



makerbase

a community for makers

(November 2015)

What is Makerbase?

- **Makerbase** is a community site for people who make apps and websites, showing who's behind the technology we use.
- Makerbase is like an "IMDB for apps" that anybody can edit, listing projects and the makers who created them.
- Makerbase is founded by Anil Dash and Gina Trapani, leaders in the community of people building the most interesting sites and apps on the web since the turn of the century.

What is Makerbase?



Chicken Developer
@Feasoron



 Follow

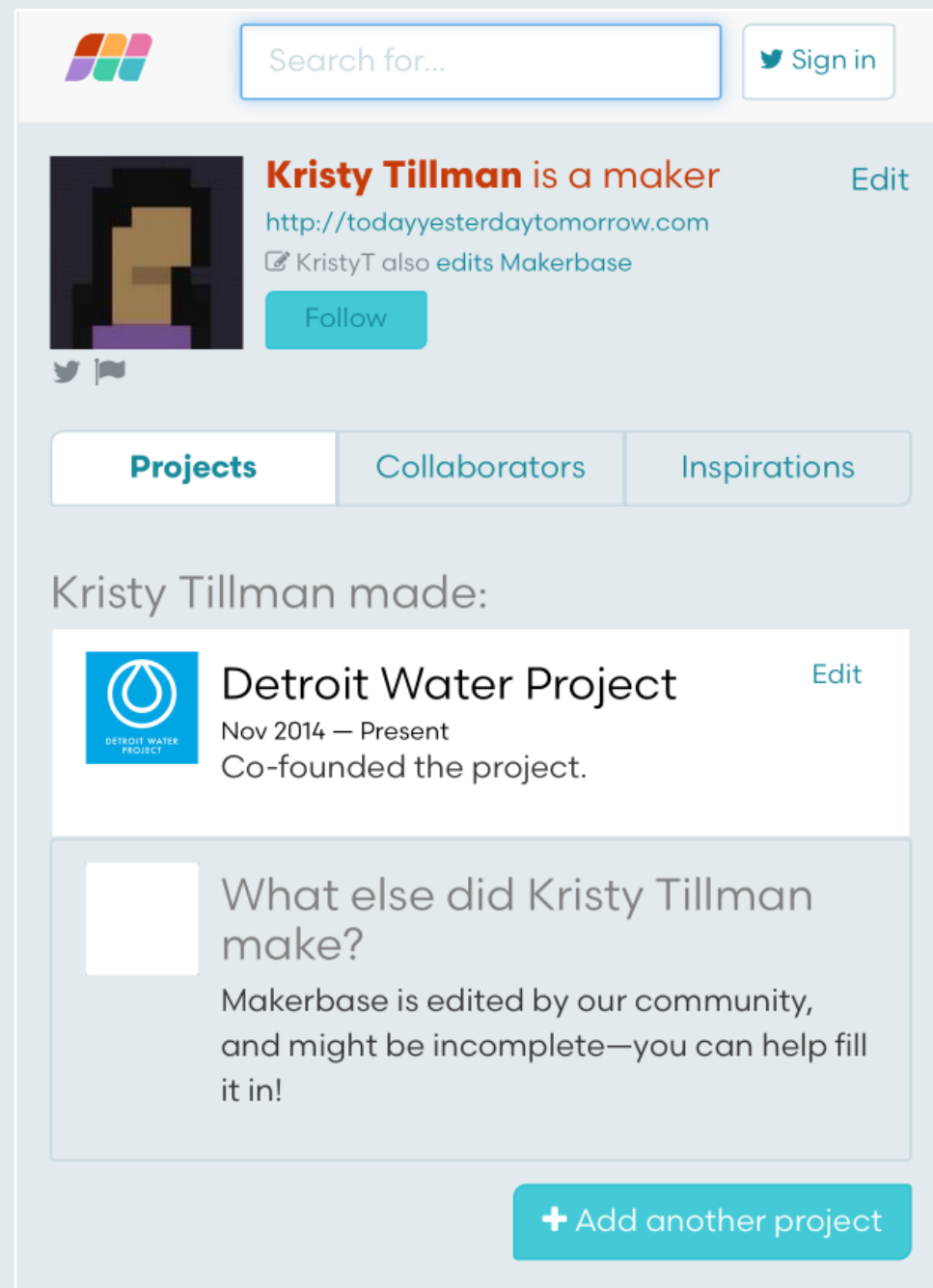
The difference between IMDB and Makerbase is that I never look at IMDB and go "Shit. I need to star in more movies"

