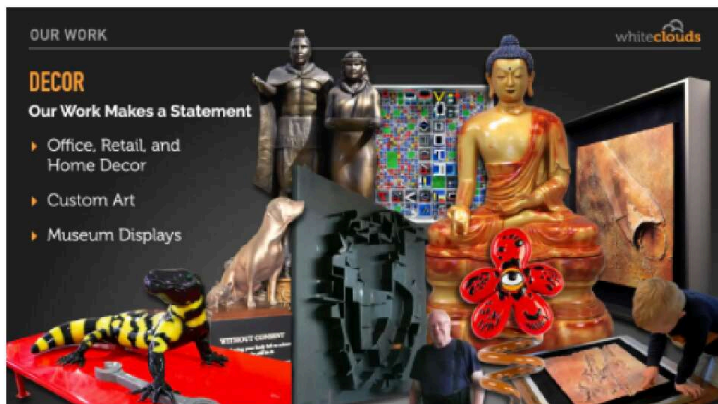
BU University  
Campus  
Dioramas



Nothing pulls in visitors more than a unique, larger-than-life 3D physical display at an event, convention or trade show.

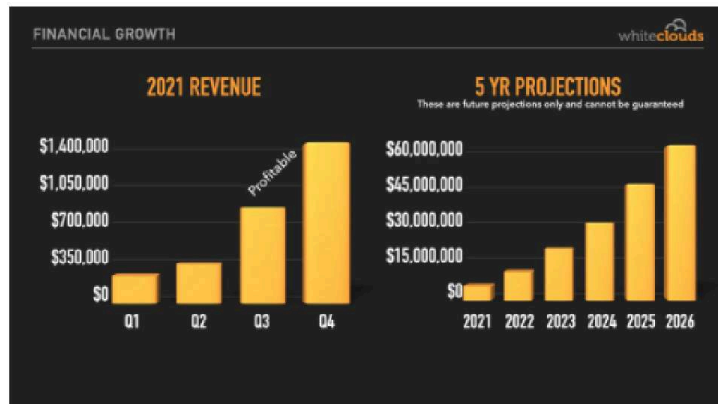


It is often hard to visualize a 3D object, like a plant or factory model or a large piece of equipment or machinery based on 2D images. It also might not be practical to transport a 20-ton piece of equipment to each convention. Now, with modern fabrication technologies, models are created in less time, are more affordable, more accurate, much lighter and manageable, and have a higher level of detail than ever before. Models with cutaway views, take-apart features, interactive features, moving parts and advanced lighting scenarios allow a customer to create immediate engagement and a long-lasting impression.

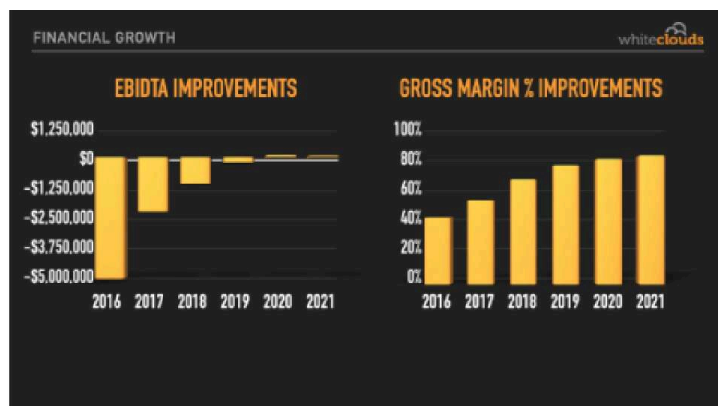


## FINANCIAL GROWTH:

In 2021, our focus has been on scalable growth and diversified revenue streams. Our production queue in Q4 2021 was our largest ever, by almost 50%.



As we began 2020, our main company goal was to get to annual profitability. We started strong with February producing our largest profitable month in the company's history, but then COVID hit. Even with COVID, we did succeed in hitting a goal of reaching positive EBITDA (Earnings before Interest, Taxes, Depreciation, and Amortization). We were also really pleased with reducing our cost of goods sold and improving our gross margin. Our positive EBITDA trend continued for 2021. The chart below demonstrates our improvements over the last 6 years:



## CUSTOMERS:

**Our customers include 85 Fortune 1000 companies**

Here are a few of the major brands who have used WhiteClouds' service and technology to personalize and specifically tailor their 3D models and displays.

### FINANCIAL SERVICES



### RETAIL



### TECHNOLOGY



### MEDIA /ENTERTAINMENT







## GAMING



## INTERNET



## FOOTWEAR



## MANUFACTURING



## AGENCIES



## EDUCATION



## SPORTS



## TRANSPORTATION



## GOVERNMENT / DEFENSE



## FOOD



## CONSTRUCTION



## HEALTHCARE





## MARKET GROWTH:

The sky's the limit with the core markets of our business, in terms of demand, growth opportunities and potential exits.



