

# GROWING AN ECOSYSTEM OF CREATIVES AND ENTREPRENEURS

## How the Madison 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. Midwest Prototyping and The Bodgery have helped not just launch the first-ever 'City Series' competition of its kind; it has helped bring Make48 into the Madison 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, to be filmed as Season 5 for PBS.

During the pre and post competition dates (May 14 - August 16, 2021), Make48 has averaged the following community impact metrics:

- Gifted 15 three month makerspace memberships for the Madison greater community from Alliant Energy (for a value of \$2,250)
- Harley Davidson donated \$750 worth of tools back to The Bodgery.
- A dozen non-paid articles, radio segments and podcasts about Make48, including The Capitol Times and IB-Madison.
- A total Community Size & Potential reach of 1.6M+, over 1.4M impressions, 608k views and 19,056 engagements of Madison Sponsor branded recognition at the 2021 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 a 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:

- Midwest Prototyping and Harley-Davidson took action and supplied over 7 employees to mentor the teams throughout the competition, lending their expertise.
- Work with world-class brands such as: Midwest Prototyping, Stanley Black & Decker, Alliant Energy Foundation, Lincoln Electric, Harley-Davidson, Titebond 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 Wisconsin citizens for three days.
- 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 The Bodgery to an audience of makers from around the world with our partnerships with Caleb Harris (You Can Make This Too), Joanie Sprague (The Little Bit Workshop), Anika Gandhi (Anika's DIY Life), Brandy Aubé (Studio Aubé), Katie Freeman (Freeman Furnishings) and Jef and Jess Behnke (Two Moose Design). The combined reach and impact of our partnerships for Madison was 233,228 (this number is included in above total impressions).
- Projected a positive image of the makerspace and the city of Madison as a good place to live, do business, visit, etc.
- Produced benefit to the economy around Madison and The Bodgery (hotels, food, rentals, makerspace memberships)
- Collaborations and connections between senior leadership and grassroots organizers created key elements and strengthened the Maker Movement in Madison.
- Allowed The Bodgery to experience and explore new partnerships of the Make48 ecosystem to improve the makerspace opportunities to Madison residents.

## An Investment in Growth

Above all, Madison's Community Investments have 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 400 competitors through an innovation-focused competition experience.
- Supported over 125 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.
- Begun the deployment of a four-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.
- Started 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
- Eight city events scheduled for 2022.





## 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 eight 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