MAKERS2MOGULS

Presented by:

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Introduction

Lisa Tschauner
Assistant Professor of Practice - UNL
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- Creative/Innovator
- Entrepreneurship Educator & Consultant
- Visited and toured maker spaces across the nation
- Philosophy on the maker movement

The History of the Maker Movement

- 2005 – MAKE Magazine introduced Maker Fairs
- Maker Movement: What makes it different from people simply making things (as in a hobby) is the impact of community building and collaboration of people working to make things within a single space (Burke, 2014).
- Do-It-Yourself Mindset

MAKER MOVEMENT IN EDUCATION

- MIT's FabLab (Neil Gershenfeld)
- Experiential Learning (EL) → Learn by Doing
- Obama's "Educate to Innovate" campaign
- **S**cience **T**echnology **E**ngineering **A**rt **M**ath – STEAM/STEM
- Small Business Innovation Research (**SBIR**) and Small Business Technology Transfer (**STTR**)
  - Schools, libraries, museums and churches
  - Many public
  - Private – TechShop
    - Started in 2006 | 10 locations across the US | 9000 members
    - Closed in 2017, non-sustainable business model, bankruptcy
    - Lack of vision & high-cost of operation

Mission of the Makerspace

- Why is Innovation Needed?
  - Creation? Business Development?
- STEM or STEAM – Where is the "B" for Business?
  - A desk full of patents means nothing without a distribution channel to a customer.

Strategies for Success

- You don't know what you don't know…
  - Exposure
    - Open-houses
    - Observational sessions
      - Classes (try before you buy)
    - Meetings
    - Events (sales, gallery, maker fairs)
    - Educators teaching in the space

STRATEGIES FOR SUCCESS

- Creating the User Experience
  - New member on-boarding and in-take process
    - Understand the maker's needs
    - GOALS – Maker or Mogul?
    - What does the maker expect
    - Outcomes
  - Business 101 to go along with equipment/space training
    - Have worksheets or online access to:
      - COGS Calculator
      - Breakeven Analysis
      - Contract templates
      - Other documents and analytical tools
    - Have in-house business coaches/mentors
      - This can be a self-sustaining program

STRATEGIES FOR SUCCESS

- MAKE THE VISION OF THE MAKER SPACE VERY CLEAR
  - PURPOSE
  - STAKEHOLDERS
- CREATE ENGAGING PROGRAMMING
  - CONSIDER WHAT IS REQUIRED FOR A MEMBER AND WHAT IS OPTIONAL
    - TRAINING | NETWORKING | GROUP CLASSES | COMMUNITY OR COLLABORATIVE PROJECTS
    - MENTORSHIP PROGRAM | SHARING STORIES | PROTOTYPING | DESIGN THINKING

STRATEGIES FOR SUCCESS

- Partnering and Collaboration
  - Educators
  - Enthusiasts
  - Companies
    - Inside/Out efforts
  - Donor development for supporting the space
  - Always include users
    - User & Customer Validation is a MUST!

Strategies for Success

- Advisors on site for assisting users
  - Business planners & consultants
  - Professional service providers
    - Legal | Accounting & Financial | Marketing | Manufacturing/Industry | Supply Chain Distribution
  - Offer space to them on a rotating basis and share this with the membership
    - Member can make appointments to meet

STRATEGIES FOR SUCCESS

- Opportunities to sell & test product
  - ETSY | Amazon Store | Goggle Store | Instagram
  - Pinterest
  - Crowdfunding
    - Kickstarter | Indigogo | GoFundMe | SeedInvest
  - Shopify
  - E-commerce Website / Landing Page
  - Makerspace galleries, shops & shows
    - Request a Maker Program (allows for commissioned work)
  - Farmer markets and fairs
  - Community Ed/Workshops (Community Colleges are great resources)
    - Startup Weekend
    - Business Development Workshops or Seminars
    - Pitch Competitions
    - Maker Challenges
    - Founder Gatherings/Networking like 1 Million Cups

STRATEGIES FOR SUCCESS

- PROVING FEASIBILITY FOR THE NEXT BEST WIDGET
  - IDENTIFY THE PROBLEM THAT THE WIDGET IS SOLVING
  - WHO IS THE WIDGET FOR?
  - DESCRIBE THE COMPETITION AND MARKET
    - HOW WILL YOU GAIN MARKET SHARE?
    - WHAT IS YOUR UVP?
  - USING LEAN MODEL CANVAS

Lean Canvas

Problem
List top 1-3 problems of your customers

2

Existing Alternatives
List how people are solving this problem right now

Solution
Outline a possible solution

4

Key Metrics
List the numbers that demonstrate success

8

Unique Value Proposition
Single, clear, compelling message that states why you are different and important

3

High-Level Concept
List your X and Y analogy
(e.g. YouTube = Flickr for videos)

