

Model of Excellence Profile – makerbase

Company Name:	ThinkUp LLC	ICG#	33882
Address:	220 East 23 rd Street, Suite 601, New York, NY 10010		
Product Name:	Makerbase		
URL:	www.makerbase.co	President Name:	Anil Dash/Gina Trapani, co-CEO's
Business and Product Overview			
Business Information Framework Classification	<i>Applications Models:</i> Evaluate – Reference & Intelligence	<i>Business Model:</i> Advertising & Sponsorships -- Sponsorships	
	<i>Content Models:</i> User-Generated -- Community	<i>Distribution Model</i> Direct Sales -- Captive	
Company Overview	Makerbase exists to give recognition and credit to the behind the scenes players who make digital projects such as websites, apps and digital art. Think IMDB.com, which catalogs and recognizes the people behind the making of every movie, for creative techies.		
Product/Service Description	<p>While Makerbase might sound at first blush like a feel-good recognition project, it is actually a giant talent database, and in some ways a more granular version of LinkedIn. As such, it's a place where digital creatives can house an online resume. It's a powerful tool for recruiters. It's also a buying guide of sorts: if you like a website, you can easily find and get in touch with the people who designed it. Makerbase puts a lot of valuable information in one place, all easily searchable.</p> <p>Makerbase supports itself with sponsorships, keeping the site free for users and contributors, which is important to its growth as the site is built on a wiki-like, user contributed content model. With ventures like these, scale and volume are critical to success, and Makerbase has scoped itself pretty broadly.</p> <p>What's of particular interest to us is that this is a model that could work well in a variety of vertical markets, particularly those where specific skills are recognized, valued and the individuals with these skills typically work unheralded and behind the scenes. There is a lot of interesting insight and nuance in this product, making it worthy of deeper examination and attention.</p>		
Year Founded:	2015	BizDev Contact:	Anil Dash/Gina Trapani
Employees:	1-10 (est.)	Main Telephone:	
Profile Date:	7/8/2016	Primary Market Served:	51 -- Information
Ownership:	Private	Funding Source:	Privately Funded
MofE Class:	2016		