



INVEST IN MAKE:

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

[makerfaire.com](http://makerfaire.com) Santa Rosa, CA



## 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

- 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

## Our Founder



**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.

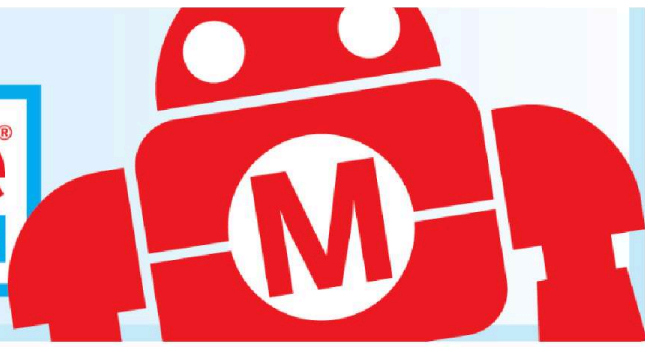
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**Make a meaningful, impactful and profitable investment in Maker Faire**

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WEFUNDER

**Maker Faire**  
Community Round



## IMPACTING THE NEXT GENERATION

At **Make:** we believe in the power of creativity, innovation, and lifelong learning. Founded on the principle that everyone is a maker, we are dedicated to nurturing a vibrant maker community, promoting hands-on learning, fostering creativity and innovation, and empowering individuals to become active participants in shaping the world around them.

## WHY INVEST?

- Support a bright **Future** for this Community
- Ensure our **Impact** as makers in society and culture.
- **Expand** and **Grow** this Community to engage more people



# THE STORY SO FAR

Flashback to 2005: **Make:**<sup>®</sup> 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, communities, 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 to new heights.



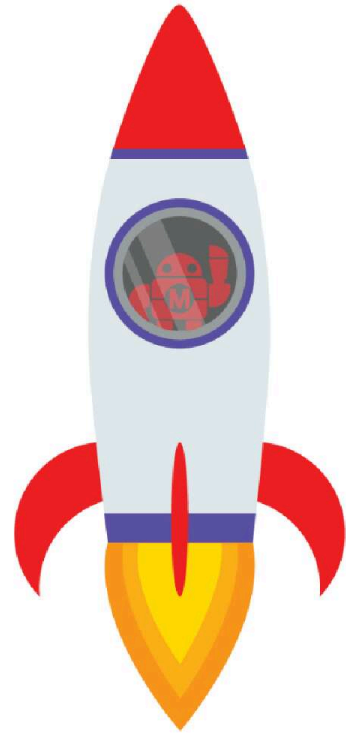
“Making is fundamental to what it means to be human. We must make, create, and express ourselves to feel whole.”

—Dale Dougherty



## THE GREATEST SHOW & TELL ON EARTH

Maker Faire is the “Greatest Show and Tell on Earth.” Each Maker Faire is a contagious celebration of culture, a carnival of ingenuity, and a glimpse of possibilities. Maker Faire is poised to expand, igniting creativity and innovation at the grassroots level across the world. It’s a vibrant, interactive experience that fosters collaboration, learning, and a sense of community among participants.



18 years=  
**1450**  
MAKER  
FAIRES

**7.6**  
MILLION  
Attendees

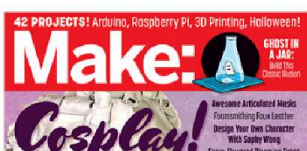
**130K**  
Participating  
MAKERS





## THE STORIES & PROJECTS OF MAKERS

**Make:** magazine is a digest-sized collection of the coolest projects, makers, 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 makers.





