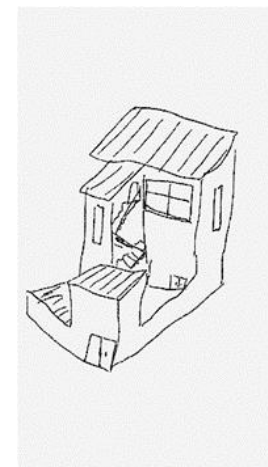




MAKERHOODS

Affordable Live / Work Neighborhoods 

March, 2015



MAKERHOODS

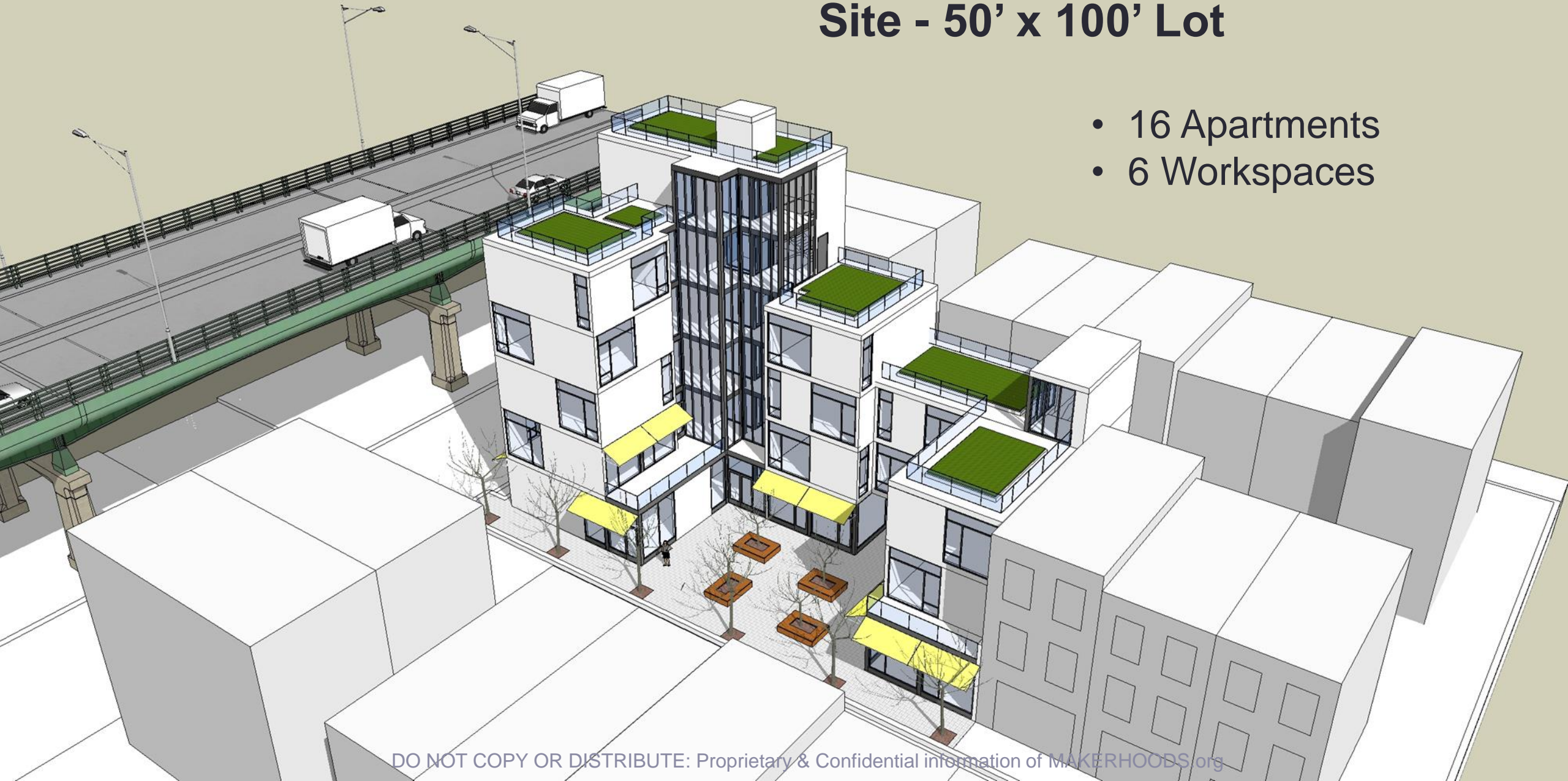
Unleashing micro-entrepreneurs to strengthen communities through affordable work/Live accommodations.





