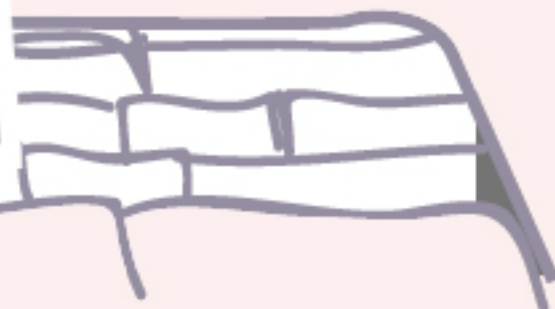




makerist
THE ONLINE DESTINATION FOR
hobby learning 

MAY 2014





DIY *booms*

but it's

... hard to learn



... find a school



... schedule a class



... select supplies



... still quite offline

4 *share*
SUCCESS



1 SELECT
class OR
EBOOK



2 GET
supplies



3 *learn*
& MAKE



Classes



learn from expert trainers

apply learning by making projects

watch 24/7 anywhere in HD

access never expires

new classes each week



Classes



21 classes online

15 preview classes online

average class: 120 minutes

class prices: 10€ - 30€

trainer commission: 15%

Ebooks

4a

20 makerist ebooks online

> 600 ebooks from designers

cross-selling effect (classes & supplies)

drives traffic (SEO+viral effect)

ebook prices: 3€ - 12€

designer commission: 85%

COMPLEMENTS
video
CLASSES

Supplies

GET
curated
SUPPLIES

order all you need in one box

or individual fabrics, wool, tools...

quality approved by trainer

saves the customer time and money



Supplies



30 boxes to choose from

>100 fabrics, wool, tools to select

30% of class participants buy a box

average box price: 15€ - 80€

margin: 80%

Community



interact with 140.000 facebook fans

show your own projects in 'werkschau'

inspiration for new projects

Lass dich *inspirieren*,
tausch dich aus,
finde *Strickfreunde*.



www.makerist.de

strick
café

Strick Café

53.057 „Gefällt mir“-Angaben ·
3.600 sprechen darüber

✓ Gefällt dir

✓ Abonniert

Nachricht senden



Webseite
Wir sind der größte Online-Treffpunkt für Strickfreunde.
Triff uns auch auf www.makerist.de



Fotos



Strick-Kurse



makerist-shop

53.057

„Gefällt mir“-Anga...

Info - Änderung vorschlagen

Lass dich *inspirieren*,
tausch dich aus,
finde *Nähfreunde*.



www.makerist.de

näh
café

Näh Café

62.494 „Gefällt mir“-Angaben · 6.529 sprechen darüber

✓ Gefällt dir

✓ Abonniert



Webseite
Wir sind der größte Online-Treffpunkt für Nähfreunde. Triff uns auch auf www.makerist.de



Fotos



Näh-Kurse



Newsletter bestellen



„Gefällt mir“-Anga...

Info - Änderung vorschlagen

Community

April 2014: launched facebook café concept in

FR, PL, ES, BR, IT, NL

more than 95.000 fans in 5 weeks

Fans demand classes & patterns



Team



Axel

CEO / TECHNOLOGY

- ex ebay PM
- ex 9flats.com product head
- ex dawanda product head
- ex dawanda international head



Amber

CLASSES / MARKETING

- DIY enthusiast
- founder 1001 Hochzeiten
- Communications
transparency international

Additional Co-Founder: MCB Salt (Michael Brehm, Clemens Riedl, Thomas Baum)