3:46 PM - 2 Nov 2015



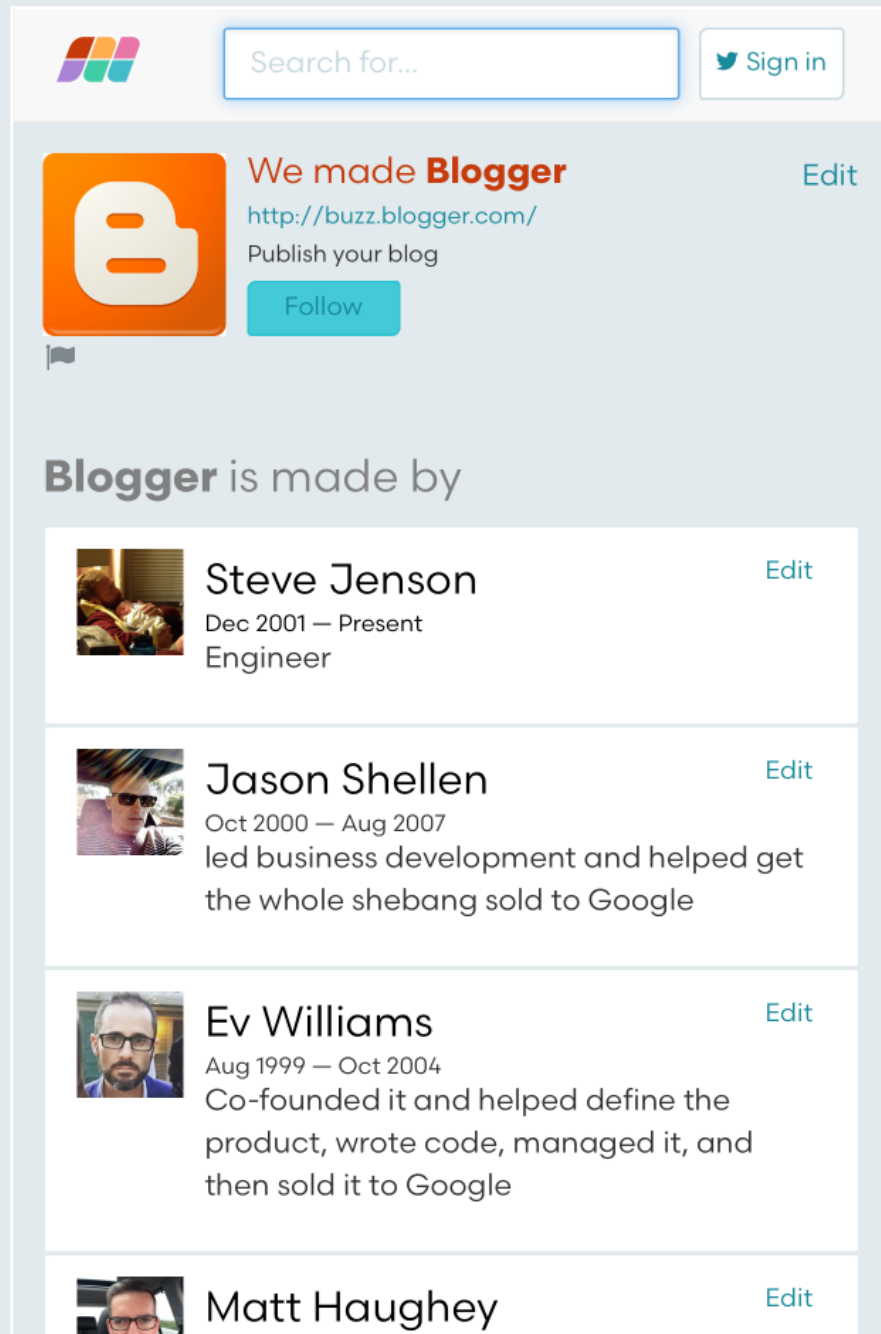
We inspire creators. And, uh... *motivate* them.

