

MAKE:

**Where unleashed potential, creativity, innovation, technology and hands-on-learning intersect**



## Highlights

- 1 Making has democratized technology, leading to broader access, discovery, and mastery
- 2 Life-long learning through making and technology is a career demand for everyone's economic future
- 3 Making is increasingly a part of education systems, prominent in secondary schools and universities
- 4 Maker Faire is formative, enhancing our sense of connection, belonging and responsibility
- 5 Maker Faire is a gathering of tribes - connecting, exchanging ideas and knowledge across disciplines
- 6 The world needs makers who understand and balance technology, making sure technology serves us all
- 7 Acquiring know-how empowers makers to bend technology to their own goals
- 8 Maker Faire is trusted, global and successful with thousands of events and millions of attendees

## Featured Investor



**Austin Eckman**   
Syndicate Lead

Follow

Invested \$5,000 

Founder Of inventr.io Maker at heart.

"I am Austin Eckman, founder of inventr.io, a brand focused on teaching creative engineering through creative storytelling. I am investing in Make because I believe in its mission to empower and inspire creators through meaningful projects and hands-on learning. Make Magazine and Maker Faire is actively at the forefront of the maker movement, providing valuable resources and fostering a global community of creators. From schools to universities, and from professional engineers to families, Make has been a critical resource for those looking to explore the technical unknowns. With a proven track record of success since its first publication in 2005, Make has consistently fueled its community with value, innovation, and creativity. Investing in Make is not just backing a company; it's fueling a vision for a more creative and empowered future accessible for everyone. By supporting Make, we are enabling individuals to reach their full potential and create meaningful impacts in their local communities. In 2024 and beyond, supporting the maker movement is essential for thriving in a world where technology continually reshapes our lives and work. It's about ensuring everyone has the resources and knowledge to invent, innovate, and adapt, rather than being left behind. While I am passionate about Make's mission and vision, the company's strong execution and diverse revenue streams are equally compelling to me as an investor. Make has multiple avenues for growth, including e-commerce sales of tools, kits, and training materials; digital and physical magazine subscriptions; advertising placements; sales to schools; event ticket sales; in-person product sales at events; and sponsorships from major brands. Each of these existing revenue streams presents a significant opportunity for expansion and long-term financial success, making Make a brand with immense potential for both impact and profitability. If you're ready to join us - let's Make something meaningful together."

## Our Team



**Dale Dougherty** President

Dale Dougherty is widely regarded as a visionary leader in the maker community, whose efforts have helped democratize access to technology, foster creativity, and empower individuals to become active participants in shaping the future through making.



**Todd Sotkiewicz**



## Make a meaningful, impactful and profitable investment in Maker Faire



### FOR GENERATIONS TO COME

The world needs the ingenuity and creativity from the people we call makers. **Make:** was founded on the idea that everyone can be a maker. We are dedicated to growing the community of makers, promoting their innovative projects, and empowering everyone to participate in shaping our future.

### WHY INVEST?

- **Own** a stake in a globally recognized company democratizing technology and advocating hands-on learning globally
- **Amplify** the impact of makers on society
- **Expand** and nurture a community where individuals can experiment, invent, and bring their ideas to life



### THE STORY SO FAR

Flashback to 2005: **Make:** magazine hit the newsstands and in 2006 inspired Maker Faire, bringing the pages of *Make:* to life by showcasing the projects and people behind them. Together this propelled the maker movement into mainstream culture. Today we see Maker Faires and makerspaces across the world in schools, universities, local government, neighborhoods, and inside large corporations. Ideas and projects prototyped and introduced at Maker Faires have turned into successful commercial ventures. disrupting traditional means of

manufacturing and advancing innovation.

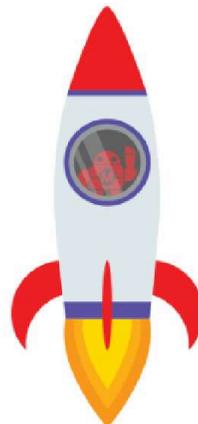


“Making is fundamental to what it means to be human. We must make, create, and express ourselves to feel whole.”

