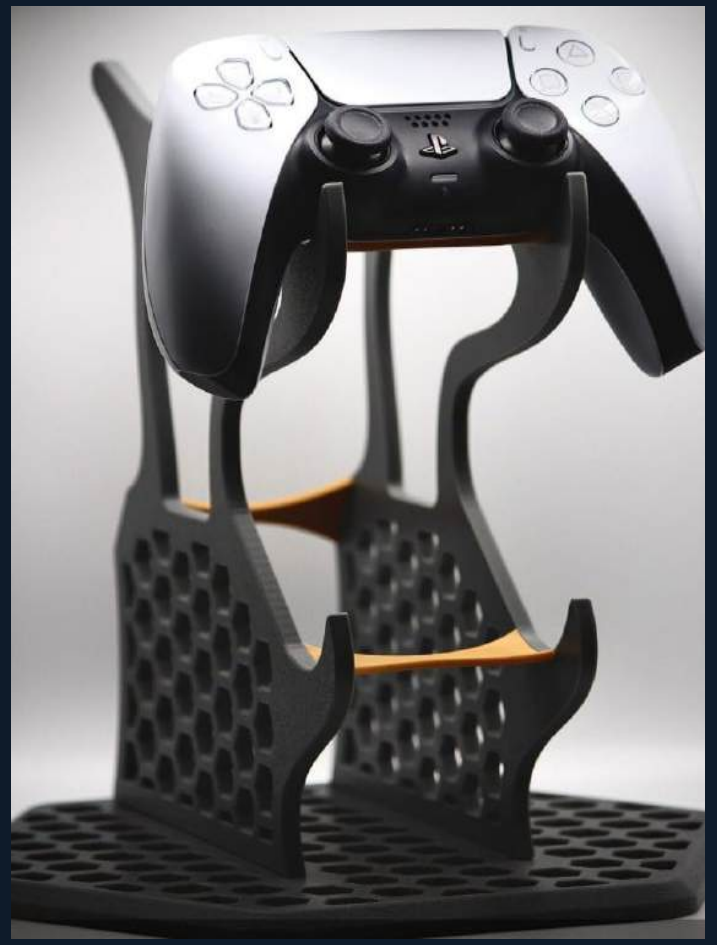
SINGAPORE ONLINE LAUNCH

3D-PRINTED PSP CONTROLLER STAND

A compact, customisable gaming accessory designed for tidy desks, safer storage and gamer identity.



Sales proposition

“Display it. Protect it. Personalise it.”

Why Stand – LIKE IT, LOVE IT,ADORE IT

ATTENTION

Gaming desks quickly become cluttered with controllers, handheld consoles and charging cables.

01

INTEREST

One compact 3D-printed stand organises, displays and protects both a PSP-style handheld and a controller.

02

DESIRE

Choose colour, name engraving and device fit—without the cost or waste of mass-produced tooling.

03

ACTION

Launch at S$39.90, offer custom versions at S$49.90,

04

Customer problem worth solving

What gamers are trying to achieve

- Keep the desk clean and ready to play
- Prevent scratches, drops and cable tangles
- Show gaming gear as part of personal décor
- Buy a thoughtful, affordable gamer gift
- Get a stand that fits the device

Our value promise

- Two-device organisation in one footprint
- Stable cradle with charging access
- Personalised colour and customize options
- Made on demand: low inventory risk
- Lightweight, locally adaptable design

Who should buy first?

PRIMARY

Console & handheld gamers

Age 16–35; desk-setup enthusiasts; value design and convenience.

SECONDARY

Gift buyers

Parents, partners and friends seeking a personalised gamer gift.

B2B NICHE

Gaming cafés & retailers

Branded stands, display units and small-batch custom orders.

Positioning statement

For gamers who want a clean, expressive setup, this 3D-printed stand stores and displays two devices in one compact, customisable form—made on demand for Singapore buyers.

Product that earns a premium



- **2-in-1 footprint** — Holds handheld + controller
- **Charge-ready** — Cable groove and open ports
- **Custom identity** — Colour, gamer tag, logo
- **Made on demand** — No mould or large stock
- **Upgradeable** — New inserts for future devices

Simple offer architecture

GOOD

Essential Stand

S$39.90

- Single colour
- Standard fit
- Basic packaging

BETTER

Personalised

S$49.90

- Name engraving
- Choice of colours

BEST

Collector Bundle

S$59.90

- Two-colour finish
- Cable clip + nameplate
- Priority customisation