HTGF MILESTONES UNTIL 30.6.14*

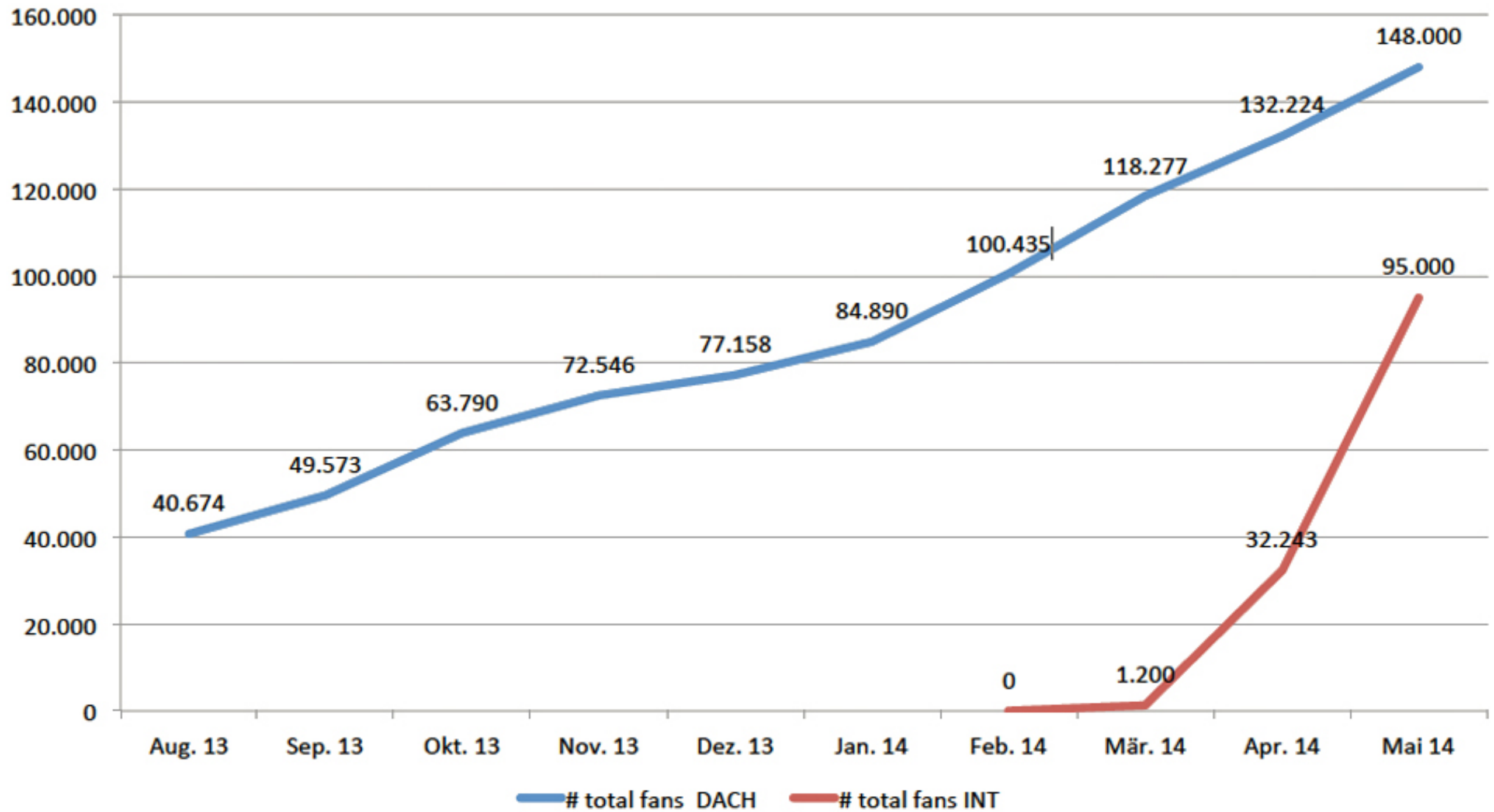
	HTGF Milestone	Outlook **30.6.14	
registered users	5.000	13.000	✓
classes online	18	22	✓
class participants	2.600	3.100	✓
gross revenue	41.000	43.500 €	✓

AND WE KEEP TO THE AGREED BUDGET!