— Dale Dougherty

## THE GREATEST SHOW & TELL ON EARTH

Echoing the effervescent joy and spectacle of a 3-ring circus but with a twist, Maker Faire is a contagious celebration of culture, a carnival of ingenuity, and a glimpse of possibilities. It is poised to expand, igniting creativity and curiosity at the grassroots level across the world. Maker Faire is a vibrant, interactive experience that promotes sharing of skills, fosters collaboration, and builds a sense of community among participants.



18 years=  
**1,450**  
MAKER  
FAIRES

**7.6**  
MILLION  
attendees

**130K**  
participating  
makers



## THE STORIES & PROJECTS OF MAKERS

**Make:** magazine is a digest-sized collection of the coolest projects, stories, and skill builders. With a dedicated subscriber base, *Make:* is the go-to resource for DIY tech enthusiasts and often referred to as the bible for creators, tinkers, and doers.



19  
YEARS OF  
HISTORY

95  
PUBLISHED  
ISSUES

3.5K+  
PUBLISHED  
PROJECTS



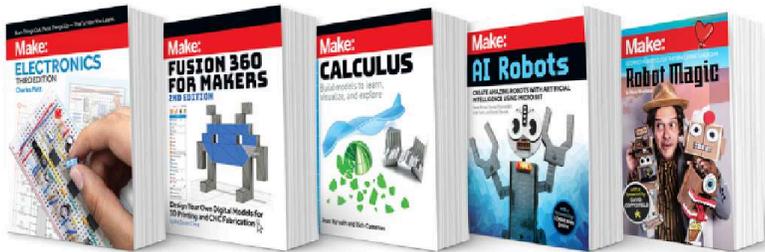
## SPARKING YOUNG AND INQUISITIVE MINDS

As a pioneering voice for makerspaces in informal and formal education settings, we have championed the integration of hands-on learning experiences. The advantages of fostering a maker mindset from early childhood on are undeniable.



## LEARNING NEVER STOPS

We have the ultimate tool library, a book list of 125 titles covering electronics, DIY technology, digital fabrication, technical manuals, education, and more. Kits complement our titles, inspiring accessible hands-on practice across important concepts. Our library of books and kits is a valuable and trusted resource in both formal and informal settings.



Many titles are available in other languages including: Chinese, Czech, Dutch, Finnish, French, German, Italian, Japanese, Korean, Polish, Portuguese, Romanian, Russian, Serbian, Spanish, and Thai.

Kit/Book Combos



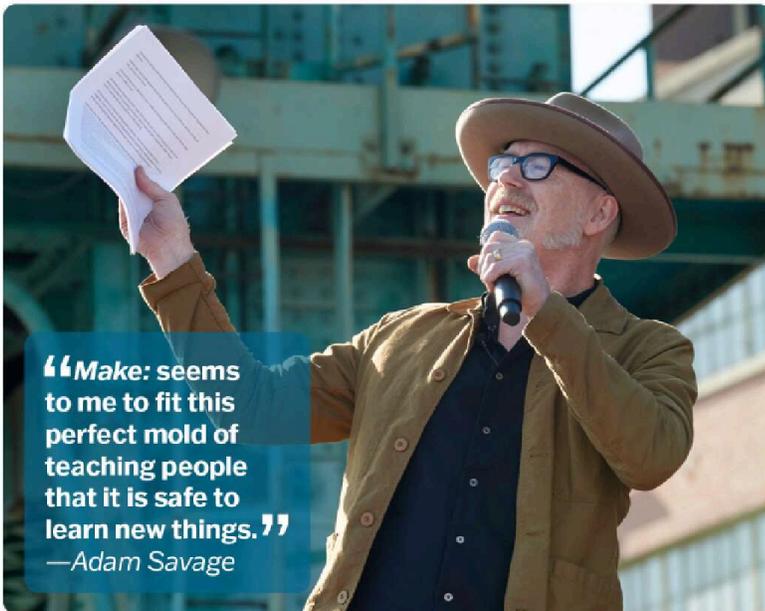


## TOGETHER, WE MAKE

Our biggest supporters are makers, the very heart of this movement. Making transcends boundaries, opening up avenues for collaboration, fostering vibrant communities, and unleashing the boundless potential of creativity and innovation.