Unfair Advantage
What you do that others can't buy or copy

9

Channels
Your path to customers

5

Customer Segments
List your target customer

1

Early Adopters
List the characteristics of your ideal customers

Cost Structure
List your fixed and variable costs

7

Revenue Streams
List your sources of revenue

6

Ash Maurya is the creator of the Lean Canvas:

Strategies for Success

- Funders
  - Create a demo-day at the makerspace on a regular basis
  - Invite established companies to visit and work in the space
    - Reverse pitch event – share challenges
  - Create an equity-sharing model
  - Have information about grants that are available
    - Nebraska Dept. of Economic Development – Prototyping Grant
    - Nebraska Dept. of Labor – Training Grant
  - COMMUNITY
    - The importance of belonging

STRATEGIES FOR SUCCESS

- MARKETING
- SOCIAL MEDIA – LEVERAGE THIS
  - INCENTIVIZE MEMBERS TO SHARE ONLINE
- FREE PRESS…PROVIDE A LIST OF OPTIONS FOR MEMBERS TO CONSIDER (PODCASTS, BLOGS, NEWS SPOTLIGHTS)

- TELLING THE STORY OF SUCCESSFUL MAKERS

MAKERSPACES & FAB LABS RESOURCE INFO

- https://www.core77.com/posts/86513/Why-are-Makerspaces-Dying-Can-Designers-Bring-them-Back-to-Life
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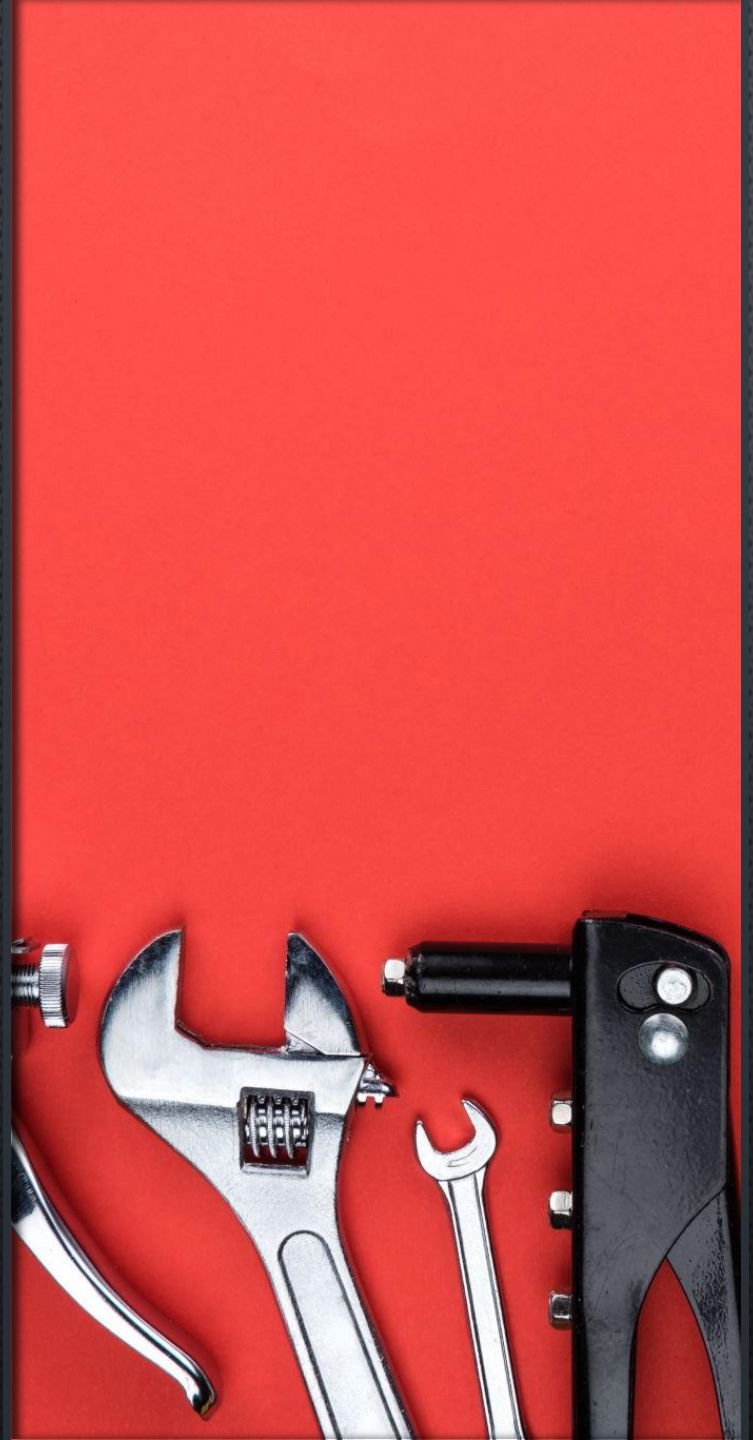

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