

MAKERSPACE BLUEPRINT



The leading platform for operating a sustainable and impactful makerspace

The Makerspace Blueprint is a “Done-For-You” program that will:

- Make your space profitable and sustainable
- Save years of your time, effort, and investment
- Dramatically increase your community impact
- Allow you to get your life back and take a salary by organizing your space like a proper business
- Provide support and a community of makerspace owners so you aren't doing it alone

What is Makerspace Blueprint?

It is a makerspace training and licensing program for individuals and institutions that wish to start, operate, or scale a makerspace in their community. We have spent more than \$1,000,000 over 7 years to develop operational procedures, adult and youth class curriculum, document templates, and a business model for makerspace success and sustainability so you don't have to.

How does it work?

It is very similar to the makerspace model itself. For a recurring annual fee, you get the rights to use all the essential frameworks, procedures, templates, curriculum, inventory, equipment lists, vendor partners, and ongoing support. Including all updates and new curriculum as they are created.



Yes, it works! Here is an overview of Urban Workshop.

Financials

- Founded July 15, 2014 – S-Corporation, privately owned for profit
- 2021 projected revenue: \$1.75M (\$145k / Month)
- 2021 Projected profit margin: 11% (\$192,500)
- Debt free with \$200k cash reserve

Memberships and Programs

- Active Members: 362+
- Adult Students: 256 / monthly average (Over 100 classes per month offered)
- Youth Program: 260 students / semester avg
- Summer Camp: 110 average

Employees

- 6 Full time employees, about 25 part time employees
- Management team: 4 full time (Owner, General Manager, Education Director, Education Manager)
- Front office team: 7 part time staff
- Shop team: 2 full time , 1 part time
- Adult education: approx. 12-20 part time instructors (fluctuates)
- Youth Program: approx. 4 to 8 part time instructors (fluctuates)
- Accounting / HR: 1 part time staff

Member Success

- Members generate \$20M annually working on site as members
- Members have raised over \$45M in angel and venture capital

Follow these steps:

1

Apply for Affiliation

2

Submit proof company is formed and insured

3

Submit payment

4

Sign License agreement

5

Attend Licensee certification class

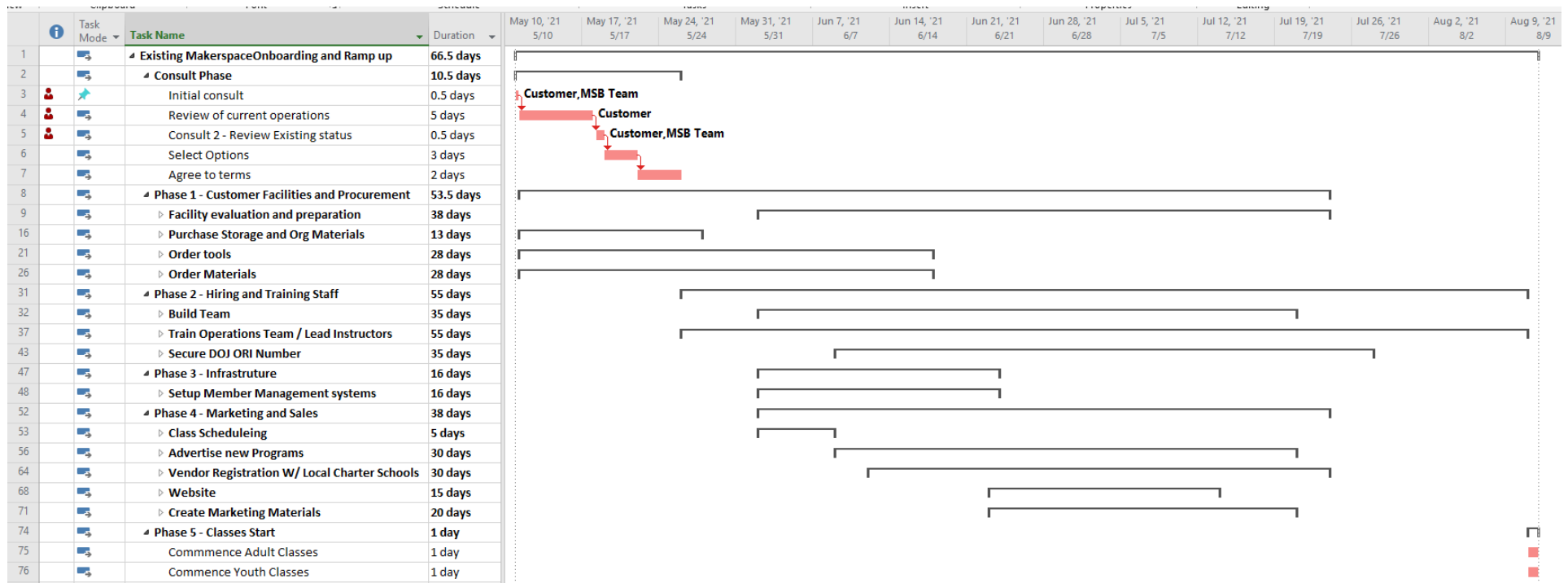
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Implement

