Walk us through what a typical sale looks like, including pricing for Night Mark 3d?

Typical Retail Sale

While the PDF outlines the product categories, the retail pricing is sourced from their website. A standard direct-to-consumer order involves small, low-cost home safety fixtures:

- **Key Hole Surrounds:** Precision-fit rings to make door locks visible at night, priced around $4.99.
- **Plate Surrounds:** Snap-around frames to add a glowing halo to existing switches and outlets, priced at $4.99.
- **Electrical Plate Covers:** Seamless full-replacement wallplates, ranging from $3.99 to $6.49.
- **Address Numbers & Glow Letters:** High-visibility numerals and letters (sizes 1 to 8 inches), ranging from $1.00 to $8.00 each.

A typical customer outfitting their front door and a few interior rooms would likely spend between $20 and $40 per order.

Partnership & Investment Sale

The PDF explicitly outlines a much larger B2B or investment sale opportunity:

- **Investment Amount:** $25,000.
- **Equity Allocation:** The investor receives 200,000 shares (valued at $0.10/share), giving them a 4% equity stake in the company.
- **Direct Commission:** The investor also earns a 15% monthly lifetime commission.

A typical Night Mark 3D transaction generally falls into one of three distinct categories, ranging from everyday consumer purchases to large-scale partnerships:

- Direct-to-Consumer Retail: A standard home safety order typically involves a customer bundling multiple fixtures printed from Prusament PETG Ultraglow Green filament. A common cart includes exterior Address Numbers or Glow Letters ($1.00 to $8.00 each, depending on the 1 to 8-inch size) alongside interior upgrades like Key Hole Surrounds ($4.99), Plate Surrounds ($4.99), or full Electrical Plate Covers ($3.99 to $6.49). A typical checkout totals between $20 and $40.
- Wholesale & Commercial: When fulfilling vendor orders for major hardware retail chains like Menards, a typical sale scales up to bulk unit pricing for complete retail displays. This involves outfitting commercial shelving with the full A-Z luminous letter sets and 0-9 numeral inventory for point-of-sale visibility.
- Seed Investment: A formal partnership sale involves a $25,000 capital investment. In exchange, the investor receives an equity allocation of 200,000 shares (valued at $0.10/share, equating to a 4% stake) alongside a 15% direct monthly lifetime commission.

Who is your target customer and how do you plan to reach them?

For Night Mark 3D, the target customer base and outreach strategy are divided into three distinct segments: direct-to-consumer homeowners, commercial wholesale buyers, and strategic seed investors.

1. Safety-Conscious Homeowners & Renters

- Customer Profile: Individuals seeking affordable, effortless lighting solutions to improve nighttime safety and convenience without electrical wiring. This demographic includes parents, late-shift workers, and older adults who benefit from soft guidance beacons indoors and high-visibility address numerals for emergency responders or visitors outside.
- Reach Strategy: Direct-to-consumer (D2C) sales through the official online storefront. Marketing efforts center on the practical utility and durability of the 3D-printed Prusament PETG Ultraglow Green fixtures, demonstrating how easily products like the snap-around plate surrounds and keyhole rings can be installed.

2. Major Hardware Retail Chains

- Customer Profile: Big-box home improvement and regional hardware stores looking for unique, high-margin point-of-sale items and reliable home safety inventory.
- Reach Strategy: Direct commercial vendor onboarding. The go-to-market approach involves pitching complete, ready-to-deploy retail displays directly to corporate buyers at chains like Menards. This highlights the wholesale scalability of the multi-size 0-9 numeral sets and 5-inch A-Z luminous letters as shelf-ready inventory.

3. Seed Investors & Growth Partners

- Customer Profile: Angel investors and strategic partners seeking early-stage equity in a scalable manufacturing enterprise with established, in-house 3D printing production workflows.

- Reach Strategy: Structured B2B pitching and direct networking. This is executed by presenting the formalized seed investment framework, offering 200,000 shares (a 4% equity stake) and a 15% direct monthly lifetime commission in exchange for a $25,000 capital injection.

What does your company do?
Describe the problem you're solving, who you're solving it for, and how your product or service works.

Night Mark 3D is a manufacturing enterprise that produces premium, 3D-printed glow-in-the-dark home solutions, including high-visibility address numerals, alphabetical letters, electrical plate covers, and keyhole surrounds.

- The Problem: The core issue is the lack of visibility during nighttime hours, leading to individuals fumbling in the dark to find light switches or door locks. Additionally, dark exteriors create safety and logistical hazards when emergency responders, delivery drivers, and visitors cannot easily locate a specific residential or commercial building at night.
- The Target Audience: The primary end-users are safety-conscious homeowners and renters seeking effortless home safety upgrades without the expense of hardwiring electrical fixtures. The secondary audience includes commercial wholesale buyers and regional hardware retailers seeking highly utilitarian, shelf-ready retail display items.
- How the Product Works: The fixtures are manufactured in-house using a 3D printing production workflow configured specifically for highly luminescent Prusament PETG Ultraglow Green filament. These products are engineered to naturally absorb ambient light

throughout the day and glow brightly through the night. The designs focus on everyday convenience and easy installation—utilizing snap-around frames for existing switches, seamless full-replacement wallplates, and precision-fit rings—creating an instant luminous guidance system when the lights go out.