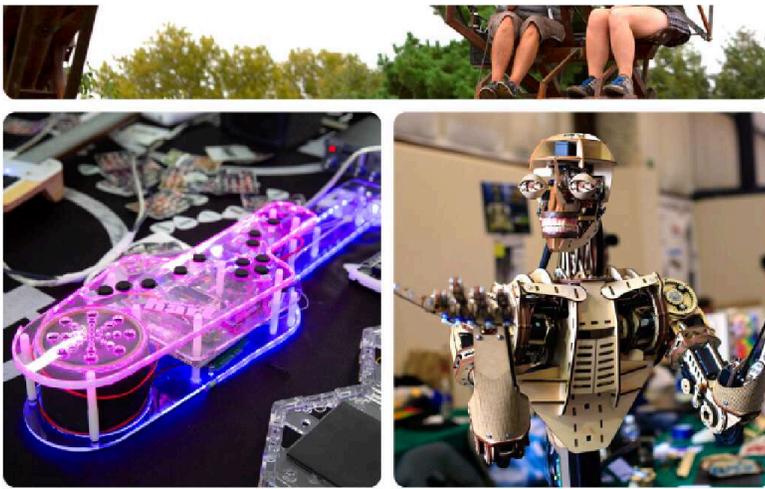
**“The purest showcase of raw innovation, highlighting the latest in robotics, virtual reality, AI, drones and droids, mobile architecture, and climate management.”** —Linda Zavoral, *Mercury News*

**“What makes the Maker Faire so unique is that it presents technology in a hands-on way.”** —Tim Bajarin, *TIME*



**“Make: seems to me to fit this perfect mold of teaching people that it is safe to learn new things.”**  
—Adam Savage





## **Maker Faire** UPCOMING EVENTS *In 2024* (including these and many more):

- Maker Faire Hannover: Hannover, Germany August 17-18
- Maker Faire Tulsa: Tulsa, OK August 24
- Maker Faire Trieste: Trieste, Italy August 31-September 1
- Maker Faire Schwedt-Uckermark: Schwedt/Oder, Germany September 7
- Maker Faire Örebro: Örebro, Sweden September 7
- Maker Faire Providence: Providence, RI September 7
- Maker Faire České Budějovice: České Budějovice, Czech Republic September 14
- Maker Faire Pardubice: Pardubice, Czech Republic September 14
- Maker Faire Orange County: Irvine, CA September 14-15
- Maker Faire Mladá Boleslav: Mladá Boleslav, Czech Republic September 21
- Maker Faire Tokyo: Tokyo, Japan September 21-22
- Maker Faire ITERA TEC: Monterrey, Mexico September 17-18
- Maker Faire Liberec: Liberec, Czech Republic October 5
- Maker Faire Coney Island: Coney Island, NY October 5-6
- Maker Faire Sussex County: Lafayette, NJ October 5-6
- Maker Faire Rocklin: Rocklin, CA October 12
- Maker Faire Tashkent: Tashkent, Uzbekistan October 12-13
- Maker Faire Vientiane: Vientiane, Laos October 12
- Maker Faire CDMX: Mexico City, Mexico October 12-13
- Maker Faire Seoul: Seoul, South Korea October 12-13
- Maker Faire Bay Area: Mare Island, Vallejo, CA October 18-20
- Maker Faire Lille: Lille, France October 18-20
- Maker Faire Baton Rouge: Baton Rouge, LA October 19
- Maker Faire Shanghai: Shanghai, China October 19-20
- Maker Faire Brno: Brno, Czech Republic October 19-20
- Maker Faire NoVa: Alexandria, VA October 20
- Maker Faire Rome: Rome, Italy October 25-27
- Maker Faire Louisville: Louisville, KY October 26
- Maker Faire Milwaukee: Milwaukee, WI November 2-3
- Maker Faire Shreveport-Bossier: Shreveport, LA November 8-9
- Maker Faire Salzburg: Salzburg, Austria November 9
- Maker Faire Orlando: Orlando, FL November 9-10

