



DIMPLES, INC.

BUSINESS

MAKING PRINT EFFICIENT

Dimples enables print publishers to significantly reduce the burden of ink usage while retaining signature branded typography. Independent testing shows up to 40% ink reduction on printed text.¹

In partnership with my co-founder, we developed the foundational font-based ink-saving technology and assembled the team. As CEO, I lead the team in management of all aspects of business development, including customer discovery, financial projections, marketing, and pitching.

STARTING WITH A NEED: OURS

My co-founder and I were operating a growing mortgage inspection business with thin operating margins. A main cost was printing ink.

The print industry is growing globally² (\$5B ink revenue in U.S.³), but ink is more expensive by the gallon than human blood.

We evaluated existing techniques for making print efficient, such as 'draft mode' on printers. The results were faded or difficult to operate.

Marketing sliders for visitors to GetDimples.com. From top: A preview of the Dimples technique and savings amount; Dimples supports both green and monetary goals; One of our commercial products, Dimples Word for Microsoft Word on Windows.

- 1 Enactus–Dimples Test. Walmart Women's Economic Empowerment grant for Saint Francis University Enactus. March 2014
- 2 IBISWorld Industry Report C1721-GL. April 2014
- 3 IBISWorld Industry Report 32591. April 2014

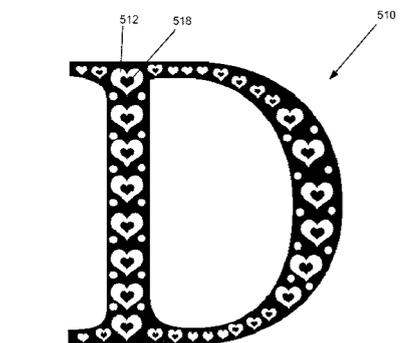
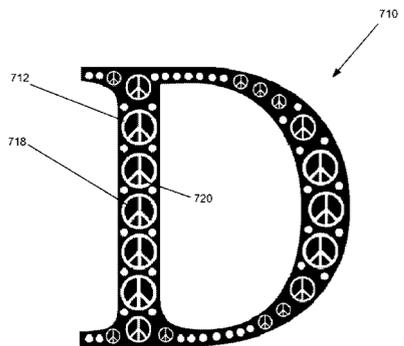
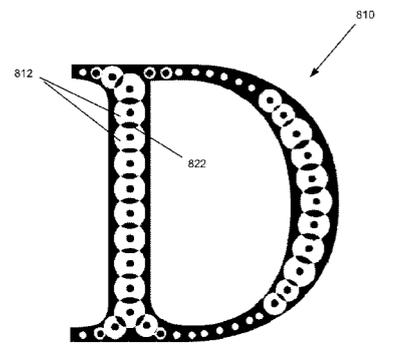
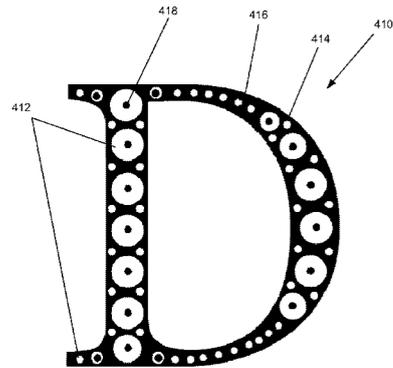
dimples uses negative space in a positive way

saves 30%+ on ink&toner

Reduce CO₂ emissions and save money

Click. Save.

dimples integrates seamlessly with Word



A SIMPLE WAY TO SAVE INK

Our objective was to devise a method of generating an ink-saving overlay for any font. We imagined individual consumers and small business owners to be our primary target, as they pay the highest prices for ink and toner. After market validation, we revised who were our target customers. [see page 4]

FUNCTIONAL REQUIREMENTS

Our product had to meet these standards:

- The ink-saving fonts preserve as much of the original (non-dimpled) font outlines, kerning, spacing, etc., as possible;
- Text printed with dimples has sufficient legibility for low-light conditions and low-vision readers;
- The product complements existing cost reduction efforts.