*MILESTONES DEFINED BY HIGH TECH GRÜNDERFONDS DURING DUE DILLIGENCE PROCESS IN SEPTEMBER 2013

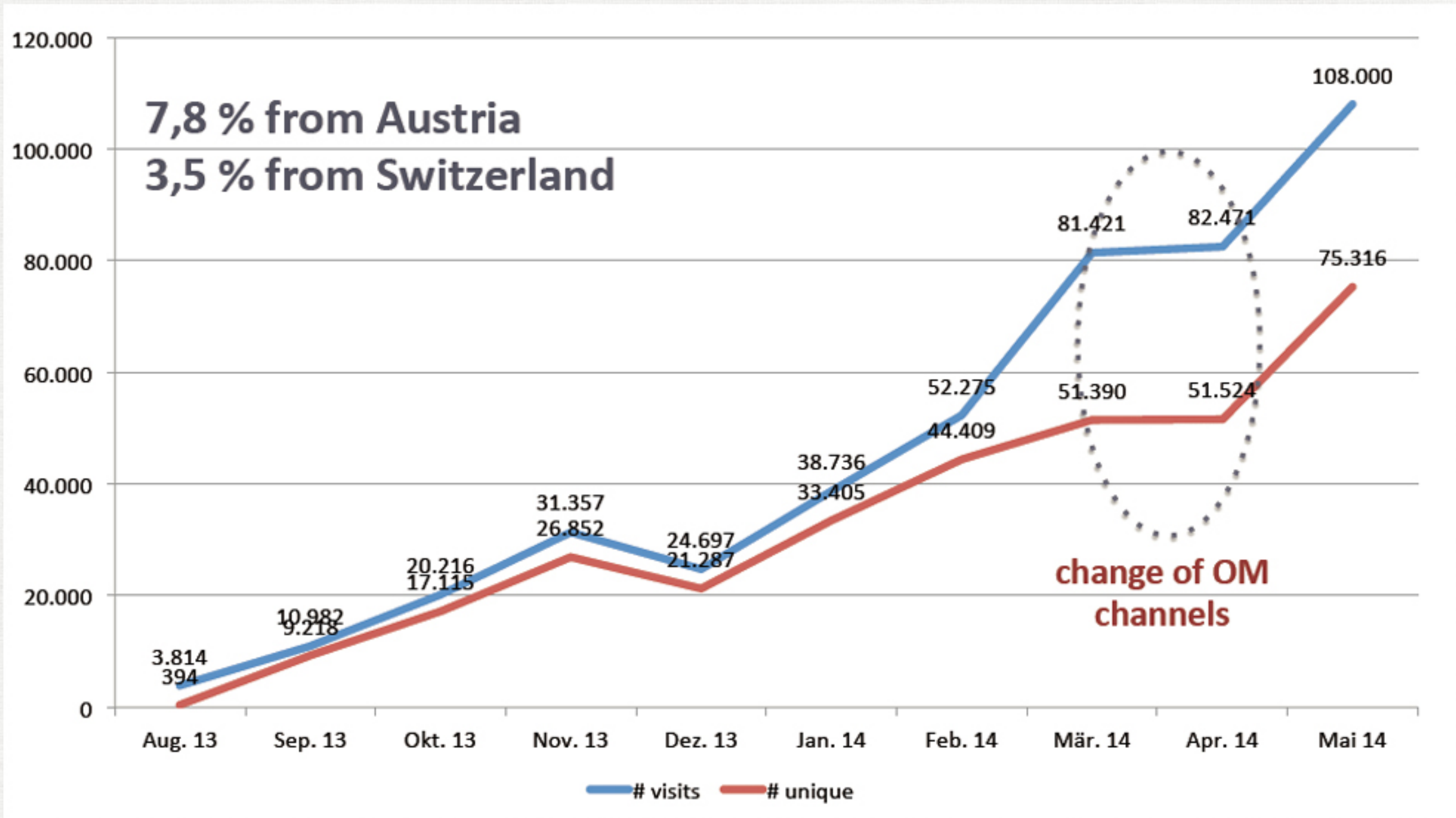
**OUTLOOK 30.6.2014 ESTIMATED BY RUN RATE UNTIL 10.5.2014

DEVELOPEMENT OF FB FANS (CUM. TOTALS)



