

GROWING AN ECOSYSTEM OF CREATIVES AND ENTREPRENEURS

How the Indianapolis 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. Eli Lilly and Machyne Makerspace at 16 Tech have helped not just launch the first-ever 'City Series' competition of its kind; it has helped bring Make48 into the Indianapolis 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 7 - September 30, 2021), Make48 has averaged the following community impact metrics:

- Anthem Gifted 15 three-month makerspace memberships for the Indianapolis greater community from (for a value of \$2,250)
- Reinvested over \$10K back into AMP and 16Tech vendors in meals and parking during the event
- Local company employees from Catalyst, Vincennes University, Glassboard, Todd Perkins Design, Project Build Stuff, and Machyne donated their time as Tool Techs. 31 people donated their time as volunteers, tool techs, attorneys, mentors & judges with over 400 hours of manpower pushing the maker movement ahead.
- News coverage including WISH-TV
- A total Community Size & Potential reach of 2.1M+, over 782.3k impressions, 49.9k views and 5.6k engagements of Indianapolis 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:

- Eli Lilly took action and supplied 3 employees to mentor the teams throughout the competition, lending their expertise.
- Work with world-class brands such as: Eli Lilly, Anthem, IUPUI, Indiana Economic Development Center, Conexus, Lincoln Electric, Wagner, ShopBot, DeBruce Foundation and many more.
- Provided opportunities to build meaningful experiences and create a learning environment among local residents.
- Created a networking environment of 110 local innovators and entrepreneurs, including representatives from several companies and local Indiana citizens for three days.
- Those involved have the chance to learn and acquire new skills (tools, marketing, IP research etc.) through working or volunteering.
- Shared the mission, vision and values of Machyne Makerspace to an audience of makers and STEM from around the world with our partnerships with Jess Crow (Crow Creek Designs), Char Miller-King (Wooden Maven) and Jay Flores (Invent the Change). The combined reach and impact of our partnerships for Indianapolis was 219.4k.
- Projected a positive image of the makerspace and the city of Indianapolis as a good place to live, do business, visit, etc.
- Produced benefit to the economy around Indianapolis and Machyne Makerspace at 16 Tech (hotels, food, rentals, makerspace memberships)
- Collaborations and connections between senior leadership and grassroots organizers created key elements and strengthened the Maker Movement in Indianapolis.
- Allowed Machyne Makerspace to experience and explore new partnerships of the Make48 ecosystem to improve the makerspace opportunities to Indianapolis residents.

An Investment in Growth

Above all, Indianapolis' 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 eleven (11) Make48 competitions across nine 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 500 competitors through an innovation-focused competition experience.
- Supported over 140 tool-techs as they built competitor prototypes and inventions.
- Created a Maker Series with YouTube-Instagram Makers 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 on PBS

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