19 YEARS OF HISTORY

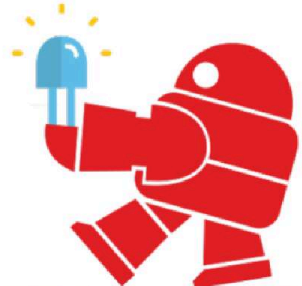
95 PUBLISHED ISSUES

1.5K+ of Documented Projects



# SPARKING YOUNG MINDS AND MAKERS

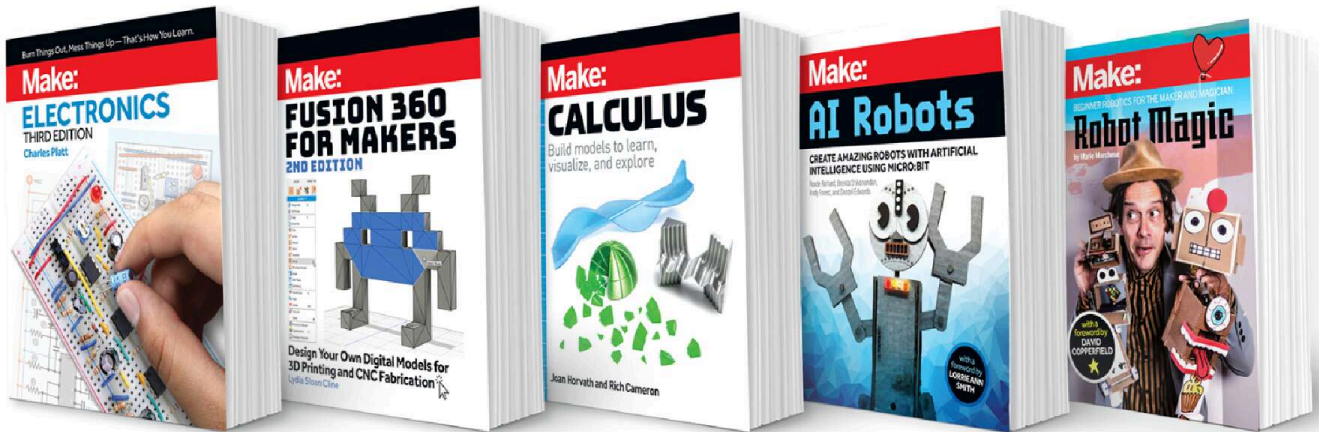
As a pioneering voice for makerspaces in educational institutions and community settings, we have championed the integration of hands-on learning experiences. The demand is rapidly growing for lifelong skill development and the undeniable advantages of fostering a maker mindset.





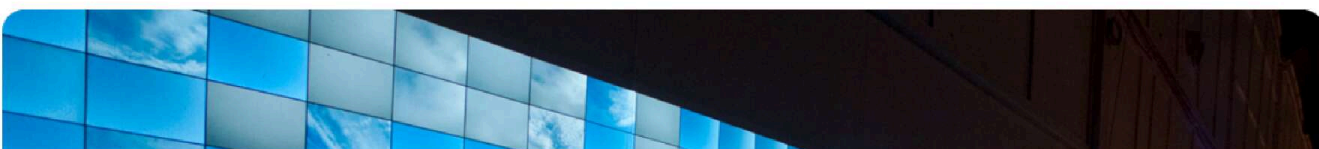
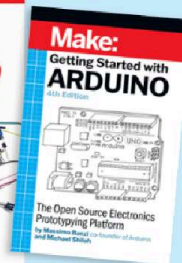
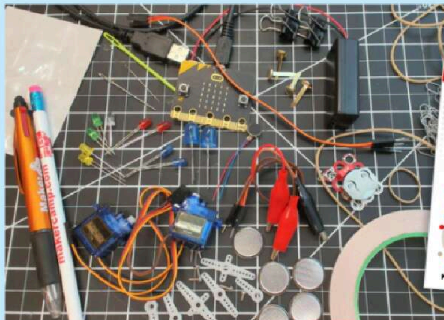
## LEARNING NEVER STOPS

We have the ultimate tool library, a book list of 80 titles covering electronics, math, digital fabrication, 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