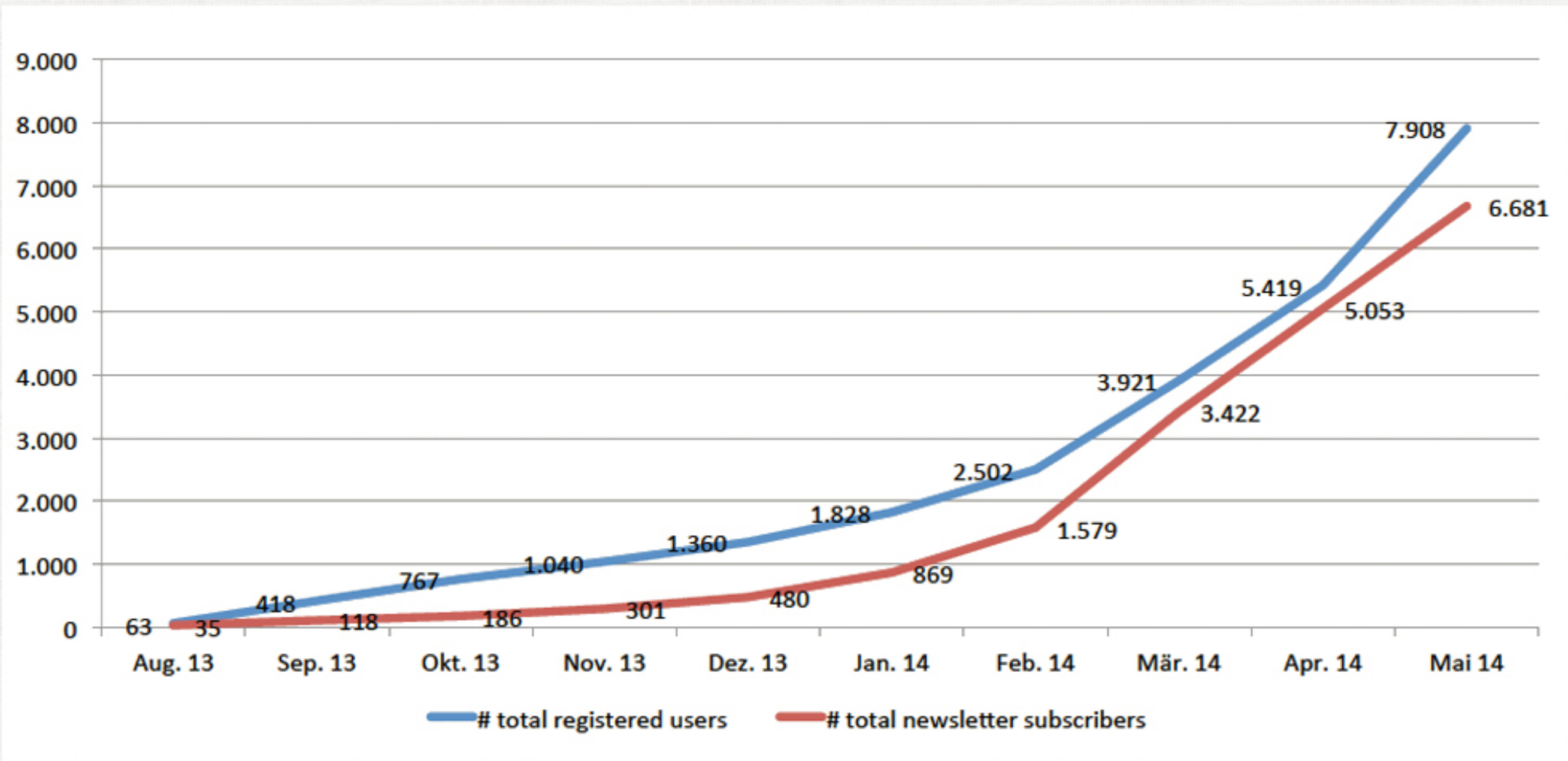
(May 2014 estimated)

DEVELOPMENT OF TRAFFIC (MONTHLY NEW)



