

<Makers Donate>.co Business Plan

Executive Summary

Enable public schools to create, build, and maintain Maker Spaces for students K-12 through connecting donors--parents, communities, and businesses--

Mission Statement

To bring makerspaces to all schools in need of supplies by connecting schools to community donors

By connecting community donors to schools in need of supplies, we enable schools to build and maintain makerspaces affordably

Makerspaces become an affordable reality when we connect schools in need of supplies with a community of givers

Business Description

Makers Donate is a non-profit targeted at connecting K-12 Makerspaces with underutilized resources that already exist in the homes of your community. Our goal is provide a platform to connect teachers with parents, members of the community, and businesses to allow them to donate items they already have that can help student make and create.

No item is too small --- Whether it's a drill, screwdrivers, a working laptop, or even duct-tape --- these may be item you already have at home or your business that would benefit students in their creative pursuits.

Our service tackles several problems:

- 1) K-12 schools often lack the financial resources to purchase the equipment and materials needed to provide students with a high-quality hands-on learning experience.
- 2) Many items that the schools need are sitting unused in the garages and closets of parents, other community members, and businesses.

Market Analysis

Supporting Evidence of the Need:

Common Request Items on other donor pages:

sanitizer, laptop screen cleaners, and keyboard cleaners. We also need an Osmo Gaming System, pencils and eraser caps, legos, cameras, art supplies (canvas, colors, pencils), electronics (ipads, headphones, chromebook), Classroom material (chairs, desks, boards),

Existing successful donation programs for schools and musical instrument

According to the 2015 K-12 Edition NMC Horizon Report, Makerspaces have a time-to-adoption of one year or less.

SWOT Analysis

Strengths

Weaknesses

Opportunities

Threats

Consumer Validation

Competitor Analysis

Marketing Plan

- Kick-off Plan
- Growth plan
 - Business affiliations
 -

Operations Plan

Financial Plan

Reseller/affiliate model that will drop ship the items directly to the school. Much like donorschoose.org

Milestones