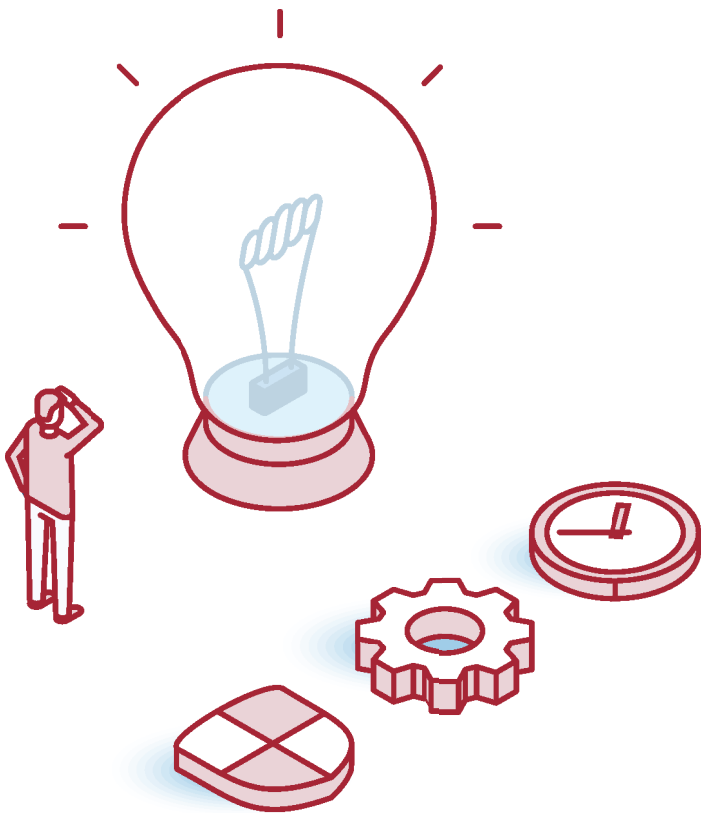


MAKER'S MENTALITY

MAKE IT: NEW

CONCEPT “Make it: NEW” refers to the mindset of continuously striving to create something new and innovative in the context of maker culture, innovation and entrepreneurship. It is the belief that the best way to stand out and succeed in a competitive market is to constantly iterate and improve upon existing products or services or create entirely new ones. This mentality involves a combination of creativity, experimentation and a willingness to take risks to develop novel solutions to problems. It encourages makers and entrepreneurs to push boundaries, challenge conventions and embrace failure.



BACKGROUND

Makers and entrepreneurs adopted this idea of constantly striving for innovation and originality in creative pursuits in the tech industry, who sought to disrupt established markets with new and innovative products and services. The rise of maker spaces and the maker movement fueled this mentality, with makers using new technologies and tools to create unique and innovative products. Today, the “Make it: NEW” mentality remains a driving force behind the constant evolution and progress of the maker and entrepreneurial communities, focusing on creativity, experimentation and continuous improvement.