Makerhood Example Jersey City, NJ: Site - 50' x 100' Lot

- 16 Apartments
- 6 Workspaces



Work
Shops



Work
Shops

Shopkeepers
Apartments



Market Rate
Apartments

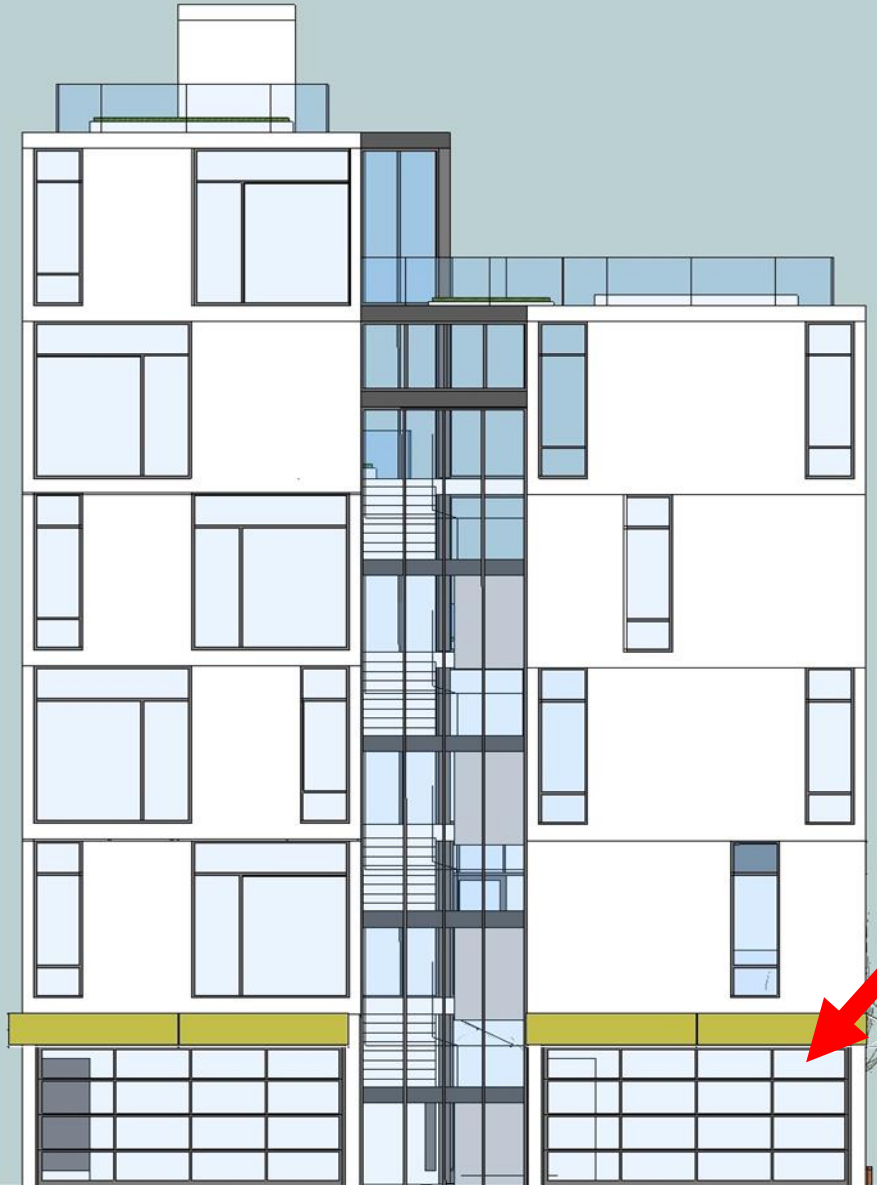
Shopkeepers
Apartments

Shops



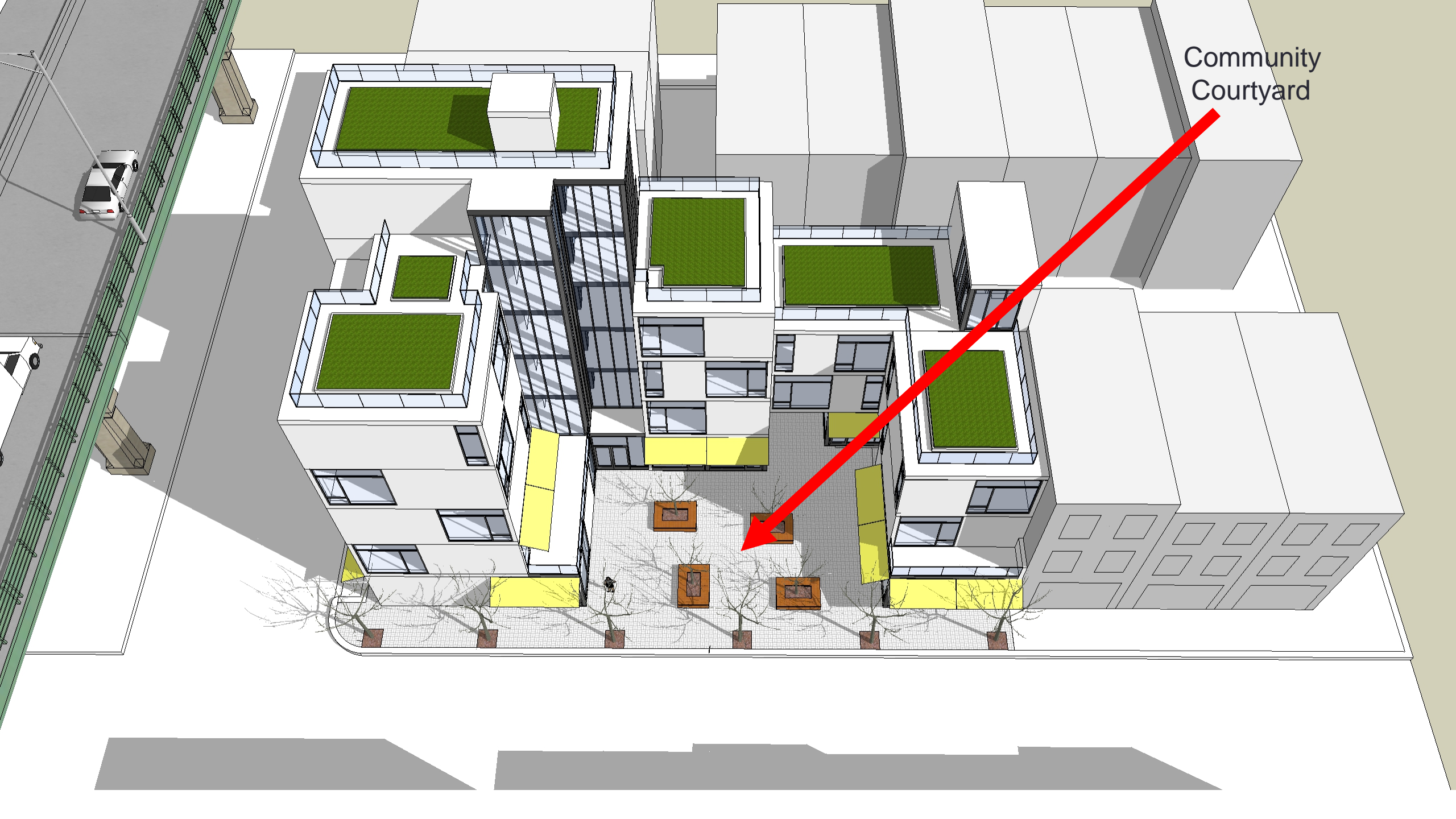


Passage to
neighboring Makerhood



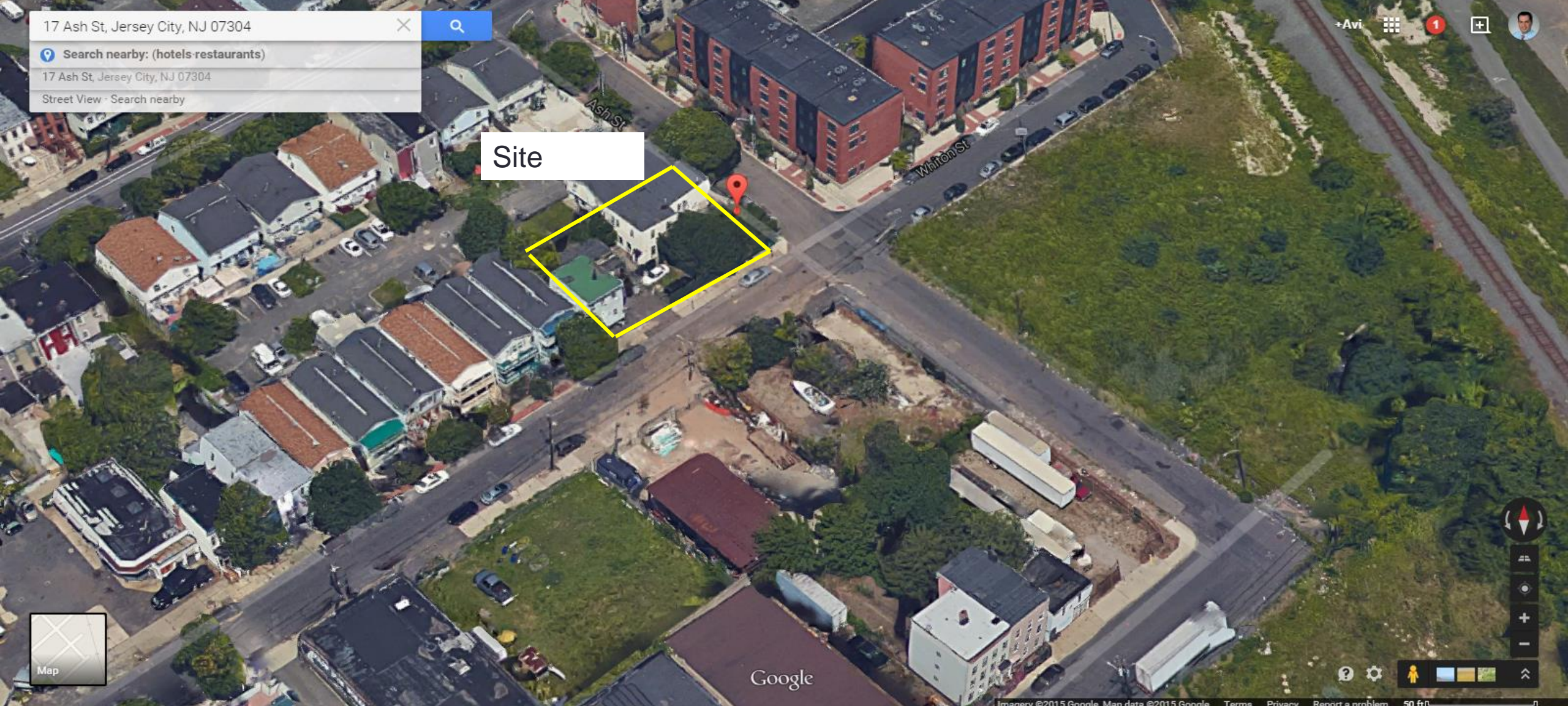
Parking or more
Work Shops

Community
Courtyard

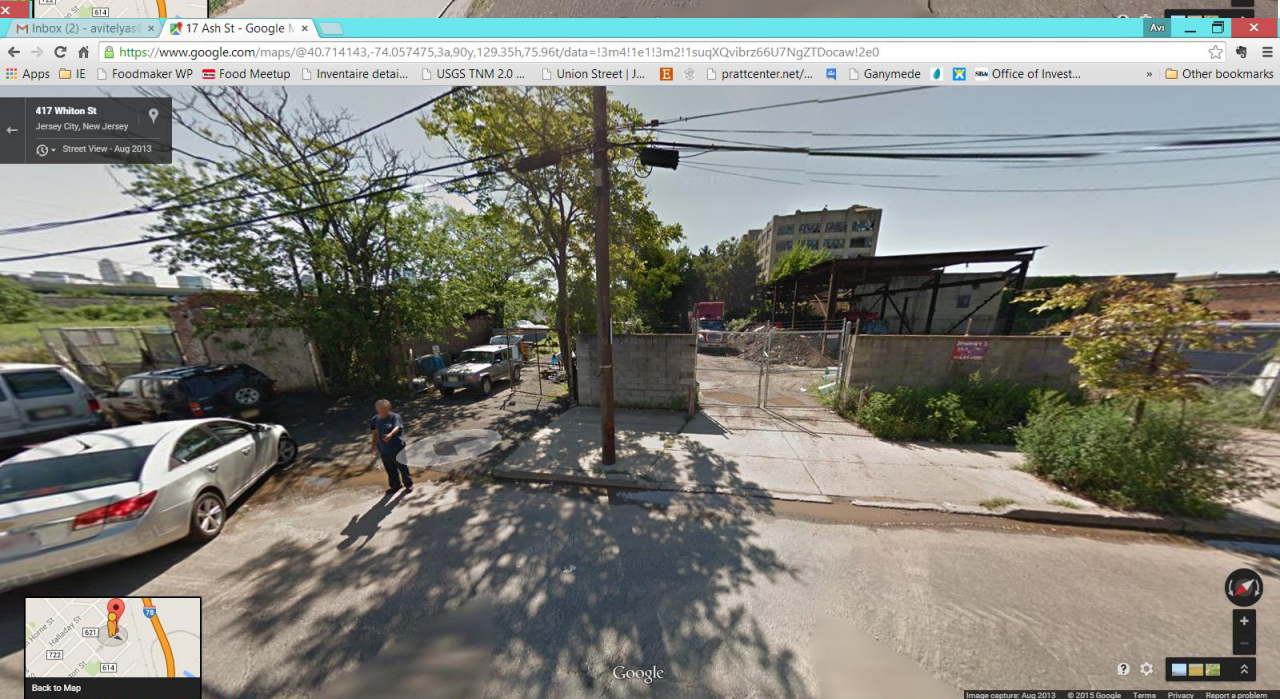


17 Ash St, Jersey City, NJ 07304
Search nearby: (hotels-restaurants)
17 Ash St, Jersey City, NJ 07304
Street View - Search nearby

Site



Google



Stacey, Jewel of a Pillow

- When she lost her job Stacey seized the opportunity to start her own design company.
- She enrolled in Rising Tide Capital's Community Business Academy.