How it works: Makers



- A person who creates apps or sites lists **Projects** on their Maker page
- If a Maker works with some people on multiple projects, they're automatically listed as **Collaborators**
- People who are inspired by that Maker can list themselves under **Inspirations**

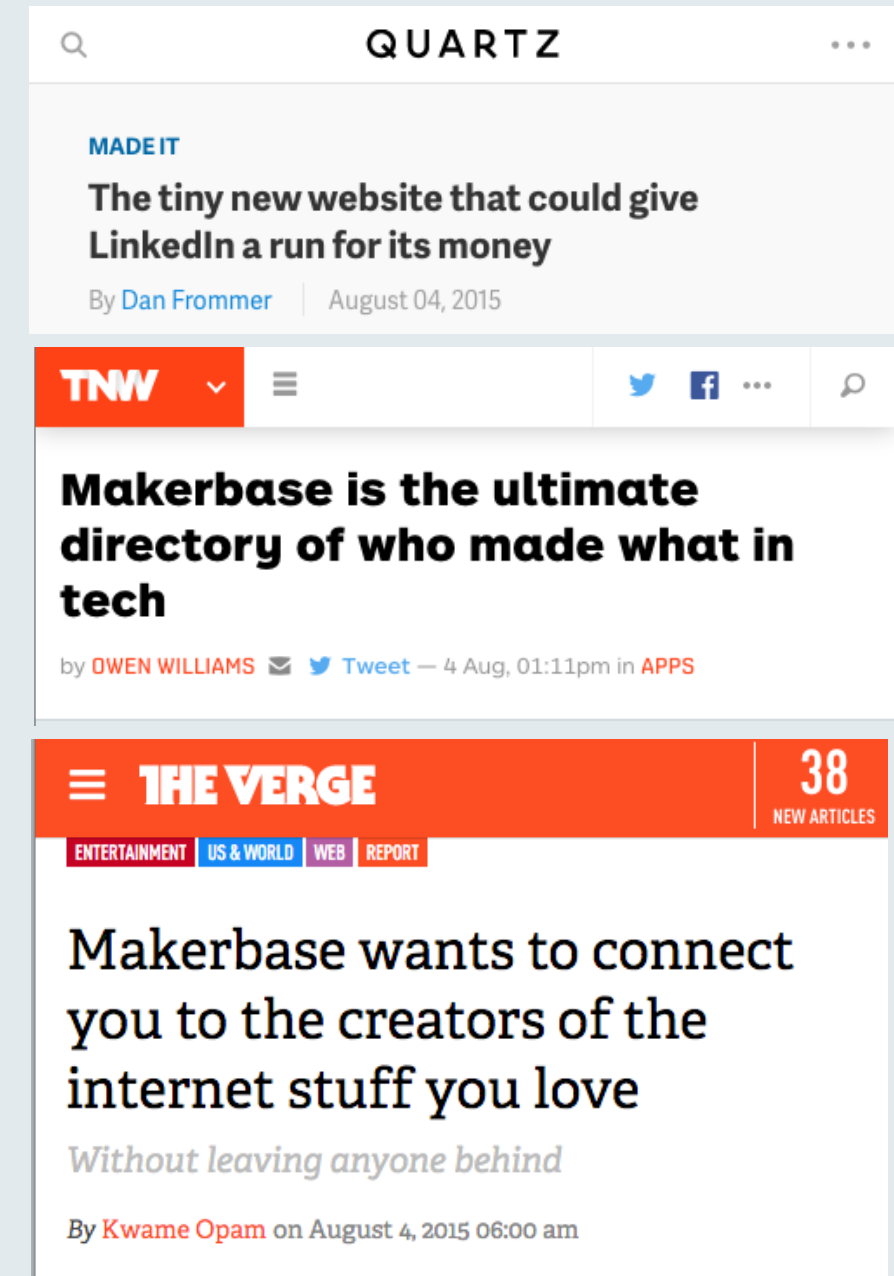
How it works: Projects



- Projects are any digital thing that people make, even past or completed work
- Projects show all the people (Makers) who were involved in their creation
- Anyone can edit a brief description of the role the Maker played in creating that Project, and list the dates they worked on it

People who make the Internet love Makerbase

- **Makerbase is for creators.**
Designers, developers, product managers, entrepreneurs and enthusiasts who care deeply about apps, sites, and digital culture.
- Makerbase launched with a broad media campaign in tech trade and general press. We'll be maintaining that same high profile in 2016.
- Our founding team has **over a million followers** on their personal accounts across the major social networks.



makerbase launch:

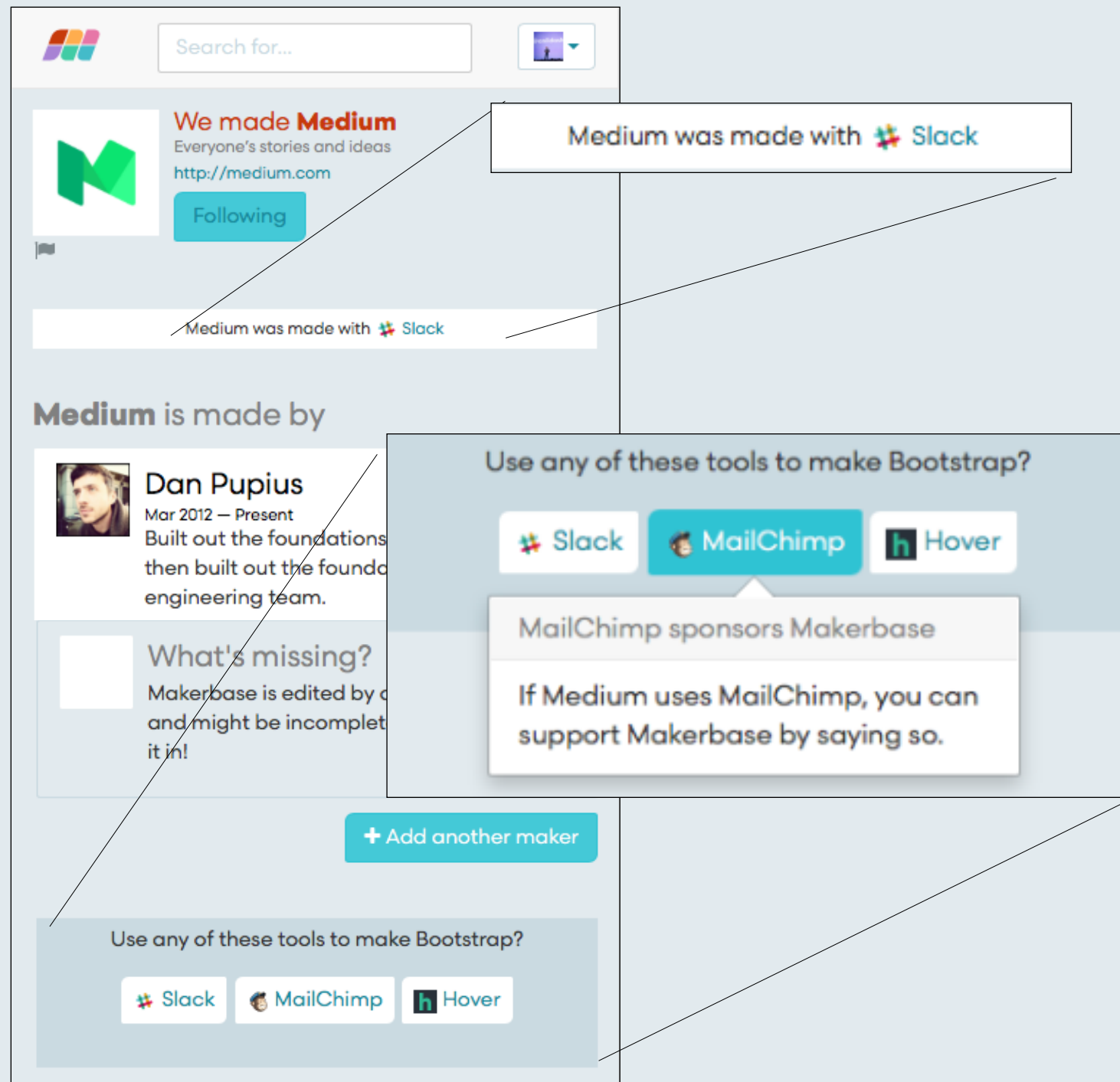
features in every major tech outlet, plus mainstream press like USA Today—and even whitehouse.gov

Makerbase Sponsorship

Imagine if every potential user could see the makers they admire telling the world how they use your service. **That's Makerbase.**

- Makerbase launched in August 2015 with a strictly limited number of sponsors, featured on every page of the site and in all media. We're now considering a few select partners to join our exclusive set of sponsors in 2016.
- We offer the only place where makers can see honest, unsolicited testimonials from their peers and the creators of projects that inspire them.
- Makers are smart, and expect something far beyond display ads, so we make endorsing our sponsors a built-in feature of the site for all users. (There's even an option for category exclusivity as a sponsor—you define who you consider competitive.)
- Sponsor integrations are **deeply customized**. We'll work with you on language, design and social media messaging. We're also open to technical integrations around APIs, if that is valuable for makers.