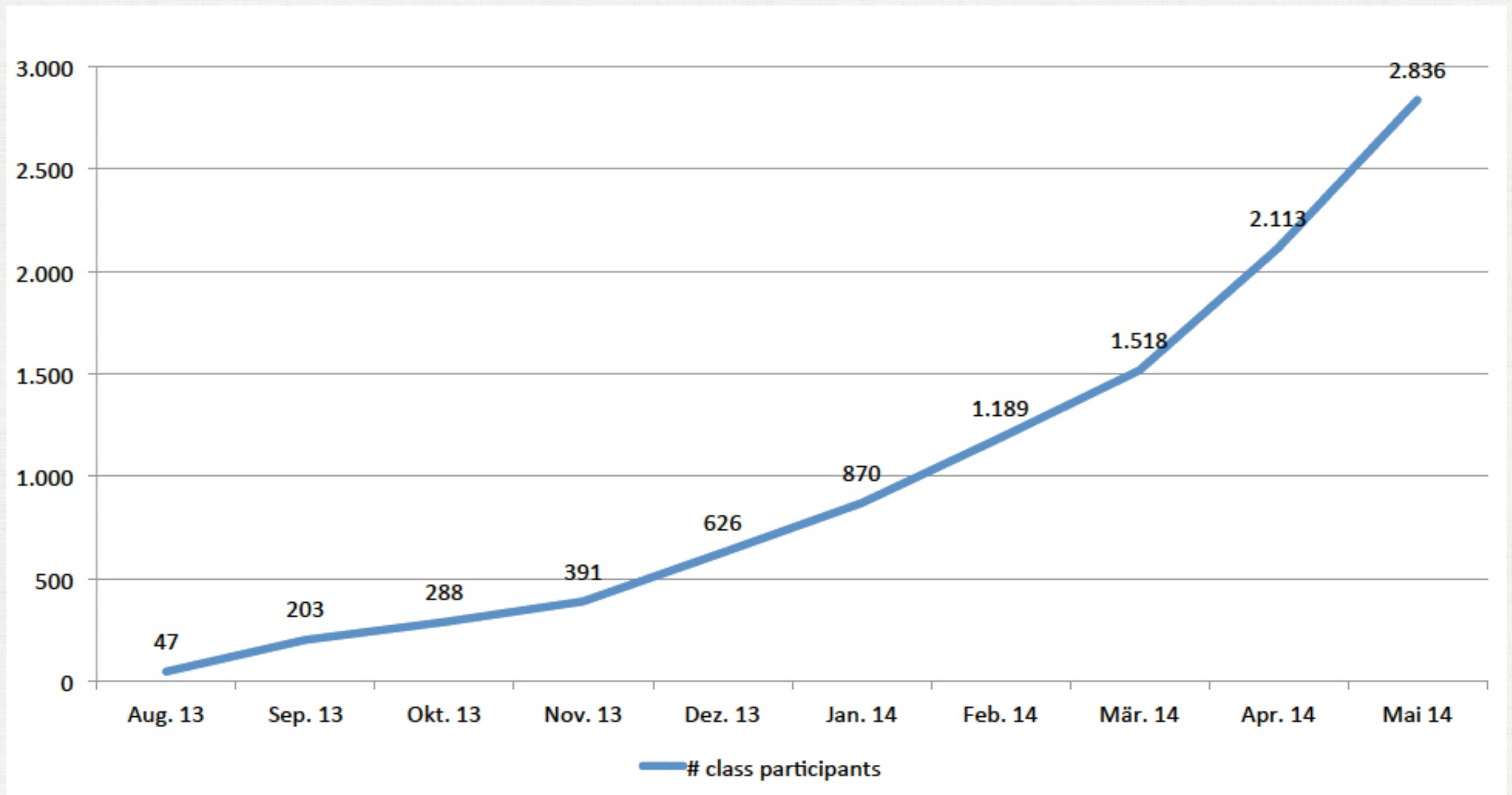
(May 2014 estimated)

DEVELOPMENT OF REGISTERED USERS AND NEWSLETTER SUBSCRIPTIONS (CUM. TOTALS)



