

GROWING AN ECOSYSTEM OF CREATIVES AND ENTREPRENEURS

How the Wichita Event Has Created **Impact**

The Launch of a City Series

Building an ecosystem of inventors, makers and entrepreneurs in cities across the country using the Make48 team to build it together. Koch Industries and GoCreate have helped not just launch the first-ever 'City Series' competition of its kind; it has helped bring Make48 into the Wichita community.

The proof of Make48's success is in its successful goal-based outcome competition. Using the same blueprint of the Make48 TV documentary, local citizens participated in the fastest-ever 48-hour invention competition. Aided by expert technicians from community sponsors and notable DIY influencers, one winner was chosen and two teams will proceed to Nationals in 2022, which will be filmed in partnership with PBS.

During the pre and post competition dates (March 17 - June 28, 2021), Make48 has averaged the following community impact metrics:

- Social reach of over half a million across Instagram, Facebook and LinkedIn
- Gifted 48 makerspace memberships for the Wichita greater community from the Kansas Department of Commerce, Dondlinger Construction, Textron Aviation, and Izzy Swan (for a value of \$13,083)
- A dozen non-paid articles, radio segments and podcasts about Make48, including the Wichita Business Journal and KWCH-12 (Potential reach of over 1m)
- Total impact of over 1.2m of potential reach (social outreach and metrics combined) of Wichita Sponsor branded recognition for this event. (*Please note that these results are still ongoing. This does not include the continued news/social, sizzle views and 30 minute video launch to take place later this year.) *Full stats are available



The Launch of an Innovation Competition

The creation of the 'City Series' has only been one part of Make48's purpose and impact. In order to create an ecosystem for makers and innovators, it first needs the support of local leaders, officials and community engagement in order for it to be built and sustained.

Building a cross-organizational network and superior creator experience to makers of all ages and backgrounds, in which innovators, sponsors and senior leadership are all connected during these competition events, is a challenge that Make48 has successfully overcome:

- Koch Industries, Textron Aviation, Spirit AeroSystems and ShopBotTools took action and supplied over 20 employees to mentor the teams throughout the competition, lending their expertise.
- Work with world-class brands such as (Koch Industries, Textron Aviation, the State of Kansas, Stanley Black and Decker, Miller Welds, and many more)
- Provided opportunities to build meaningful experiences and create a learning environment among local residents.
- Created a networking environment of 145 local innovators and entrepreneurs, including representatives from several Fortune500 companies and local Wichita citizens, for three days.
- Koch Industries created a meaningful and purposeful challenge for the competition event (innovation in the water sector)
- Those involved have the chance to learn and acquire new skills (tools, marketing, etc.) through working or volunteering
- Shared the mission, vision and values of GoCreate to an audience of makers from around the world with our partnerships with Jess Crow (crowcreekdesigns), Izzy Swan (izzyswan_woodworking) and Wes Lewis (jameswesleyfurniture).
- Projected a positive image of the makerspace and the city of Wichita as a good place to live, do business, visit, etc.
- Produced benefit to the economy around Wichita and WSU (hotels, food, rentals)
- Collaborations and connections between senior leadership and grassroots organizers created key elements in capturing new ideas to bring the event to Wichita
- Allowed GoCreate to experience and explore new partnerships of the Make48 ecosystem to improve the makerspace opportunities to Wichita residents.

An Investment in Growth

Above all, Wichita's Community Investments has supported the continued growth and brand expansion of Make48, allowing the organization to pursue some of its newest ambitions. In six years, Make48 has:

- Held eight (8) Make48 competitions across five locations, including the The Lemelson Center for the Study of Invention and Innovation at the Smithsonian's National Museum of American History in Washington, DC, Stanley Black & Decker Makerspace in Baltimore, MD and Union Station-Science City in Kansas City, MO.
- Demonstrated the impact and importance of community Makerspaces.
- Brought over 300 competitors through an innovation-focused competition experience.
- Supported over 100 tool-techs as they built competitor prototypes and inventions.
- Created a Maker Series with YouTube Instagram Influencers and partnership with Popular Mechanics to showcase each project and maker.
- Created an activation key with KWCH and Summit Radio to provide Wichita residents access to watch episode from their own home.
- Begun the deployment of a five-city series-level competition culminating in the Season 5 National Finale on PBS (21m viewers projected and 42 cities expressing interest).
- Begun the final planning of a college-pathways program bridging high schools with their local colleges and leveraging the pride and spirit of an NCAA-style bracket-based innovation competition.
- Concluded partnerships with educational institutions and nonprofit organizations such as the DeBruce Foundation and KC STEM Alliance.
- Developed and maintained organization-wide diversity and inclusion guidelines for competitions and programs.
- Provided full circle career opportunities; Make48 is in the process of hiring past competitors for open positions, including City Ambassadors and STEAM / Education leads





Proven Track Record

With 4 successful seasons on PBS and counting, Make48 has led the industry in building creator making experiences through a growing community of business leaders and innovators from around the country. Creating networking and content opportunities for and those who share the love of creativity and collaboration.

Make48 Builds Ecosystems

Make48 is the world's largest televised invention competition. Built on the principles of collaboration and community, Make48 starts from the ground up by creating an innovation ecosystem, leveraging local universities, makerspaces and corporations to bring the community alive through innovation.

- Production team actively mentors and pays local college students to help produce.
- Make48 television programming relies on local universities, makerspaces, and corporate partners to work together.
- Make48 combines the ingenuity and resourcefulness of main street making with the support and expertise of wall street entrepreneurship.
- Make48 works with a number of world class brands, including Stanley Black & Decker, Koch Industries, Eli Lilly and Harley Davidson.
- Make48 is bringing innovation programming and competitions to ten of the nation's biggest cities in 2022.

96%

of U.S households reached

28m

projected 2021 reach

42

cities applied to host

14

countries engaged