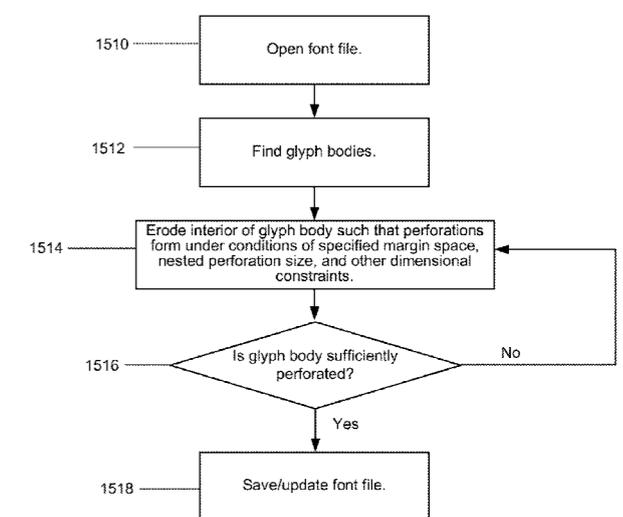
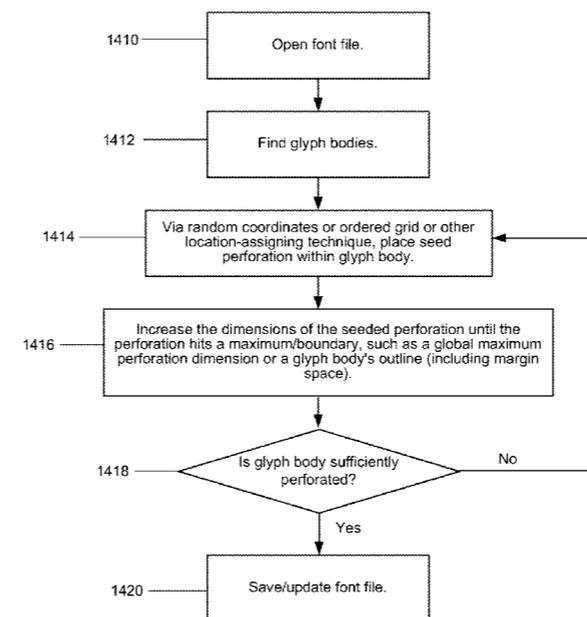
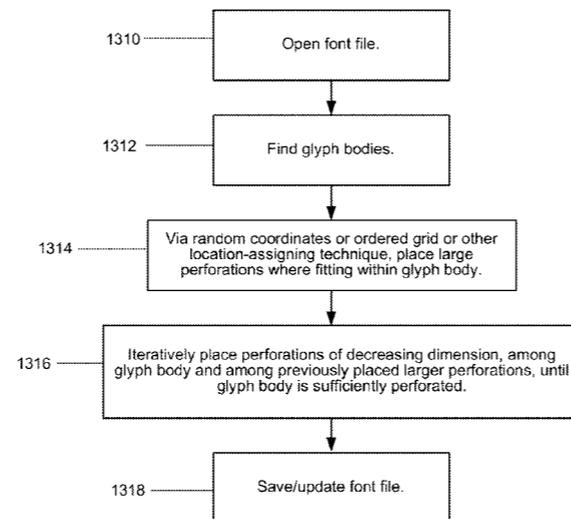
INVENTING 'DIMPLING'

Dimpled text conserves ink while preserving legibility because each letter's contour — what our eye detects to process printed symbols — is maintained while ink-saving perforations (hence 'dimples') are carved from the center region.

The optimal dimpling process was developed through a systematic brute force approach, performing hundreds of print tests of ink-saving concepts. In-house techniques were invented to measure projected vs. realized ink savings.

My co-founder and I wrote and were awarded a full utility patent granting all 20 claims.

Left: Various permutations of Dimples, from functional to fanciful. Below: Several public algorithms I developed and implemented for Dimples.



! DIMPLES' VISION
 The 'Dimples vision' is for every print publication, draft document, mass mailing, and more to be dimpled.



Target Customer Profiles:

I print for my livelihood.

I print because I have to.

I support those who print.

Target Segments

Opportunity Size

Publishing

e.g. Boston Globe

1300 dailies, 800 weeklies, 7000 magazines (U.S.)

Managed Print

e.g. ImageTech (Xerox)

10% growth 2011-2016

Licensing

e.g. Monotype

Global: 2000 foundries

1000s of drivers + devices

Revenue Example

Boston Globe

annual circulation fee-per-edition Dimples' revenue/year

70,000,000 x **\$0.0017** ≈ **\$120,000**

customer's net savings: **\$240,000**

PUBLISHERS BENEFIT

The Dimples team and I discovered that consumers and small businesses were not our initial target customers, though Dimples made nominal sales to customers in the U.S., U.K., Canada, and Spain. We shifted focus to print publishers, particularly newspapers, upon demonstrating our tech to a regional newspaper editor.

WIN-WIN REVENUE STRUCTURE

Dimples charges a licensing fee for its products. The fee is based on factors including the customer's projected savings:

- **Dimples Type** [page 8]: SaaS, annual subscription, ~\$0.0017 per print edition of the customers' publications.
- **Dimples Word**: ~\$20 fixed fee per workstation per year.

Direct B2B sales are performed via commissioned sales team and partners.



TRIPLE BOTTOM LINE SAVINGS: ENVIRONMENT, MONEY, & PEOPLE

Since Dimples saves ink, an organization is able to recover an otherwise sunk cost. The organization thus has more money to invest elsewhere¹, such as investing in people via jobs.

