

Company Profile:

Lion Laser Systems B.V. is founded in 2004 and has currently 25 employees, family owned and financially sound with a turnover exceeding €1.000.000,00.

Problem that needs to be solved:

Either less single use consumption or increased recyclability.

Value proposition and business model:

Lasermarkings increase traceability when opted for a reusable options for food and drinks, as is already being done with producer Circulware. <https://www.circulware.com/>
Lasers can personalize a reusable cup and with that increase the desire of the user to hold on to that cup and re-use it. LaLiga knows how well customization works by the amount of shirts with your own name printed on the back.

Lasers are rare and considered future tech, making the printed cups cool and increase the perceived value of a product massively. We get e-mails from people who received a personalized pen after 5 years that the ink ran out. I can't imagine any pen that I used for 5 years straight. See a live laserengraving here: https://ekyw-my.sharepoint.com/:v/g/personal/e_kroon_ekyw_nl/EWpM-s6k_-FHpxzPr2nFMSABF9lrpaA0nn69ejbd8blgYw?e=Fa8V7M

Potential users, customers or market:

The giftshop looks to me like the most suitable place to start, perhaps with a temporary discount when using your own dishware or via a deposit. The latter is possible via scannable QR-codes that is easily doable by lasers.



Main functionality and competitive differentiation:

Main functionality is that the laser transforms electricity to light in order to alter the surface of an object. Making it more reflective (turning it white) or light absorbent (turning it black). The competitive differentiation is that the laser is extremely flexible with hardly any operating costs, consuming 1/3rd of a coffeemaker on electricity. While allowing every team to create their own design without any cost. If someone can draw in MS Paint and print it on paper than he/she can operate our lasers.



Vandaag staat onze Mini graveerlaser 'LionFiber Mini' op de open dag van @NACnl Breda!! Wil jij een gratis NAC pen met jouw naam erop? Loop dan snel even langs, dan graveren wij deze ter plekke. Tot zo! #NAC

#Breda #NACopendag #NACsupver #LionLasers #Lasergravenen

Image 1 of 3



Internationalization plan:

Lion Laser Systems is already operational in over 15 countries globally, of those are 10 European. Among others Spain, while the main customerbase is the BeNeLux.

Scalability and growth:

I believe this question is more for startups, but I'll answer it to my best knowledge. Lion Laser Systems has been steadily growing for the past 19 years and survived COVID and the banking crisis with ease. Because of the modular design, production of lasers can easily be scaled up, although I do not assume that LaLiga will out-demand our maximum output.

Technical definition of the project and commercially viable:

Technical definition is high tech, but usable by all. Our lasers are even operated by people with mental disabilities since we not only build the laser, but also the software. Customization is easy for us.

Commercially viable are lasers certainly. We see significant increase of marketing and sales when using lasers. Some of our clients are even going viral on the internet. In fact, NAC Breda has already used our lasers, the fine print of their logo is stunning.

More examples:

Laser engraving on PET (not real speed): https://ekyw-my.sharepoint.com/:v:/g/personal/e_kroon_ekyw_nl/ERozb9FNmuRCuJSzReHq76ABRHJy_vbKOoi4gDsm7iDkoQ?e=9rNzfT

Lasermarking of a Circulware beertray: https://ekyw-my.sharepoint.com/:v:/g/personal/e_kroon_ekyw_nl/EevvKwWhPcxGo2UGysUoia8BYFIXtycJL63mXEGhxCOA0w?e=Fn9puO