- She designs and manufactures custom pillows and offers 25 designs at \$20-\$35 each.



Stacey's Pillows Potential Income

Customers	225			
Average # Pillows / Order	8			
Total Pillows	1,800			
Other Miscellaneous Items	500			
Sales	Units	Price/Unit	Total \$	%
Pillow Sales	1,800	\$ 30.00	54,000	68.4%
Other Items	500	\$ 50.00	25,000	31.6%
Sales per Year			\$ 79,000	100.0%
Cost of Good Sold				
Material			\$ 11,850	15.0%
Labor			\$ 15,800	20.0%
Misc.			\$ 9,875	12.5%
Cost of Goods			\$ 37,525	
Gross Profit/Owner's income			\$ 41,475	52.5%
Equivalent Hourly Pay			\$ 19.94	
Mortgage			\$ 21,000	26.6%
Owner's Disposable Income			\$ 20,475	25.9%

Kim, Jams by Kim

- Graduate of Rutgers Business School
- Launched her company to make jams from a commercial kitchen of a nearby restaurant.
- Offers 'jam sessions' classes for parents and children to make jam together.



Microfranchise Model – “Business in A Box*”

- Proven marketing and operational concepts
- Online platform to manage and grow business

MakersWeb – Proprietary Hyper Local Marketing Platform

- Easy Web Site Creation
- SEO
- Reputation Management
- 360 View Relationships

UNLIMITED COLOR
OF THE TOOL

The dashboard features a green header with navigation options like 'Profile' and 'Logout'. Below the header is a row of icons for various tools: Websites Analy..., URL rules, Seo rules, Netcontent, News, Social &..., Social Dashboa..., Social push, and Voice and SMS. The main content area displays a table for the 'Whole network' with columns for Website, Last update, Visits, Pageviews, Evolution, and Pageviews. Below the table, there is a section for 'Google webmaster tools messages' with a message about setting up a Webmaster Tools account.

Website	Last update	Visits	Pageviews	Evolution	Pageviews
Whole network		10812	19153	-16.33%	Access full analytics
franchise-website1.com	04-Jul-2014	115	120	+18%	
franchise-website2.com	05-May-2014	1479	3507	+27%	
franchise-website3.com	16-Apr-2014	83	179	-2%	
franchise-website4.com	16-Apr-2014	3646	5581	+5%	
franchise-website4.com	05-May-2014	164	350	+13%	
franchise-website5.com	16-Apr-2014	73	98	+13%	
franchise-website6.com	04-Jul-2014	127	230	+7%	



Business Development Assistance (Sell The Fish)

- MakersWeb - Designed to attract nearby socially motivated consumers.