Would you like to expand this into a longer pitch deck format, or focus on refining a single-sentence elevator pitch for investor meetings?

What is your competitive advantage and who are your main competitors?

Competitive Advantage

Agile, In-House Manufacturing Workflow

Operating a dedicated 3D printing production fleet allows for rapid iteration, on-demand inventory scaling, and strict quality control without the massive minimum order quantities or lead times required by overseas injection molding. This localized manufacturing model makes it highly efficient to supply both direct-to-consumer orders and commercial wholesale retail displays.

Premium Material Performance

Rather than relying on the cheap, short-lived phosphorescent plastics common in novelty items, utilizing highly engineered materials like Prusament PETG Ultraglow Green filament ensures a brighter, longer-lasting luminous charge and superior durability for both indoor and outdoor applications.

Zero-Friction, Zero-Maintenance Design

Unlike electronic alternatives, these solutions require zero electrical wiring, no batteries, and no solar panels that can fail in bad weather. The products passively absorb ambient light and work flawlessly every night, offering an immediate, frustration-free installation process (like snap-

around plate surrounds) that appeals strongly to renters and DIY homeowners.

Main Competitors

Traditional Hardware Manufacturers
Legacy brands (such as Hillman or Hy-Ko) that currently dominate the aisles of major chains like Menards with standard reflective, metal, or basic plastic address numbers and traditional wall plates. While they have massive retail footprints, their products lack the active nighttime visibility of photoluminescent materials.
Solar & Low-Voltage Signage Companies
Manufacturers producing solar-powered or hardwired illuminated house numbers. While these offer high visibility, they are significantly more expensive, require complex installation, and are prone to battery degradation or weather-related failures.
Smart Home Lighting & Nightlight Brands
Companies selling plug-in LED nightlights or smart switches. These competitors solve the indoor nighttime visibility problem but take up outlet space, increase energy consumption, and often require electrical know-how to install full replacement smart switches. Night Mark 3D bypasses this entirely with passive, glowing hardware.
How would you like to position the pricing strategy against these specific competitor categories when pitching to retail buyers?

Who is on your team?
Include key advisors if applicable.

Executive Leadership

- Andrew M. Cheaney, Founder & CEO: Directs all core operations for Night Mark 3D, spanning product engineering, direct-to-consumer e-

commerce, and commercial wholesale strategy. Bringing a diverse entrepreneurial background in e-commerce, specialized publishing, and consumer goods, Andrew manages the end-to-end in-house manufacturing workflow. This includes directly overseeing and optimizing the 3D print farm fleet, fine-tuning slicing software parameters for Prusament PETG Ultraglow Green filament, and scaling production throughput to meet both individual retail orders and commercial wholesale volume.

Advisory & Strategic Network

- Seed Investment Partners (Incoming): Operating currently as an agile, founder-led enterprise, Night Mark 3D is actively structured to integrate strategic advisors through its seed investment offering. The target $25,000 equity partnership is designed not just for capital injection, but to onboard a key advisor with specific expertise in national hardware retail distribution. This partner will play a critical advisory role in navigating B2B vendor scaling and commercial onboarding processes with major regional chains like Menards.
- Logistics & Commercial Advisors: The company leverages a localized network within the Sioux Falls commercial sector, drawing on specialized, ad-hoc guidance for small business funding mechanics, commercial real estate footprint expansion, and operational logistics.

What would you use Dakota Seed Fund investment for, and what milestones would it help you reach?

Securing a $25,000 equity investment from the Dakota Seed Fund provides the exact capital required to transition from a direct-to-

consumer print model into a commercial wholesale operation. Because the fund is milestone-based, the capital injections would be tied directly to scaling production throughput and securing retail partnerships.

Print Farm Expansion (Milestone: Fleet Standardization)

The primary allocation of funds will upgrade and expand the existing in-house 3D printing fleet. Transitioning from the current Creality-based setups to a standardized fleet of enclosed, high-throughput CoreXY machines—specifically Bambu Lab models like the X2D, P2S, or P1S—will drastically increase daily unit production. The milestone is reached when the new fleet is fully configured and shelf-stackable for single-color production.

Materials & Inventory Scaling (Milestone: Commercial Readiness)

Capital will be deployed to secure bulk commercial orders of Prusament PETG Ultraglow Green filament. By ordering raw materials in high volume, the cost per unit decreases, allowing for the rapid production of full 0-9 numeral and 5-inch A-Z letter retail displays without cash flow bottlenecks. The milestone is hit when a full buffer of shelf-ready wholesale inventory is successfully stockpiled.

Wholesale Retail Rollout (Milestone: Vendor Onboarding)

The final tranche of funding supports the logistics and commercial compliance required for big-box retail distribution. This covers the packaging, shipping logistics, and display unit fabrication necessary to finalize commercial vendor onboarding with major hardware chains, specifically targeting regional distribution into Menards.