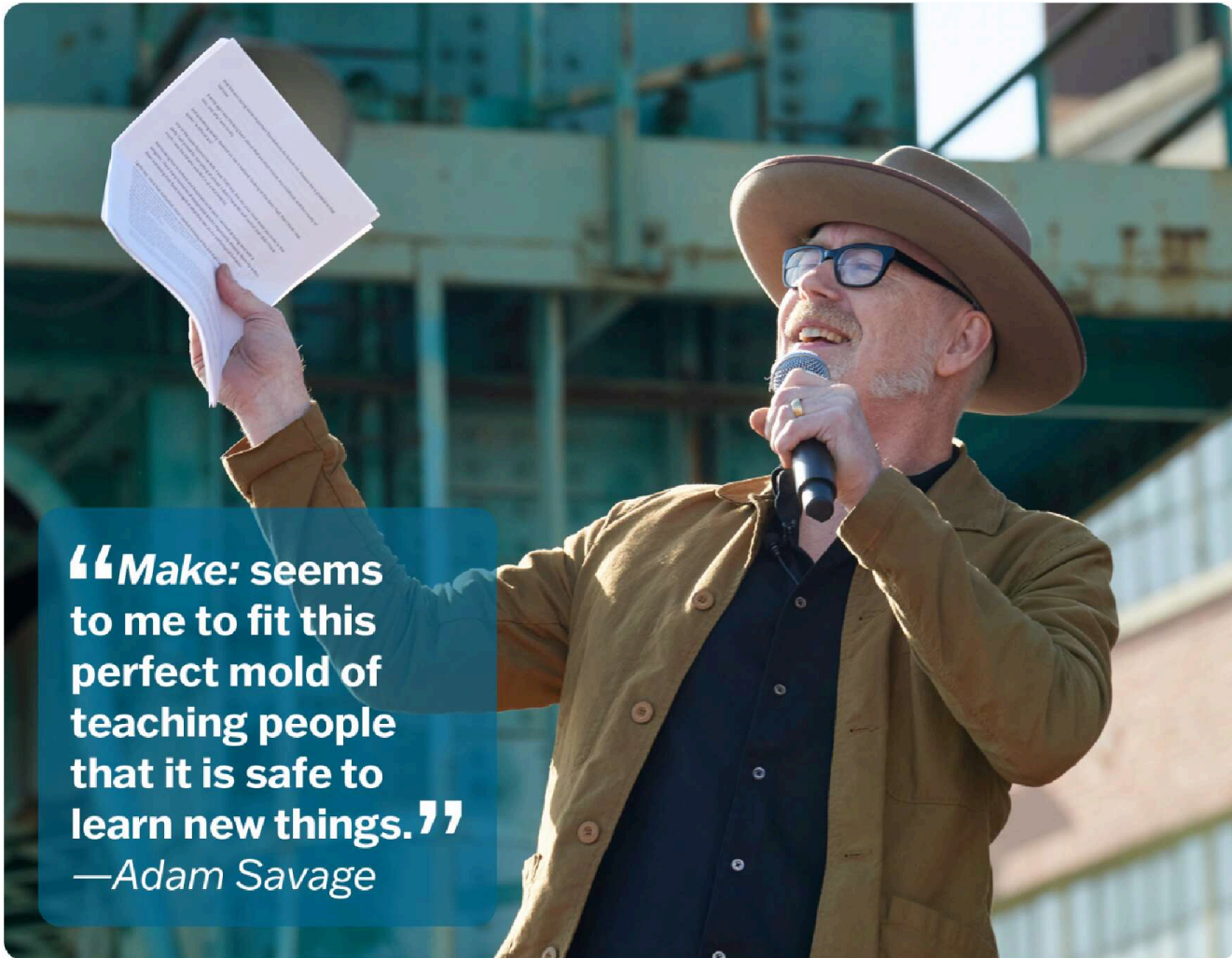


## TOGETHER, WE MAKE

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 Syracuse:** Syracuse, NY May 4, 2024
- Maker Faire Calgary:** Calgary, Alberta, Canada May 4-5, 2024
- Maker Faire Prague:** Prague, Czech Republic May 11-12, 2024
- Maker Faire generate:** Cedar Rapids, IA May 13, 2024
- Maker Faire Hawthorne:** Lawndale, CA May 18, 2024
- Maker Faire Kamyanets:** Kamyanets-Podilskyi, Ukraine May 18, 2024
- Maker Faire Hudson Valley:** Garnerville, NY May 18-19, 2024
- Maker Faire Luxembourg:** Rosport, Luxembourg May 18-19, 2024
- Maker Faire Minden-Lübbecke:** Minden, Germany May 23-25, 2024
- Maker Faire Sarajevo:** Sarajevo, Bosnia-Herzegovina May 25-26, 2024
- Maker Faire Ostrava:** Ostrava, Czech Republic June 1, 2024
- Maker Faire Downtown Columbia:** Columbia, MD June 1, 2024
- Maker Faire Long Island:** Port Jefferson, NY June 8, 2024
- Maker Faire Vrchlabi:** Vrchlabi, Czech Republic June 15, 2024
- Maker Faire Sheboygan:** Sheboygan, WI June 15, 2024

