Creating Success

BRIDGING THE GAPS BETWEEN MAKER AND BUSINESS OWNERSHIP

AUBREY IRWIN / SENIOR THESIS / CLASS OF 2021
WHAT IS A SMALL BUSINESS?

An independently owned and operated company that is limited in size and in revenue depending on the industry.
REVENUE vs. EMPLOYEES
TYPES OF INDUSTRIES

CONSTRUCTION

INSURANCE
BENEFITS OF BEING A SMALL BUSINESS

1. Loans
2. Gov. Contracts
3. Grants
4. Flexibility
5. Uniqueness
6. Expertise
MODERN DAY SMALL BUSINESSES

SOCIAL MEDIA

WORKING FROM HOME

DOING IT ALL
THESIS STATEMENT

WHAT'S THE PROBLEM?
Small businesses often fail because of mistakes that are avoidable.

Small business owners and makers need easier access to tools, information, and workspace that will help their businesses thrive.
RESEARCH

HOW DO WE KNOW THIS IS A PROBLEM?
30,700,000
Small businesses currently in the USA

1,500,000
Jobs created by these small businesses

50%
Of small businesses are operated from home
More than 50% of small businesses fail within the first year.

More than 95% of startups fail within the first 5 years.
Approximately 31% of small businesses are non-operational due to COVID-19.
TOP 3 CAUSES OF FAILURE

1. LACK OF MARKET DEMAND
   Small businesses commonly fail to understand what they are offering in the market.

2. RUNNING OUT OF CASH
   The world of investors is difficult to navigate, and small business owners are often pouring their own money into their businesses.

3. COMPETITION
   A lack of understanding their target market, along with insufficient research, often drives businesses to the ground as their competitors thrive.
MOST COMMON UNKNOWN INFORMATION

- Business license and copyright
- Brand development
- Marketing research
- Product pricing
- Budget and bookkeeping
- Business expansion
What is the biggest challenge for these small businesses?
Finding qualified individuals.
AVAILABLE TOOLS
COMMONLY USED RESOURCES

- Innovation incubators
- Online resources
- Chain stores
- Craft guilds
- Nonprofits
These resources are not one size fits all.
THE FUTURE OF SMALL BUSINESSES
Gen Z and Millennials are 188% likely to have the aim of starting their own businesses.
Platforms like Etsy are common stepping stones to people beginning their own business. During the COVID-19 crisis, Etsy’s seller platform grew over 5x the normal quarterly average.
The business owner demographic is becoming younger due to online platforms and social media advertising.

The statistical projections are already becoming a reality, as seen on Instagram and TikTok.
What are the biggest challenges for these young small business owners?
BELIEVING IN THEMSELVES AND BEING THE FACE OF THEIR OWN BUSINESS.
Finding a positive community of people doing what they’re doing.
SOLUTION
Maker's District
Co-Working 2020
Creating Success
What is the maker’s district?

The maker’s district is a co-working space that will provide all of the tools, facilities, and information small business owners would need to succeed.
The goal of the brand is to not only move businesses in the right direction, but to empower, support, and educate business owners in meeting their own personal goals.
User Profiles

Primary
Gold Tier
$$$ Full Maker Access Exclusive Member Pass

Secondary
Green Tier
$$ Access to Co-working Spaces, Services, and Education

Tertiary
Red Tier
$ Access to Co-working Space and Education
MEMBER ACCESS

The facility would maintain safety through keycard access. Accessibility would range from user to user, based on membership.
THE SPACE
FLOOR PLAN
FIRST FLOOR

PROGRAM
- LOBBY
- CAFE
- LIBRARY
- PRINT SHOP
- EQUIPMENT CHECKOUT
- TECH LAB
- PHOTO STUDIO
- LECTURE HALL
- MAKER WAREHOUSE
- WOOD SHOP

APPROX 20,000 SQFT
FLOOR PLAN
SECOND FLOOR

PROGRAM
MAKER OFFICES
PERMANENT OFFICES
CONFERENCE WING
COMPUTER LAB
CO-WORKING SPACES
EDUCATION BALCONY
THE DISTRICT
THE LOBBY

The lobby is the central hub of the maker’s district, with multiple forms of way-finding making it easy for the members to navigate.
The Welcome Wall

This space provides info to the members about the culture, upcoming events, a monthly maker highlight and information about the facility.
THE CAFE

THE CAFE IS THE HOMEY KITCHEN OF THE DISTRICT, A PERFECT PLACE TO WORK, HOLD MEETINGS, OR CREATE CONTENT.
THE PRINT SHOP

THE PRINT SHOP TENDS TO ALL THE PRINTING NEEDS OF BOTH MEMBERS AND NON-MEMBERS OF THE MAKER'S DISTRICT, BEING A PRIME SOURCE OF REVENUE FOR THE FACILITY. THERE ARE SCREENS DISPLAYING THE PRINTING QUEUE, AS WELL AS PROJECTS THAT ARE READY FOR PICK UP.
THE ESSENTIALS
Next to one of the larger conference rooms is another co-working space. With terrazzo tables and a couch in the rear, this space provides a more professional unconventional meeting space.
The office

This private office space includes the warm matte wood floors and a funky terrazzo rug, subtly bringing The Maker's District brand into the space with the positive affirmation on the wall.

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Coworking booths

Versatile work spaces are an essential accommodation of the maker's district, including these organic booths on the second floor. Incorporating felt into the space and onto the ceiling gives the space a softer look and feel, while also helping control noise.
The blocks of color pop on this banquet seating element create a more intimate place to work, giving makers another spot to zone in on their next project.
MAKER SPACES
VISITOR CONTROL
LOCATED AT THE MAIN ENTRANCE TO THE MAKER’S WAREHOUSE, THE FRONT DESK HANDLES THE ADMIN RESPONSIBILITIES SPECIFIC TO THE WAREHOUSE. SUCH AS MANAGING RENTALS, MONITORING VISITORS, ETC.
The Workshop

Two important elements of the maker warehouse are the workshop and the education balcony. The workshop contains communal tools for any project imaginable, while the education balcony above is the home of studio classes, private lessons, and artist spotlights.
Due to the flexibility of the studio spaces, makers are able to change the space to work for them. This open concept includes a built-in desk and shelf, perfect for a ceramicist.
This studio concept includes more storage underneath the built-in desk, but shows the customization for a painter, utilizing the cork board above the desk and adding the easel and canvases.
STUDIO #3

While still mimicking features from the previous concepts, this option shows just how flexible the space is. Adding in larger furniture and niche maker tools and elements, the space has very few limitations.
CO-WORKING. CREATING SUCCESS. MAKING YOUR DREAMS A REALITY.

JOIN OUR District
Member application sub-screens:

- User Calendar
- Space Rental
- Messenger
- User Profile
BRAND COLLATERAL
MAKER MONTHLY JOURNAL

THE DREAM TEAM

COLLABORATION SPOTLIGHT

MAKING THE MOST OF THE DISTRICT

ARTICLE BY OLIVER ARC

“Working together came really easily. It’s like we were in each other’s brains.”

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PAINTING & POETRY
6PM @ THE BALCONY
FRIDAY, MAY 14

OPEN STUDIO & READING

LECTURE HALL
WEDNESDAY
MAY 19TH
@7PM

BOOKKEEPING 101
WHERE’D ALL MY MONEY GO?

MILL WRIGHT
Branded Supplies
THANK YOU!
https://www.yourdictionary.com/small-business
https://www.oberlo.com/blog/small-business-statistics
https://99firms.com/blog/small-business-statistics#gref