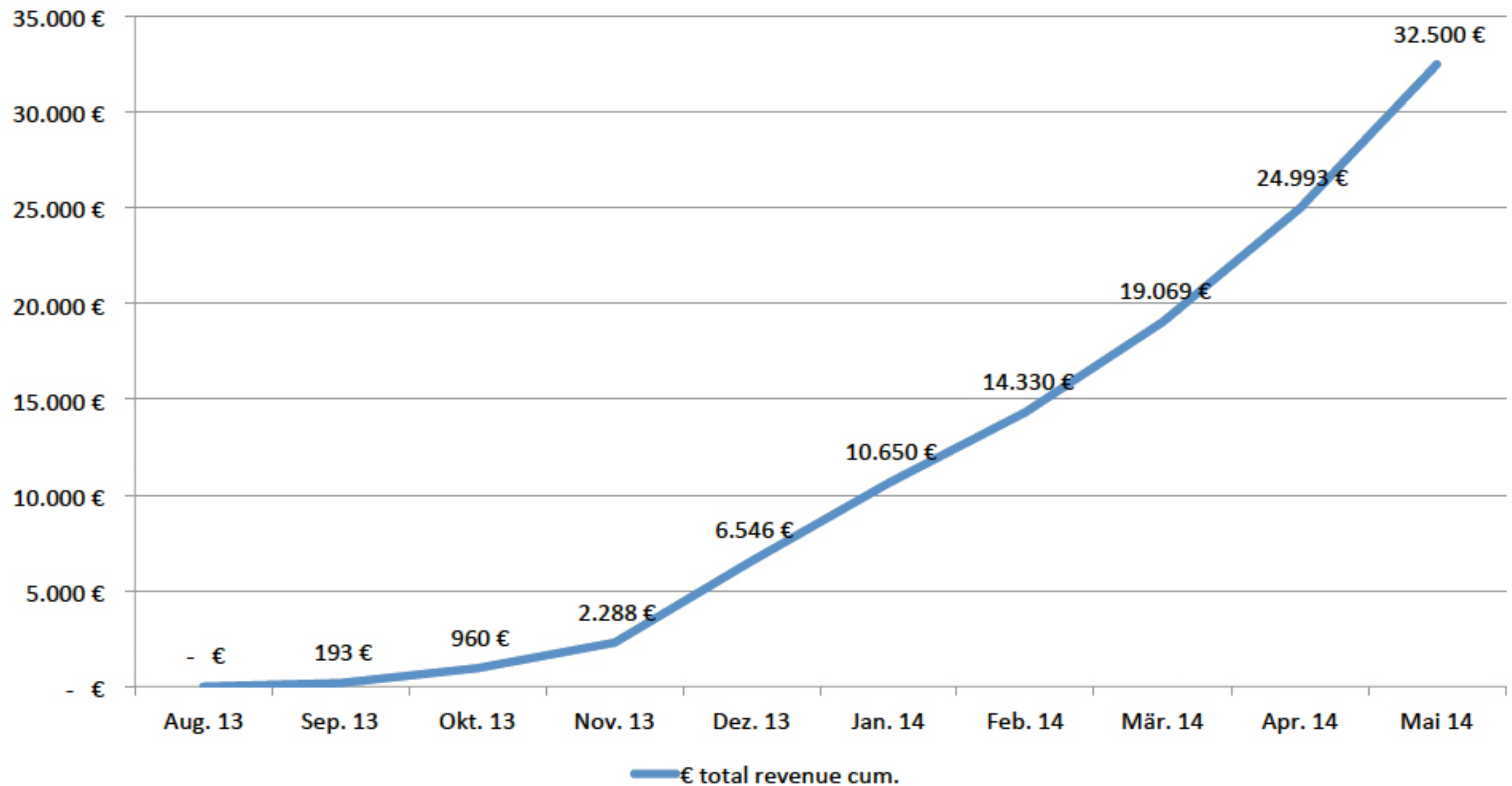
(May 2014 estimated)

CLASSES PARTICIPANTS (CUM. TOTALS)



(May 2014 estimated)

MONTHLY REVENUE (ALL STREAMS, CUM.)



(May 2014 estimated)

Customers

total bookings (classes, supplies, patterns): 7.600

bookings of paid classes: 800

participants who booked > 1 class: 30%

conversion free class => paid class: 6%

participants who booked class + box 30%



CAC: 18€ - 68 € (incl. marketing headcount) this went down from 113 € in Feb.