**Maker Faire Chişinău:** Chişinău, Moldova June 15–16, 2024

**Maker Faire Galicia:** Santiago de Compostela, Galicia, Spain June 29, 2024

**Maker Faire San José:** San José, Costa Rica June 30, 2024

**Maker Faire Edmonton:** Edmonton, Alberta, Canada July 19–21, 2024

**Maker Faire Wayne County:** Orrville, OH July 27, 2024

**Maker Faire Yukon:** Whitehorse, Yukon Territory, Canada July 27–28, 2024

**Maker Faire Hannover:** Hannover, Germany August 17–18, 2024

**Maker Faire Tulsa:** Tulsa, OK August 24, 2024

**Maker Faire Yuba-Sutter:** Marysville, CA August 31, 2024

**Maker Faire Trieste:** Trieste, Italy August 31 & September 1, 2024

**Maker Faire Schwedt-Uckermark:** Schwedt/Oder, Germany September 7, 2024

**Maker Faire Shreveport-Bossier:** Shreveport, LA September 7, 2024

**Maker Faire Örebro:** Örebro, Sweden September 7, 2024

**Maker Faire Providence:** Providence, RI September 7, 2024

**Maker Faire České Budějovice:** České Budějovice, Czech Republic September 14, 2024

**Maker Faire Pardubice:** Pardubice, Czech Republic September 14, 2024

**Maker Faire Orange County:** Irvine, CA September 14–15, 2024

**Maker Faire Mladá Boleslav:** Mladá Boleslav, Czech Republic September 21, 2024

**Maker Faire Tokyo:** Tokyo, Japan September 21–22, 2024

**Maker Faire Liberec:** Liberec, Czech Republic October 5, 2024

**Maker Faire Coney Island,** Coney Island, NY October 5–6, 2024

**Maker Faire Sussex County:** Lafayette, NJ October 5–6, 2024

**Maker Faire Rocklin:** Rocklin, CA October 12, 2024

**Maker Faire CDMX:** Mexico City, Mexico October 12–13, 2024

**Maker Faire Seoul:** Seoul, South Korea October 12–13, 2024

**Maker Faire Bay Area:** Mare Island, Vallejo, CA October 18–20, 2024

**Maker Faire Lille:** Lille, France October 18–20, 2024

**Maker Faire Baton Rouge:** Baton Rouge, LA October 19, 2024

**Maker Faire Brno:** Brno, Czech Republic October 19–20, 2024

**Maker Faire NoVa:** Alexandria, VA June 9, 2024

**Maker Faire Rome:** Rome, Italy October 25–27, 2024

**Maker Faire Louisville:** Louisville, KY October 26, 2024

**Maker Faire Shanghai:** Shanghai, China October 2024

**Maker Faire Milwaukee:** Milwaukee, WI November 2–3, 2024

**Maker Faire Salzburg:** Salzburg, Austria November 9, 2024

**Maker Faire Orlando:** Orlando, FL November 9–10, 2024

Maker Faire Chicago: Chicago, IL November 9-10, 2024

Maker Faire Olomouc: Olomouc, Czech Republic November 11, 2024

Maker Faire Pensacola: Pensacola, FL November 15-16, 2024

Maker Faire Rochester: Rochester, NY November 16, 2024

Maker Faire Yucatán-Merida: Yucatán, Mexico November 28, 2024

Maker faire Saskatoon: Saskatoon, Saskatchewan, Canada November 30, 2024

Maker Faire Taipei: Taipei, Taiwan November 30 & December 1, 2024

Maker Faire Hyderabad: Telangana, India December 2024

Maker Faire Shenzhen: Shenzhen, China November/December 2024

**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 GADGETS LASERS DIGITAL SOUND COMMUNITY PHYSICS COMPUTERS

MICROCONTROLLER AERODYNAMICS

DRONES SCULPTURE

**SEWING**

PAPER CRAFTS HOME GROWN

**NASA**

FELTING MAGNETS MUSIC

BALLISTICS FERMENTING PEDAL POWER INVENTION CHEESEMAKING

**DESIGN**

EMBROIDERY MECHANICS PHOTOGRAPHY

**FOOD**

**TEXTILES**

**KITS**

FIRE ARTS HAM RADIO MAGNETS INSTRUMENTS MATHEMATICS

ARDUINO WOODWORKING GADGETS

**ARTS**

3D PRINTING

**MAKER SHED**

TESLA COILS AND MUCH MORE!