In addition, Dimples reduces CO₂ output and dependence on petroleum-based inks and genetically modified soy inks.

For commodity printers, conserving ink/toner means fewer cartridges enter landfills.

If Spectacle Island were an active landfill, we'd fill up the whole bay with cartridges at the current U.S. consumption rate.

photo: Spectacle Island by Doc Searls, Santa Barbara, USA [CC-BY-SA-2.0]

¹ Dimples' tagline is "It's like *printing money*".



TRACTION PIPELINE

We're developing relationships with some of the biggest names in publishing, including Gannett, McClatchy, Monotype, and the Boston Globe.

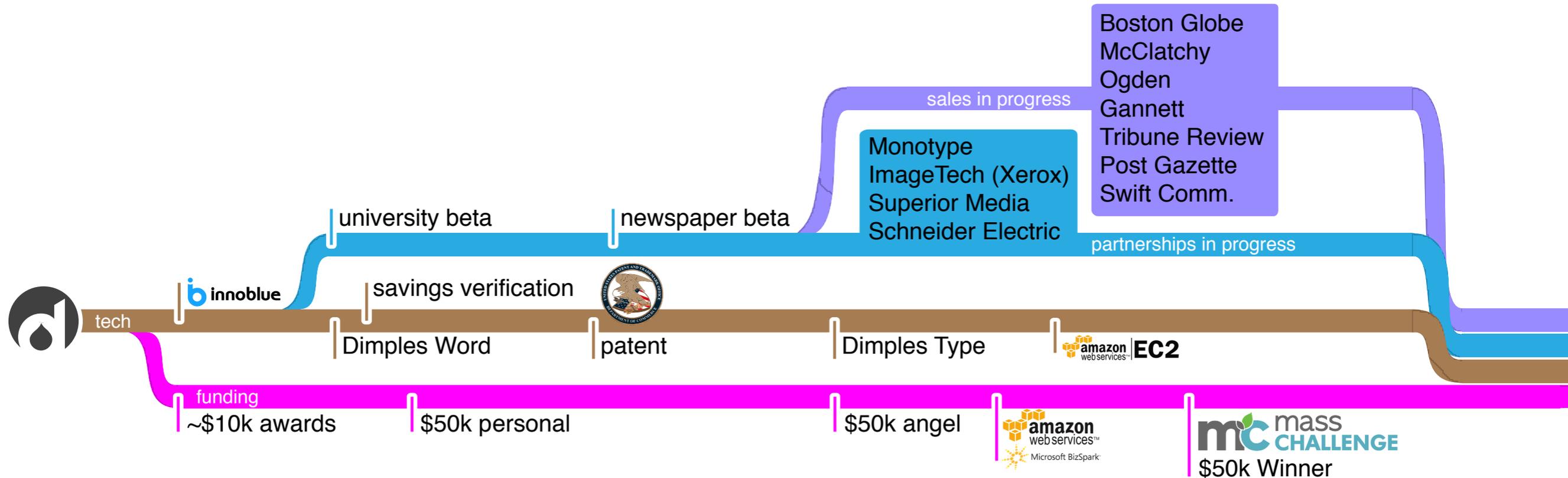
Dimples is a MassChallenge winner.

"We are impressed with the Dimples technology, as it offers high-quality output while ensuring significant toner/ink savings. Dimples' innovative approach, which addresses savings at the font level, gives users an elegant way to implement the solution."

— Joe Roberts, GM/VP OEM, Monotype

"Putting Dimples technology in place, newspapers can cut ink costs without diminishing the quality of their products. The saving in ink consumption can be dramatic."

— John Marshall, VP Sales, Superior Media Solutions





KEY INSIGHTS

funding

The time investment and distraction of fundraising is more than I expected. Though having opportunities to raise seed funding, my partner, our angel investor, and I have chosen to focus instead on **organic growth** and maintaining a low burn rate. What we lack in comfort, we gain in control and maintaining company vision.

tech

Competitive advantages can have humble beginnings. What started as a side project to eliminate an extremely boring task grew into one of Dimples' key advantages: **highly scalable** automated font processing. (See Dimples Type, page 8.)

partnerships

Many ideas are better shared openly rather than kept 'close to the vest'. By reaching out to strategic partners such as Monotype and asking for input, we're unlocking **mutual opportunity**.

sales

One of the reasons why there are fewer startups building enterprise software: the sales cycles are extremely long, often longer than a small company's financial runway and/or the team's stamina. Yet, the rewards in terms of **impact** (including social, environmental, and financial) can be great.

dimples
getdimples.com it's like printing money



MORE INFORMATION

- GetDimples.com
- MassChallenge Winner (BostInno)
- View a Dimples commercial (produced by my co-founder and me)