



The Impact of the **Maker Movement...**

Forbes Technology Awards 2020

Most Disruptive Innovator: Makers

Twenty-six percent of U.S. cities now have at least one makerspace *-Forbes*

The Maker Movement pumps \$29 Billion into the economy each year. *-USA Today*

Crowdfunded investments are projected to reach \$93 Billion by 2025. *-Fortune*

“ *The maker movement and Maker Faires are critical to our future. Our rapidly changing world requires job skills that meet the changing needs of a workforce increasingly driven by information and analytics. If you get a chance to go to a Maker Faire in your area, I highly recommend you do. You might even become a maker yourself. –Tim Bajarin, PC Magazine* ”

Maker Faire® Milwaukee



Maker Faire® Sheboygan

● Why your brand or company should be part of the Maker Movement:

- Position your company as a **change agent** in STEAM education.
- Lead the conversation on how makers are **re-defining the workforce** and addressing the **skills gap**.
- Stay connected to new trends and emerging fields in higher education and business
- Cultivate a **maker mindset** in your organization that encourages **innovation** and **creative thinking** at every level

● Why you should be talking to Makers:

- Makers are driving **innovation**, new **tech**, and are **democratizing entrepreneurship**.
- Makers are **early adopters** and **tech vanguard consumers**.
- They are engaged families who are pro-active about their **children's education** and future.



129K

Household income



94%

Attended or graduated college



45%

Kids at home



78%

Are likely to make an inquiry with a company after Maker Faire

The Maker community is made up of **creators, builders, shapers, and doers.**



47%

Work in engineering or MIS/IT



93%

Come to Make: to learn new skills



74%

Interested in the business of making



53%

Consider themselves an entrepreneur, influencer, and/or innovator

Maker Faire®

A world map with a blue wireframe overlay, showing various cities where Maker Faires are held. The map is set against a dark blue background with a network of white lines and dots. The cities listed are: MILWAUKEE, BAY AREA, NEW YORK, ORLANDO, PARIS, BERLIN, MOSCOW, ROME, CAIRO, SHENZHEN, KUWAIT, SEOUL, SHANGHAI, and TOKYO.

MILWAUKEE
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TOKYO

At the intersection of **technology**, **culture**, **art**, and **science**, Maker Faires are a celebration of innovation, creativity, and curiosity. Over **150** Maker Faires and **100** School Maker Faires take place around the world.

People of all ages and backgrounds come together to learn, share, play, and Make.



Why Support Making?

“Because the Maker Movement is turning U.S. education around, and may also be solving the biggest problems for large tech companies: how to create diversity, how to get tech education out into the mainstream and even better, make it fun.” - **Forbes**