

MAKERS VALUE

RELIABLE SOURCE
OF SUPPLIES (TANGIBLE)

EDUCATIONAL RESOURCES
(INTANGIBLE)

VALIDATION IN
SHARING (INTANGIBLE)

OPEN SOURCE &
OPEN DESIGN (ASPIRATIONAL)

MAKER SOURCE

VALUE

BUSINESS VALUE

FOCUSED BRAND
(INTANGIBLE)

INCREASED PROFIT
(TANGIBLE)

BUILD COMMUNITY
(INTANGIBLE)

CORPORATE RESPONSIBILITY
(ASPIRATIONAL)