- Work4America – MBA Volunteers provide business development assistance



- Rutgers U – Education partner help with training (CUEED)

- Makerhood Certified Logo



Microbusiness is good business

Table 1: Revenue and draw for businesses

	Full-time businesses	Part-time businesses
Median revenues	\$96,000	\$10,164
Average (mean) revenues	\$191,684	\$48,688
Median owner's draw	\$20,000	\$1,000
Average (mean) owner's draw	\$24,071	\$7,278
Number reporting	760	263

Makerhood Breakeven

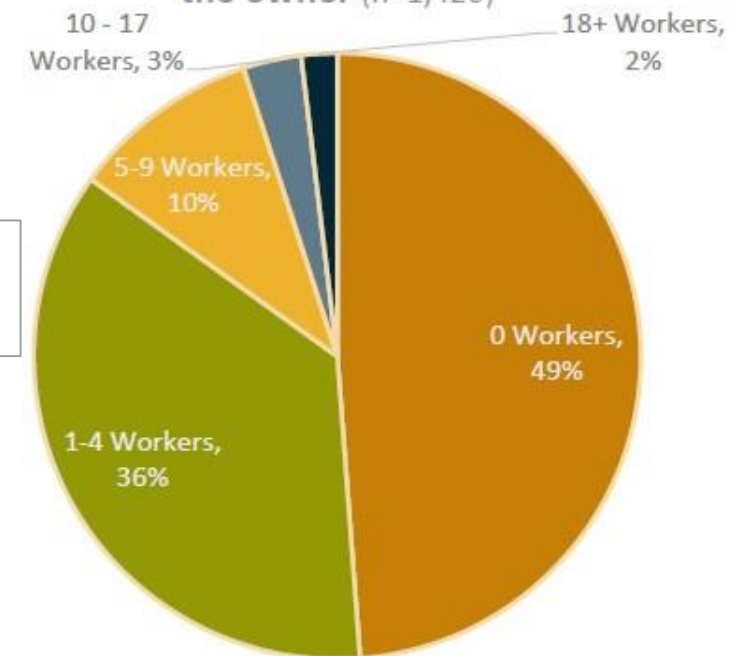
Table 2: Wages for paid workers

	Hourly wage	Annual wages
Median	\$12.00	\$11,520
Average (mean)	\$18.50	\$16,792
Minimum	\$1.40	\$43
Maximum	\$250.00	\$153,600
Number reporting	1045	988

Much Higher than Minimum wage

Average 2 employees Per Microenterprise

Figure 2: Number of workers, not including the owner (n=1,420)



BIGGER THAN YOU THINK

The Economic Impact of Microbusiness In the United States

Microbusinesses represent

92%

of all U.S. businesses



The Ripple Effect

41.3 Million Jobs



“The median net worth of business owners is almost two and a half times greater than that of non-business owners”

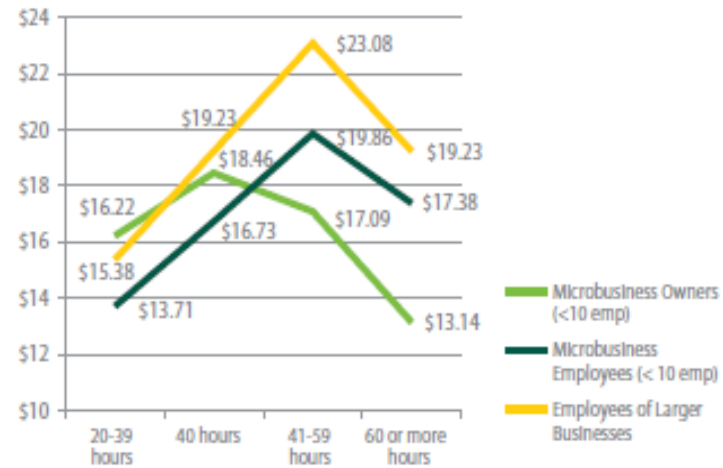


Figure 6: Median hourly income by number of hours worked per week by microbusiness owner, employee, or employee of larger business¹⁴

Microbusinesses can provide opportunities for many individuals in society, but they are of particular value to women and people of color.

Employment Oriented Development – EOD

- **Affordable Entrepreneurship**
- **Affordable Home Ownership**



MAKERHOODS

Affordable Work/Live Communities



Thank you!