



**Press review**  
**Pollen AM**

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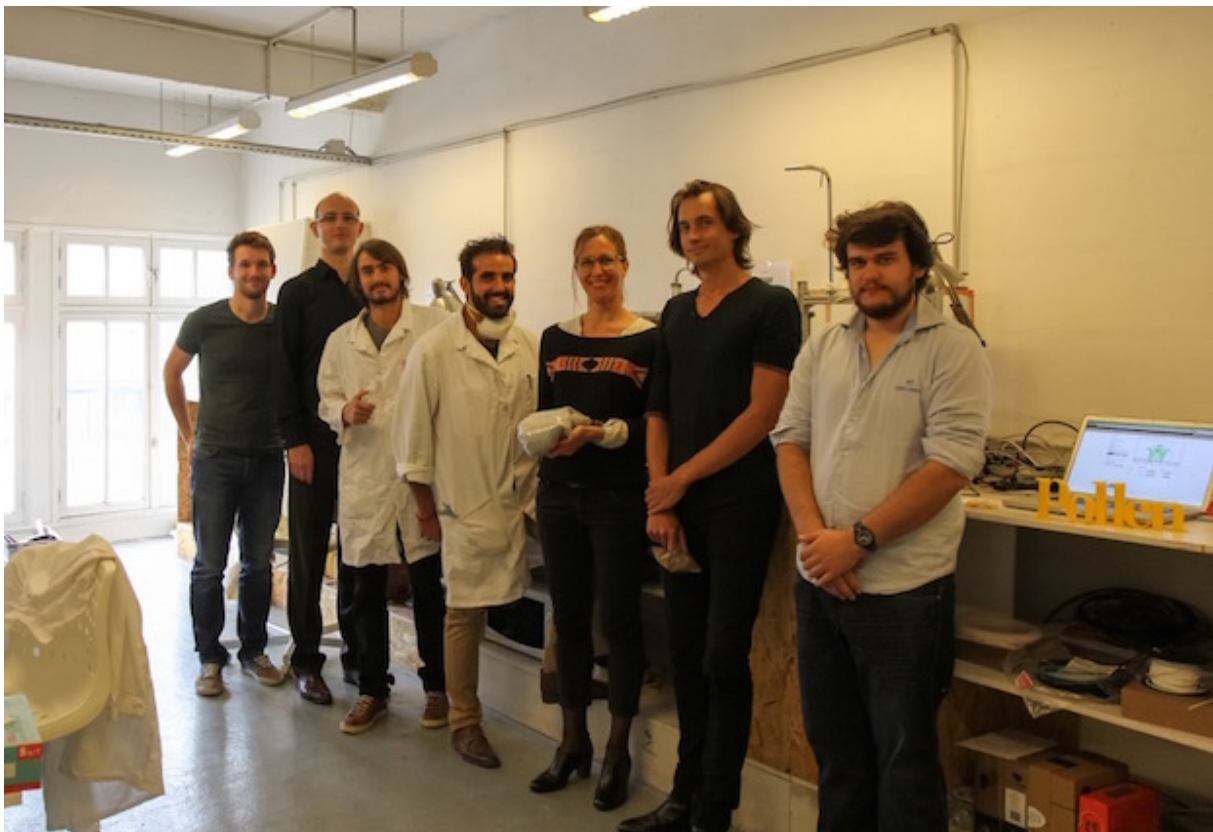
Pollen AM, a startup that distils a paradigm shift via "personal manufacturing", by Matthias Fille.

# Pollen AM, the startup that brings Personal Manufacturing to a platform

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TRANSLATED FROM THE ORIGINAL VERSION:

<https://www.maddynews.com/2015/06/22/pollen-am/>



Launched in late 2013 by Cédric Michel and Victor Roux, Pollen AM has established itself as a disruptive pure-player of 3D printing. This scientific team is resolutely in line with Rand Hindi, Xavier Duportet, Anaïs Barut, and other eminent young players in French "shifting innovation". Decryption, on the ambition of a startup that distils a paradigm shift via "personal manufacturing", by Matthias Fille.

Cédric and Victor, childhood friends, discovered the additive manufacturing industry in 2001. After initial work in 2010, they left their respective positions to join. Two years of research ensued, in "submarine" mode, on a process allowing to overcome the limitations of 3D printing. Indeed, the contemporary solutions on the market are all dedicated to rapid prototyping: after printing, they require substantial and binding post-processing in order to

have a functional product. All existing technologies, recent or not, industrial or accessible, share the same limitations: mono materials, heavy post-treatment, expensive consumables... Pollen AM's patented process overcomes this pitfall. Their technological assets are based on a printing machine internalizing additive manufacturing, composition and multi-material mixtures. Thus, the print heads autonomously and flexibly produce perfectly functional parts, ready for use without having to resort to post-processing. Finally, consumables reflect an important competitive advantage: their raw industrial format (granules and micro-balls) guarantees a much lower price and worldwide availability.

The ambition of the project does not stop there. The team creates around a virtuous ecosystem and a fertile ground for partnership collaboration: provision of a software tool kit that comes to operate on the machine and configure 3D models to promote "What You See Is What You Build" and a marketplace of 3D models and applications from the SDK, the "Fabstore", which completes the offer. This combination gives rise to "Personal Manufacturing": the production of personalized items, tailor-made, locally, effortlessly, open to everyone.

On the commercial side, pre-orders will be open at the end of 2015. 126 orders have already been secured with partners. In terms of the application market, brands, designers from the worlds of fashion, jewelry, decoration, whether eyewear, artists, stylists, footwear, watchmakers, etc. are primarily targeted. All share the same creative and industrial problem: how to produce on-demand, innovate and involve the end customer in the personalized creation process. In the medium term, the machine will also be offered to the general public.

To carry out this ambitious project, Pollen AM relies on 8 doctors and engineers in fundamental physics, materials, electronics, mechanics, 3D modeling, UX and software engineering. € 760,000 in private funding has been allocated for R&D. In addition, the team recently benefited from ADI - BPI France (150,000 euros), and was awarded the Scientipôle Initiative (90,000 euros loan of honor) process for which, I had the privilege of accompany and instruct them. Undoubtedly, here is an actor - who knows how to produce the most beautiful cocks of French Tech - to follow!