*"VC checkbooks, meanwhile, have been wide open. In the past year, VCs have invested over \$600 million in at least 45 startups devoted to 3D-printing technology or making products with 3D printers, per Crunchbase data."*

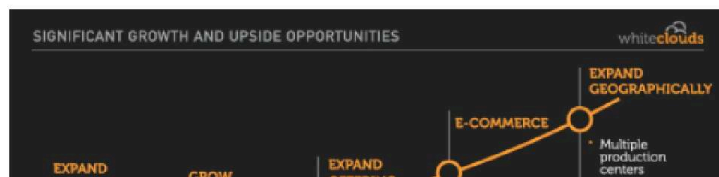
*Crunchbase - September 2020*

*"3D printing continues its industrialization journey despite the outbreak of the COVID-19 pandemic. It is supporting the battle against the COVID-19 pandemic."*

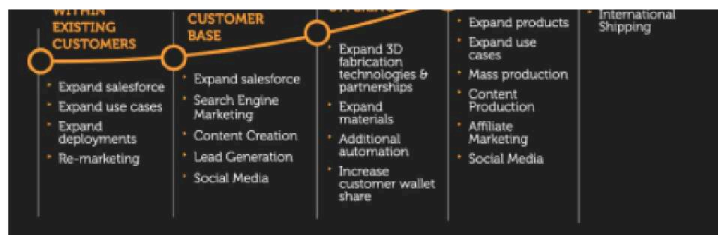
*ReportLinker.com - August 2020*



## GROWTH OPPORTUNITIES:







WHAT'S NEXT? whiteclouds

**WITH FOOTHOLDS ALREADY IN MANY INDUSTRIES, WE INTEND TO EXPAND OUR PRODUCT DEVELOPMENT FOR E-COMMERCE TO THE MASSES**

(e.g. the \$692B billion global decor market)

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Forward-looking projections cannot be guaranteed.

In early 2021, we began testing the e-commerce consumer market for one-of-a-kind projects that combined our skills, expertise and uniqueness. With our passion for Space and recent achievements on Mars, we started with a 3D-relief, tactile Mars terrain topographies. We achieved our funding goal in less than 12 hours. This is only the beginning, and a prime example of how new technologies can bring exclusive products to the masses in the fast-growing market of decor. We currently have many more products in development.

**CASE STUDY**

**MARSCAPES**  
Kickstarter Project for the masses

- Commemorating the 50th Anniversary of Mariner 9's Mission to Map Mars with a Captivating Collection of 3D Raised Mars Landscape Home Decor Art
- Achieved funding goal in less than 12 hours
- One example of many products in development

## PEOPLE LOVE OUR WORK:

We fabricate really cool stuff. People like to talk about it, share it, and browse our website. Our social presence has a very loyal following, and with our new content creation activities, we only expect that to grow.

### SOCIAL PRESENCE

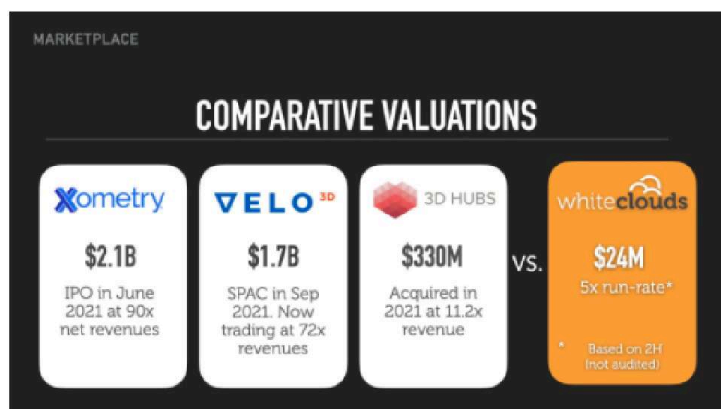
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**243K**  
SOCIAL MEDIA FOLLOWERS

**1.1M**  
MONTHLY SOCIAL MEDIA IMPRESSIONS

## WHY SHOULD YOU INVEST?

As you can see below, 3D printing companies are earning sky-high valuations compared to revenues. Demand is only increasing year by year and technology advances in 3D fabrication continues to improve.



We have never been more optimistic about our future. Some really exciting things are happening. Your investment will be instrumental in catapulting us forward in this 3D world!!!



**JOIN US**  
and **1,181** other **INVESTORS**

6 foot tall 3D-printed statue

## Downloads

[Investor deck Whiteclouds.pdf](#)