## OUR ACHIEVEMENTS

- Expanded Maker Faire globally, with over **145 faires in 2023**, representing 38% 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**:

**3K**  
PROJECT  
VIDEOS

**1.8M**  
YOUTUBE  
SUBSCRIB-  
ERS

**95**  
ISSUES  
OF MAKE:  
MAGAZINE

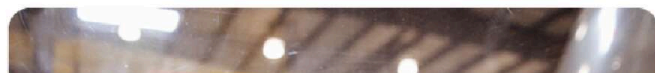
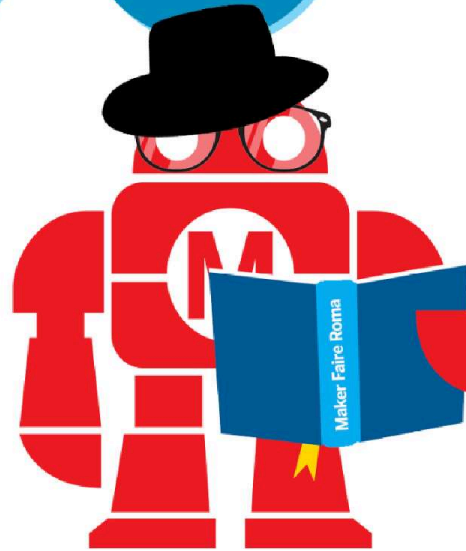
**48K**  
MAGAZINE  
DISTRIBU-  
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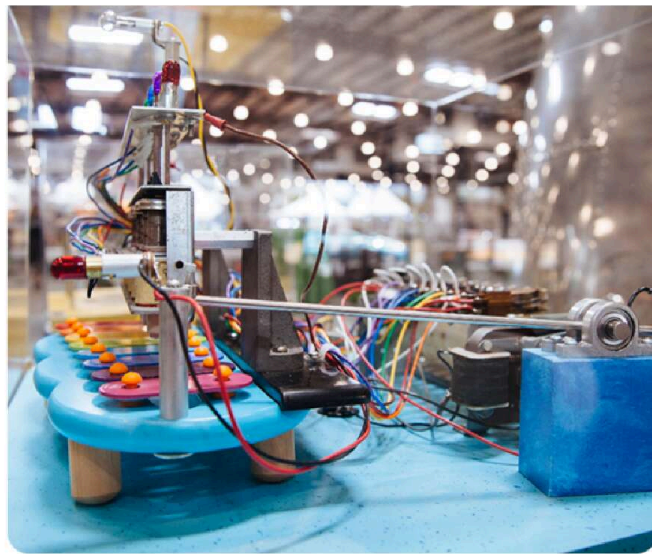
80+  
MAKE: BOOK  
TITLES

3.5K+  
PROJECTS &  
TUTORIALS

900K  
EMAIL LIST  
& 2K+  
MEMBERS

- **Achieved a comprehensive portfolio** of world-class brands, with Maker Faire:® or 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 the next generation of makers.

- **Expanding our reach:** By 2028, we aim to grow our events to more than 225 Maker Faires globally, an increase of more than 50%.
- **Diversifying revenue:** Anticipating an event/content revenue split transition to 56% event-related revenue by 2028 and 44% content-related revenue
- **Sustainable profitability:** Projected to turn profitable in 2025 with a focus on maintaining healthy growth margins.