**Maker Faire Olomouc:** Olomouc, Czech Republic November 11

**Maker Faire Pensacola:** Pensacola, FL November 15-16

**Maker Faire Rochester:** Rochester, NY November 16

**Maker Faire Yucatán:** Merida, Yucatán, Mexico November 28

**Maker faire Saskatoon:** Saskatoon, Saskatchewan, Canada November 30

**Maker Faire Taipei:** Taipei, Taiwan November 30-December 1

**Maker Faire Bilbao:** Bilbao, Spain November

**Maker Faire Shenzhen:** Shenzhen, China November

**Maker Faire Galicia:** Santiago de Compostela, Galicia, Spain December 13

**Maker Faire Beijing:** Beijing, China December

**Maker Faire Hyderabad:** Hyderabad, India December

**YOUNG MAKERS**

**DIY**

ART TECH BOTS CNC SPACE LIGHT TOYS

**HACKERSPACES**

COKE ZERO & MENTOS FOUNTAINS ALTERNATIVE ENERGY VEHICLES

**ELECTRONICS**

SOLAR CIRCUITS CRAFTS SUSTAINABILITY URBAN FARMING LED

**ROCKETS**

GLASSWORKS LETTERPRESS BEEKEEPING STEAMPowered ANIMATRONICS KINETIC ART FABRICATION BICYCLES

SCIENCE & TECHNOLOGY

**ROBOTS**

WORKSHOPS PINBALL MACHINES

**WEARABLE DEVICES**

ENGINEERING ART CARS HANDS-ON BIOLOGY CERAMICS GAMES OPEN SOURCE UPCYCLING SOLDERING STEAMPUNK COMPOSTING PERCUSSION BATTERIES

LEGO MICROCONTROLLER AERODYNAMICS DRONES SCULPTURE NASA FELTING MAGNETS MUSIC

GADGETS LASERS DIGITAL SOUND COMMUNITY PHYSICS COMPUTERS

PAPER CRAFTS HOME GROWN

**DESIGN**

EMBROIDERY MECHANICS PHOTOGRAPHY

**ARDUINO**

WOODWORKING

**GADGETS**

**ARTS**

**FOOD**

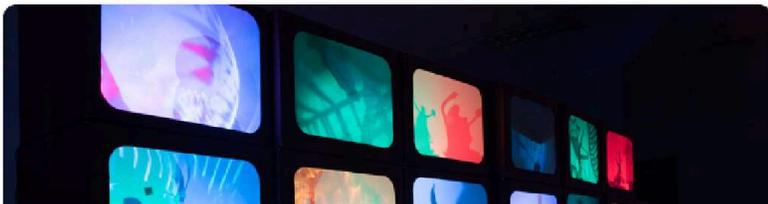
**TEXTILES**

**KITS**

FIRE ARTS HAM RADIO MAGNETS INSTRUMENTS MATHEMATICS

3D PRINTING MAKER SHED

TESLA COILS AND MUCH MORE!



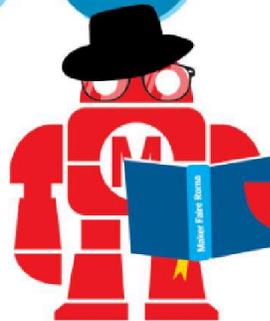


## OUR ACHIEVEMENTS

- Expanded Maker Faire globally, with over **145 faires in 2023**, representing 36% of our revenue
- Held a Maker Faire at the **White House during the Obama administration** and recognized by the President for our work
- Cultivated a **ROBUST RESOURCE LIBRARY**:



- Developed a comprehensive **portfolio** of world-class brands, with Maker Faire® and Make:® registered in over 20 individual countries plus the European Union.

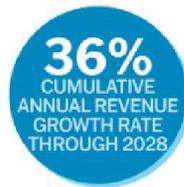




## THE BLUEPRINT AHEAD: VISIONEERING THE FUTURE

We're inviting you to shape and share in the success of our future. Our goal is to advance the maker movement for generations to come.

- **Expanding our reach:** By 2028 we aim to increase the number of Maker Faires by 50%
- **Diversifying revenue:** Anticipating a transition to a 44% event-related revenue and 56% content-related revenue split by 2028
- **Sustainable profitability:** Projected to turn profitable in 2025 with a focus on maintaining healthy growth margins

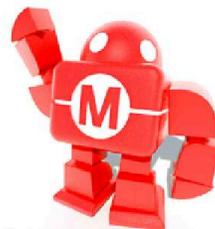


Future projections are not guaranteed.