CLV: 74 € in 2 years

Customers

99% female

73% between 25 and 44

60% have kids, 42% have pets

73% do handicrafts because its relaxing

spend 40€ / month on their hobby

SURVEY
RESULTS



Market

WE BECOME CATEGORY LEADER IN A BILLION EUR BUSINESS



DaWanda only scales with its
250.000 sellers

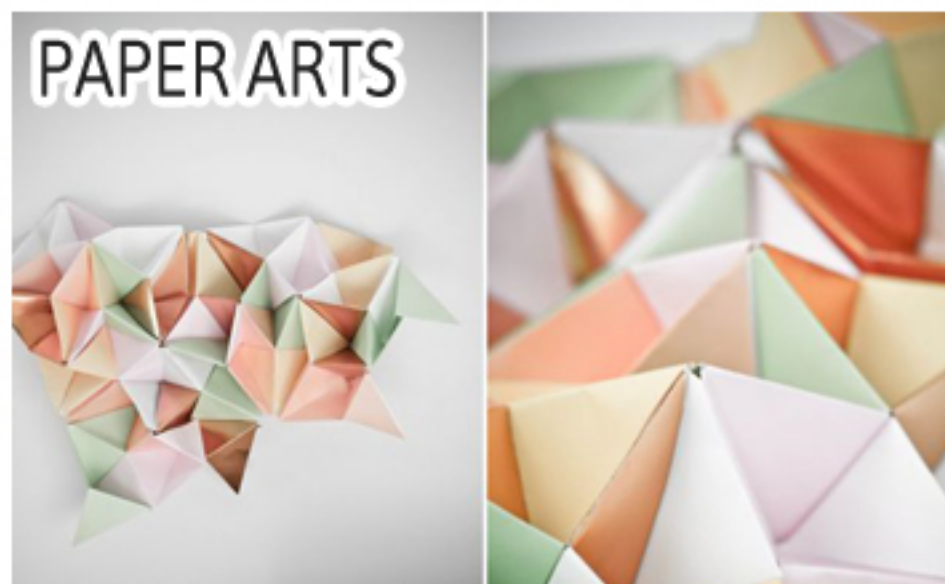
makerist targets
29.000.000 active sewers
and knitters in DACH*

DACH consumers spend **7 B Euro** annually on crafting supplies.**

* Institut für Demoskopie Allensbach, 2013

**Data: AIK - Kohlhaas & Partner Marketing Research EU-Studien 2010; textile supplies includes fabrics, yarn, wool, haberdashery but not apparel;

and handicrafts is just the beginning ...



(in EUR)	Q4-2013*	2014*	2015	2016	2017	2018
Gross Rev.	6.546	144.156	1.072.878	5.924.307	11.582.298	20.551.693
Net Rev.	5.003	83.437	658.131	4.251.252	8.711.670	15.832.727
CM I	2.022	-77.324	369.246	3.291.634	77.018.240	13.136.311
CM II	1.493	-79.547	356.732	3.211.640	6.879.829	12.908.231
CM III	-6.413	-179.333	-51.083	1.947.412	4.351.372	9.368.392
EBIT	-188.278	-818.320	-1.253.644	19.421	775.243	4.679.069

PRE SEED ROUND
100.000 EUR
 PAID IN

HTGF ROUND
700.000 EUR
 PAID IN

INVESTMENT NEEDED
1.700.000 EUR

*actuals until April 2014

(in EUR)	Q4-2013 [*]	2014 [*]	2015	2016	2017	2018
Gross Rev.	6.546	144.156	1.186.533	6.855.211	15.246.097	32.392.193
Net Rev.	5.003	83.437	747.402	4.930.674	11.470.177	25.074.720
CM I	2.022	-77.324	249.398	3.516.765	8.972.329	20.438.248
CM II	1.493	-79.547	233.450	3.421.597	8.780.541	20.056.981
CM III	-6.413	-189.333	-215.722	1.953.033	5.618.643	15.250.260
EBIT	-188.278	-825.320	-2.108.779	-1.846.063	-824.183	6.529.511

PRE SEED ROUND
100.000 EUR
PAID IN

HTGF ROUND
700.000 EUR
PAID IN

INVESTMENT NEEDED
4.200.000 EUR

*actuals until April 2014



SCENARIO „GROWTH“: 1,7 M EUR

- scale class production: own studio, equipment, post production units
- expand team: developers, production managers, marketing managers, logistics
- expand supplies inventory
- increase marketing budget

SCENARIO „EXPANSION“: 4,2 M EUR

- secure 1st mover advantage in selected European countries
- establish berlin based international teams for class production, marketing, support
- produce internat. classes in Berlin based studios and fly in trainers from abroad

thank you!



Axel

Axel Heinz
CEO/Founder
axel.heinz@makerist.de



Amber

Amber Riedl
CMO/Founder
amber.riedl@makerist.de

makerist
Deine Handarbeitsschule im Internet



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