**50%**  
GROWTH OF  
GLOBAL MAKER  
FAIRES BY  
2028

**56%**  
OF COMPANY  
REVENUE FROM  
MAKER FAIRE  
BY 2028

THE YEAR  
**2025**  
PROJECTED TO  
BE PROFITABLE

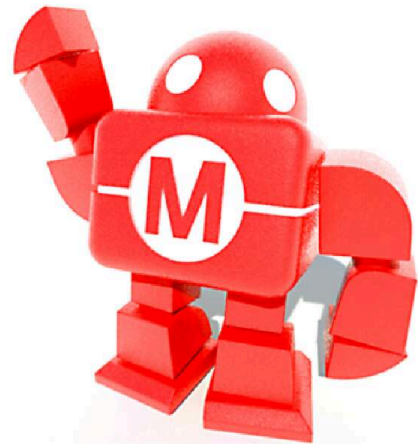




## HELP BUILD A BETTER TOMORROW: **YOUR RETURN**

Fuel the next generation of makers on an amazing journey. **Your investment will grow by an impressive 150%\***, funded through revenue sharing. Your contribution isn't just an investment—it's a pivotal part of crafting our success story together.

\*Future results are not guaranteed





## WE REACH AN ENGAGED AND AUTHENTIC COMMUNITY

**80%**

have a household income greater than 150k

**TOP INTERESTS:**

robotics, electronics, digital fabrication, craft & design

**44%**

work in engineering/ software dev/ tech

**63%+**

spend 4-6 hours at Maker Faire

**57%**

are between the ages of 35-54

**60%**

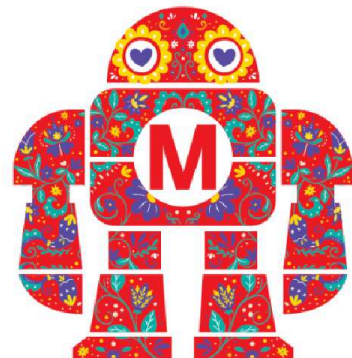
participate in hands-on activities

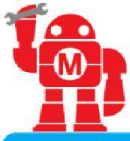
**78%**

attendees consider themselves makers

**80%**

are inspired to make something after visiting Maker Faire





## OUR PARTNERS IN MAKING

DigiKey



NVIDIA

arm



Raspberry Pi®



PARTICLE



MICROCHIP



DASSAULT  
SYSTEMES



HEISE

Xometry

WOODCRAFT<sup>EST 1928</sup>

LEROYMERLIN



LOS ANGELES  
PUBLIC LIBRARY

seed



EpilogLaser



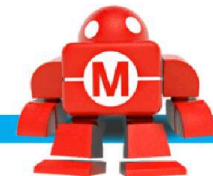
SHAPER

XTOOL



LIGHTBURN

## THE MAKE TEAM



### Dale Dougherty Founder and President

Dale 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 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



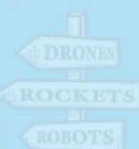
Since joining Make: in 2007, Keith served as managing editor and DIY projects editor, before assuming his current leadership role at the magazine. Prior to Make:, Keith's work included time at *Mother Jones* and *The Nose* magazines.

### **Juliann Brown** Creative Director

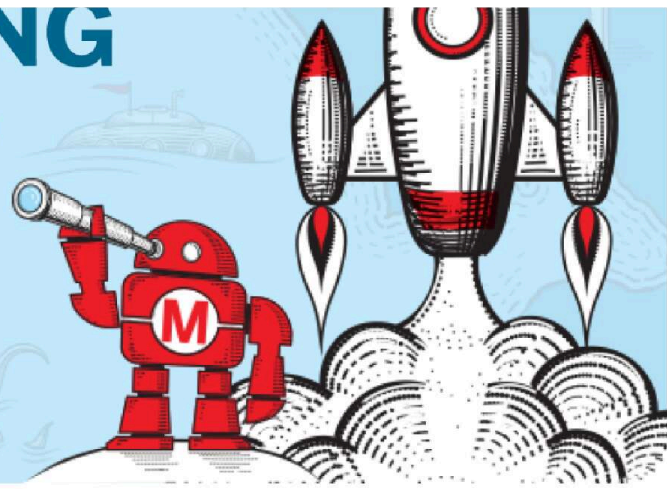


Juliann has extensive experience as a Creative Director and in graphic direction. In addition to 12 years with Make:, Juliann has worked with the *Official Xbox Magazine*, *TokyoPop*, and Saban Entertainment.

**BECOME PART  
OF OUR JOURNEY**



# EMPOWERING MAKERS TO SHAPE THE FUTURE!



## Downloads

[Make Revenue Share Return.png](#)

[Make Revenue Share Return VIP.png](#)