



Starting strong in Greater Dandenong

SPEE3D

THE NEXT DIMENSION IN MANUFACTURING

With their experience in manufacturing and technology, Byron Kennedy and Steven Camilleri identified an increasing need for metal 3D printing, but found existing products too expensive and slow. In 2015 they set up *SPEE3D* to create 3D printers suitable for mass manufacturing.

A proven partnership for success

Byron and Steven have enjoyed an enduring working relationship of more than 15 years, working at Charles Darwin University before starting a spin-off business In Motion Technologies and eventually selling it to NYSE-listed Regal Beloit. The pair stayed on with the company for several years before launching *SPEE3D*.

“It’s logical to have a manufacturing business in Dandenong,” said Byron. “A lot of tech start-ups are in the city but for accessing the right hardware and the right people, everything we need is within a suburb of our location.”

Focussing on the best opportunities

***SPEE3D* has made the most of funding and mentoring opportunities, winning the prestigious Bosch Venture Award in 2015.**

This resulted in introductions to key contacts and valuable meeting opportunities, in addition to supplying parts and samples to Bosch.

Leveraging existing relationships with automotive companies, Byron and Steve have worked with the German-Australian Chamber of Industry & Commerce and Austrade to open doors to their subsidiaries.

***SPEE3D* now works with multiple leading industrial companies in Germany.**



The business received a substantial Australian Government Accelerating Commercialisation Grant in 2015.

“We’re familiar with applying for grants through our previous business and we apply for ones we believe we will be awarded. With a federal grant, you’re looking at a month’s work and an investment to put the documentation together. You need to ensure you fit the grant’s criteria, as it’s very competitive,” said Byron.

The company also received a City of Greater Dandenong Small Business Grant in 2016 to set up its Dandenong site.

“We focus on standard parts used in the industry today. Typically a part could take 8 to 10 weeks from order to delivery – we can produce a machine that does the same in minutes.”

Byron Kennedy, Co-founder & CEO ▲

High-growth phase

SPEE3D has grown from two to seven staff and will release and ship machines in 2017. Byron and Steven are currently focussing on raising funds as the company enters a high-growth phase.

They are also utilising the Small Business Mentoring Service, as part of the Council grant, to grow the business internationally via an international marketing launch.

***SPEE3D* officially launched online to the global market in November 2017.**

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www.spee3d.com

Office & factory

5 Wayne Court, Dandenong South

Byron says they plan to submit articles to targeted blogs and global publications to generate publicity. “We expect our workforce to grow to 30 in the coming years with roles in design, manufacturing, front office, marketing and sales.”

Start-up lessons from *SPEE3D*

Challenges

- ✗ *SPEE3D* manufactures a “global product” but gaining access to international customers is always difficult
- ✗ Cashflow is always a challenge for start-ups
- ✗ Managing growth and controlling it
- ✗ As a tech-based start-up, *SPEE3D* does new things every day but also has to deal with the related technological issues

Achievements

- » Selling the first printers in 2017
- » Beginning research collaborations with universities’ engineering departments
- » Working with global automotive companies
- » Being one of only 15 companies around the world invited to present to Bosch and subsequently winning the Bosch Venture Award

Top three start-up tips

1. Talk to your customers and find out what they want.
2. Don’t try to over engineer your product; develop a ‘minimum viable product’ (something fast to produce with limited features) to see if customers respond – that way you’re not wasting a lot of time and money if no one wants it.
3. Work with someone who can help you out; in its early stages, *SPEE3D* co-located with an engineering firm, which provided extra resources for the company.