Reach makers: On Makerbase

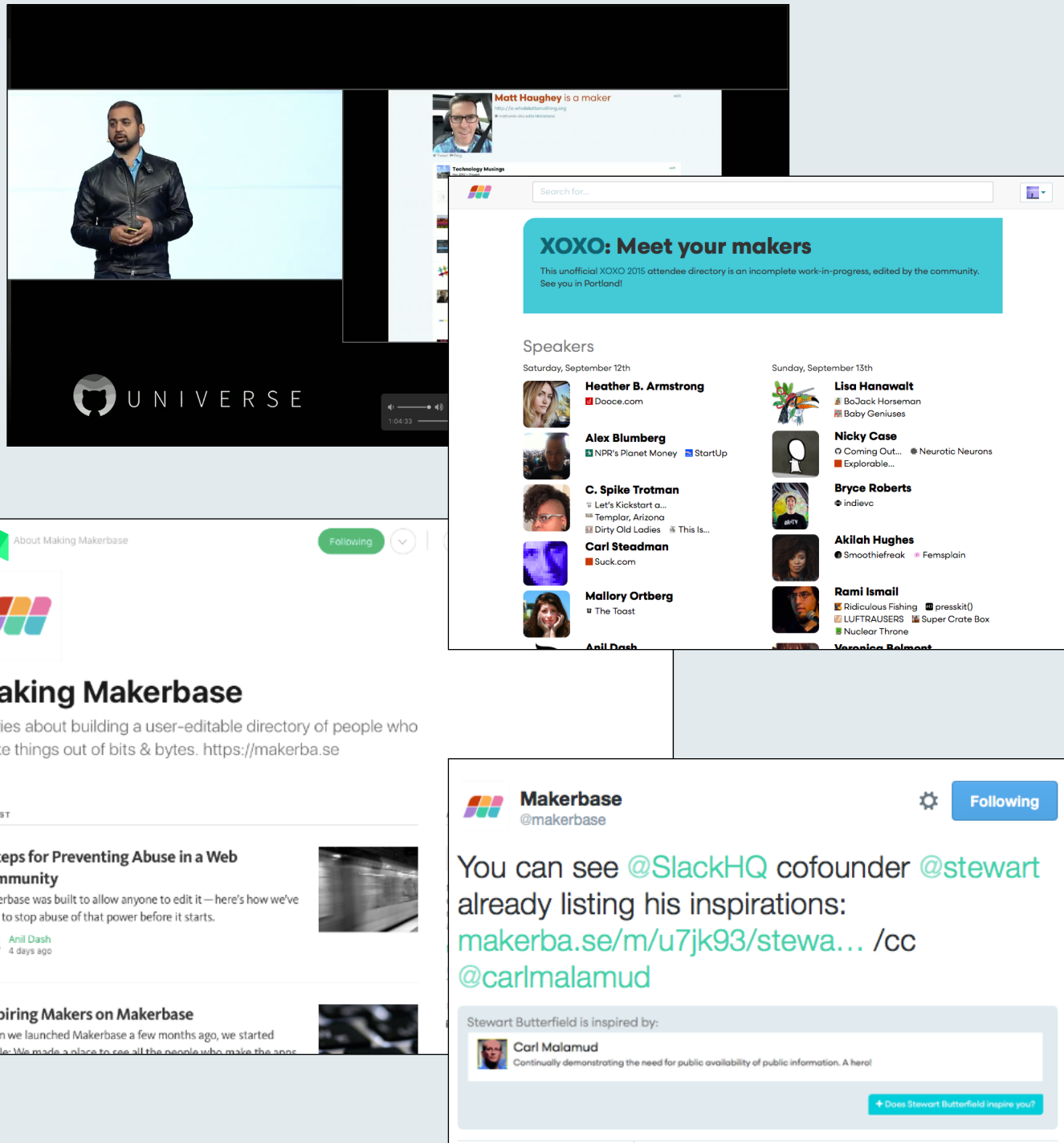


- Logo integration is seamless and prominent at the top of each project that uses your service
- Each project is prompted about whether they use your service, and can say so with just a click

Your page on Makerbase also lists **all projects that use and endorse your service**. It's a powerful resource that you can link to in your marketing and communications. We'll send you regular reports of these endorsements, too.

Reach makers: Everywhere

- Our founders speak at the most influential events for makers — including keynotes at XOXO and GitHub Universe — and these appearances include our sponsors
- Even if you don't have a presence at these events, we create attendee pages that display your sponsor message, helping you reach makers
- When we launch new features on Makerbase, we seamlessly integrate sponsors and their messages into our announcements
- Our company blog on Medium reaches thousands of readers who aren't yet on Makerbase, and regularly gets picked up by tech press



Summary:

Makerbase Sponsorship

- Our sponsorship packages are a three-month minimum commitment; we're also glad to offer substantial discounts for a six-month commitment to sponsorship.
- Sponsorship includes direct integration throughout the Makerbase platform, and we'll provide regular detailed reporting on which projects have publicly claimed to be using your service, as well as which makers are offering their endorsement.