How long does it take to implement?

It depends where you are starting...

Operational full-scale makerspaces that wishes to scale up, add programs, and increase revenue and profitability, could be rolled out in as little as 14 weeks as outlined below. This depends greatly on the management team's experience, current staff, time availability, and financial resources of the makerspace.



* Use of a sophisticated and web enabled Member Management System (MMS) is essential to implement the tools effectively. If you are not already using a suitable MMS, you will need to implement it and integrate it into your website. This will increase the length of the critical path of the implementation by several weeks.

How long does it take to implement?

It depends where you are starting...

If you are in the planning stages for a new makerspace...

Start with our \$99 course that will walk you through all the planning steps to create a detailed business plan for your new makerspace. In addition to the course packet, plenty of templates are provided to guide you as well as a ton of sample documents. Samples include two versions of an organization chart, tool list, and budget for start up and a mature makerspace so you can see how it scales.

If you have a plan and are ready to start, or you just started and need some guidance...

The next step is the 3-month \$3,500 coaching program that will guide you thru the process of starting or growing your makerspace in the early startup stages prior to licensing the Makerspace Blueprint. Learn the strategies you need to succeed in two monthly group coaching sessions, get all your questions answered in weekly group Q&A sessions, 6 online classes to teach you how to setup your space including; operational strategy, building selection, hiring staff, selecting equipment, programming, and budgeting.

If you need or want more support as you work thru this stage, you can continue the coaching for \$350 per month for as long as you want and benefit from the 2x per month coaching and group Q&A sessions.



How quickly will it generate additional revenue?

Makerspaces can start to increase their revenue in weeks.

Our goal is to help you:

- Recover all costs and be profitable in 2 to 6 months after commencement
- Immediately implement sales and marketing strategies to bring in more members and students fast
- Learn you how to pre-sell classes for adults and youth to generate immediate cash flow
- Revise member policies and implement no-cost programs to drive membership and adult class enrollments
- How to measure and track essential Key Performance Indicators (KPI's) to make sure its working

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Investment Summary

Initially you will need to make some investment above the cost of the licensing - in tools, materials, inventory, staff and training. The amount will vary based on the amount facility improvements required, tools in possession, and staff already employed.

Makerspace Blueprint Licensing and Training

- Year 1 license and license training class: \$24,000 Year 1 (\$20,000 annually ongoing)
- Training for management team – 3 Level 1 classes (Adult Programs, Youth Programs, Operations): \$7,500

Other Additional Expenses

- Facility improvements (dedicated class area, inventory storage, storage racks and bins, tool storage)
- Worktables, chairs, dedicated student tools, and instructor toolboxes
- Inventory for adult and youth classes
- Staff expenses as you hire and train prior to class commencement
- MMS Implementation and migration

For a small annual investment, you get:

- Everything you need to make over \$1,700,000 a year in revenue and be profitable!
- Reduced time to profitability from the industry average of 3 years to less than 6 months!
- A greater impact in your community than you could have ever imagined!
- Your life back with a space that runs like a proper business, provides you a salary, and doesn't burn you out!
- Everything you need handed to you, so you never have to worry about procedures, documents, and curriculum!
- New classes handed to you ready to go. Our class development never stops!
- On-going support from the Makerspace Blueprint team and owner community so you never have to do it alone!
- To focus on operational excellence and serving your customer without worrying about all the "other stuff"!

Thank you!

Call or visit us today to start your journey to a successful makerspace!

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