THE ASSEMBLY

OCTOBER 2026

One platform to build in Canada.

PROBLEM

The offshore manufacturing playbook is broken, and Canada has no domestic one.

> There's plenty of metalworks in Ontario. But there's not a lot of people who do this to a certain level of tolerances. And I haven't found anyone who can do this turnkey so far.

Boutique audio electronics brand, Ontario, moving enclosures home since 2025

CUSTOMER RESEARCH · 125 BUYERS

Finding a supplier is the number one frustration.



"Zero Google search results."

Oil and gas, $2M–$10M

"Suppliers will either not respond to my initial RFQs, or stop responding after 1 or 2 emails."

Consumer products, under $500K

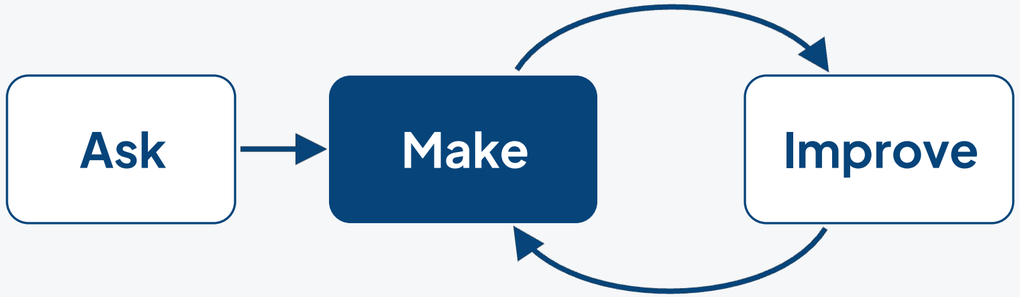
"Can't find actual manufacturers. Everyone seems to be sourcing from Asia."

Agri-food, $2M–$10M

The Assembly Line reader survey, 125 completed responses, single choice. 10 skipped, 5 wrote in their own answer.

SOLUTION

Advanced Manufacturing Intelligence (AMI)



Ask. Agent interview to determine scope and source.

Make. Quote → production → shipped, with transparency. **Transaction fee**

Improve. Re-engineer for advanced manufacturing. **Fee for service**

CASE · BATTERY TECH COMPANY, OTTAWA

75 heatsinks for drone batteries

Ask. Quotes for the same part:

Offshore	Canadian quotes	AMI
$190	$1,000+	$466

Make. Vetted partners, made in Canada, predictable delivery.

Improve. Redesigned: 26% lighter, 18% more cooling, same price.

BUSINESS MODEL

We take a cut of every job that runs through AMI.

TRANSACTION FEES

10–15%

of job value on routed production, taken from the shop payout.

Professional services

Re-engineering parts, and rebuilding the manufacturing intelligence that went offshore.

Digital inventory

Production files, specs and IP held securely, as a subscription.

Fee band is our current partner agreement; proven partners pay the low end. The fee layer has not started earning yet.

TRACTION

Buyers are asking, AMI is delivering



$46K in accepted quotes

14 invoiced projects

~$200K in pipeline

> “[The Assembly] connected me with manufacturers, and got me rolling with samples and quotes within days.”
>
> Adam Wilk, The Zerowriter Company · Buyer

> “We received over $35,000 worth of work from [The Assembly] and will happily keep paying them 10% for these quality jobs.”
>
> Ryan Brundle, 3D Print Craft · Partner shop

TEAM

Two exited founders and a manufacturing operator



Nichelle Hubley

CEO

Founded & exited a successful marketing agency



Dustin Sparks

COO

Founded & exited a successful technology consultancy



Joel Walker

DIRECTOR OF MANUFACTURING OPS

20 years leading teams & building systems in regulated manufacturing

COMPETITION

The model is proven in the US. Nobody does it in Canada.

XOMETRY · FY2025

US$686.6M

a year on the “on demand, distributed” manufacturing model.

AMI ADDS

Agentic engineering judgment

Supply chain optimization

Built for Canadian buyers and Canadian shops.

Source: Xometry FY2025 results. Named Canadian competitors in the appendix.

MARKET SIZE

CA$32B in demand, CA$4B in recoverable capacity

DEMAND

CA$32B / year

Canada's 8.3% share of the US$275B market Xometry.

VALIDATED VERTICALS

Battery tech, electronics, medical devices, sensors, marine, defence

RECOVERABLE CAPACITY

CA$4B / year

Fabrication runs at 72.2%, CA$4B already bought, staffed and waiting for use.

IDEAL PARTNERS

Low volume, high mix. Traditional and advanced manufacturing.

Sources: Xometry FY2025 10-K; StatCan; US Census M3; Federal Reserve G.17; ISED. Demand and capacity use different bases.

GO-TO-MARKET STRATEGY

We pay $11 to reach a buyer. Shops find us on their own.

BUYERS

$11

per subscriber. $3,678 spent, 329 subscribers to The Assembly Line.

SHOPS

11 + 25

onboarded, plus applied organically through the Additive Canada directory.

PARTNERSHIPS

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Productique Québec, NGen and Innovation PEI bring shops and customers.

11 of 12 paying customers came from someone who already knew us.

The raise makes acquisition repeatable.

THE ASK

$1M

to take AMI live by March and prove the fee layer by Q4/27.

USE OF FUNDS



Sales & marketing	37.5%
AMI platform	25%
Network depth	20%
Team	17.5%

THE NEXT 12 MONTHS

Cash-flow positive by Q4.

Q1

AMI live

Mar 1

- First fee revenue
- Core team: 9 hires
- 25 Network Manufacturers

Q2

$100K

per month

- Buyer and partner self-serve shipped
- 4 more hires
- 45 Network Manufacturers

Q3

$400K

per month

- V2 intelligence layer live
- 100 cumulative AMI requests

Q4

Cash-flow

positive

- 23 Improve projects delivered
- 75 Network Manufacturers

Targets extrapolate our measured rates ($11/subscriber, $245/AMI request). Forward looking, not contracted revenue.

FINANCIALS

Cash-positive in Q4 on a $1M raise

2026

QUARTER	REVENUE
Q1	$3.7K
Q2	$3.3K
Q3	$30.7K
Q4	$35K

2027

QUARTER	REVENUE	NET CASH
Q1	$50K	($335K)
Q2	$180K	($299K)
Q3	$346K	($141K)
Q4	**$528K**	**$35K**

$1.1M
2027 AMI revenue

$134K/mo
Peak burn (March)

$225K
Lowest cash (Sep)

October
Cash-flow positive

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Team

THREE TO FIVE YEARS

Every job teaches AMI who can build what, at what price, in what time.

Years 1–3

Thousands of buyers, hundreds of shops, fee revenue compounding.

Years 3–5

The default domestic manufacturing solution. Defence, marine, medical.

Exit

A platform buying distribution, or an industrial group buying the channel.

That intelligence becomes the company's the most valuable asset.

Forward looking, illustrative, not projections. No valuation is implied.

Let's build in Canada.

Nichelle Hubley, CEO
nichelle@theassembly.io
902-626-5938

Dustin Sparks, COO
dustin@theassembly.io
902-218-3273