## HELP BUILD A BETTER TOMORROW: YOUR RETURN

Your investment will grow in value as we grow. **Be a key part of our success story** as we empower the next generation of makers. Unlock new opportunities for all by joining us on this amazing journey with extraordinary innovators around the world.

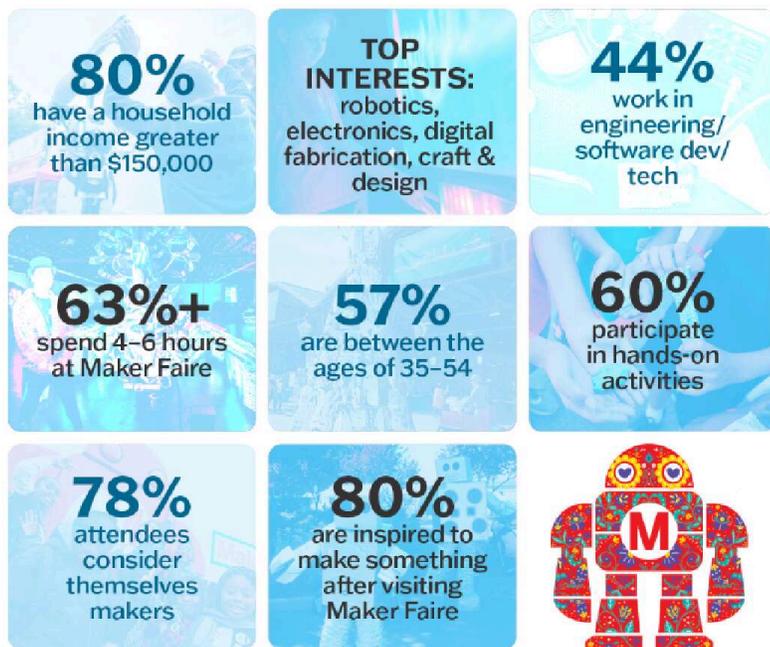


Future projections and investment growth are not guaranteed.





## WE REACH AN ENGAGED AND AUTHENTIC COMMUNITY



## OUR PARTNERS IN MAKING



## THE MAKE: TEAM



### **Dale Dougherty** Founder and President

Dale is widely regarded as a visionary leader who pioneered the maker community by forging DIY media and Maker Faire events around the globe. His passion and dedication opened a whole new world of inspiration and networking to propel individuals to become active participants in shaping their future through making.



### **Todd Sotkiewicz** Vice President

Since 2014, Todd leads with a blend of constructive collaboration, forward-thinking vision, and inspirational leadership. His integrity and public-facing approach earn him the respect and admiration of his teams from *Wired*, *Lonely Planet*, and beyond.



### **Katie Kunde** Director

Joining the first-ever Maker Faire, Katie brings both experience and zeal for orchestrating live events. Through media and events, she cares about developing meaningful relationships with consumers, brands, and partners to help support and grow the makers of tomorrow.



### **Gillian Mutti** Director

In 2014 she joined the Maker Faire team, fostering maker communities worldwide. With expertise in events, marketing, and curation, Gillian's dedicated to empowering makers and inspiring creativity in all.



### **Keith Hammond** Editor-in-Chief

Since joining Make: in 2007, Keith served as managing editor and DIY projects editor, before assuming his current leadership role at the magazine. Prior to Make:, Keith's work included time at *Mother Jones* and *The Nose* magazines.



### **Juliann Brown** Creative Director

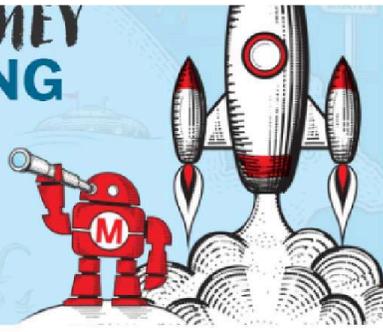
Juliann has extensive experience as a Creative Director and in graphic direction. In addition to 12 years with Make:, Juliann has worked with the *Official Xbox Magazine*, *TokyoPop*, and Saban Entertainment.

BECOME PART



JOIN THE TEAM

OF OUR JOURNEY  
EMPOWERING  
MAKERS TO  
SHAPE THE  
FUTURE!



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## Downloads



[Five year model.pdf](#)