

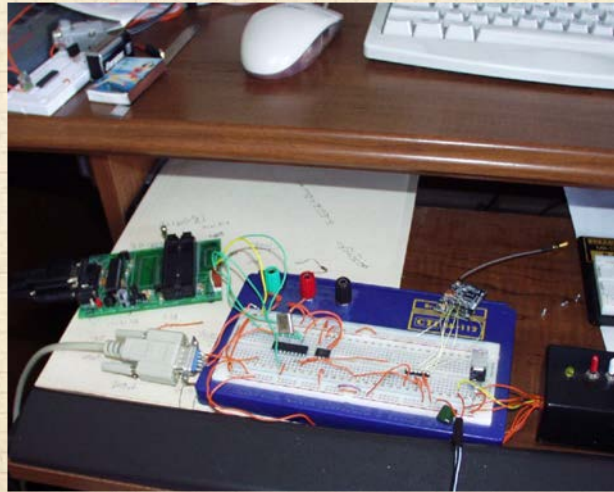


# **IoT in the DIY Market**

Leveraging innovation in our community



In 2003, CU Student Nate Seidle blew a power supply in his dorm room



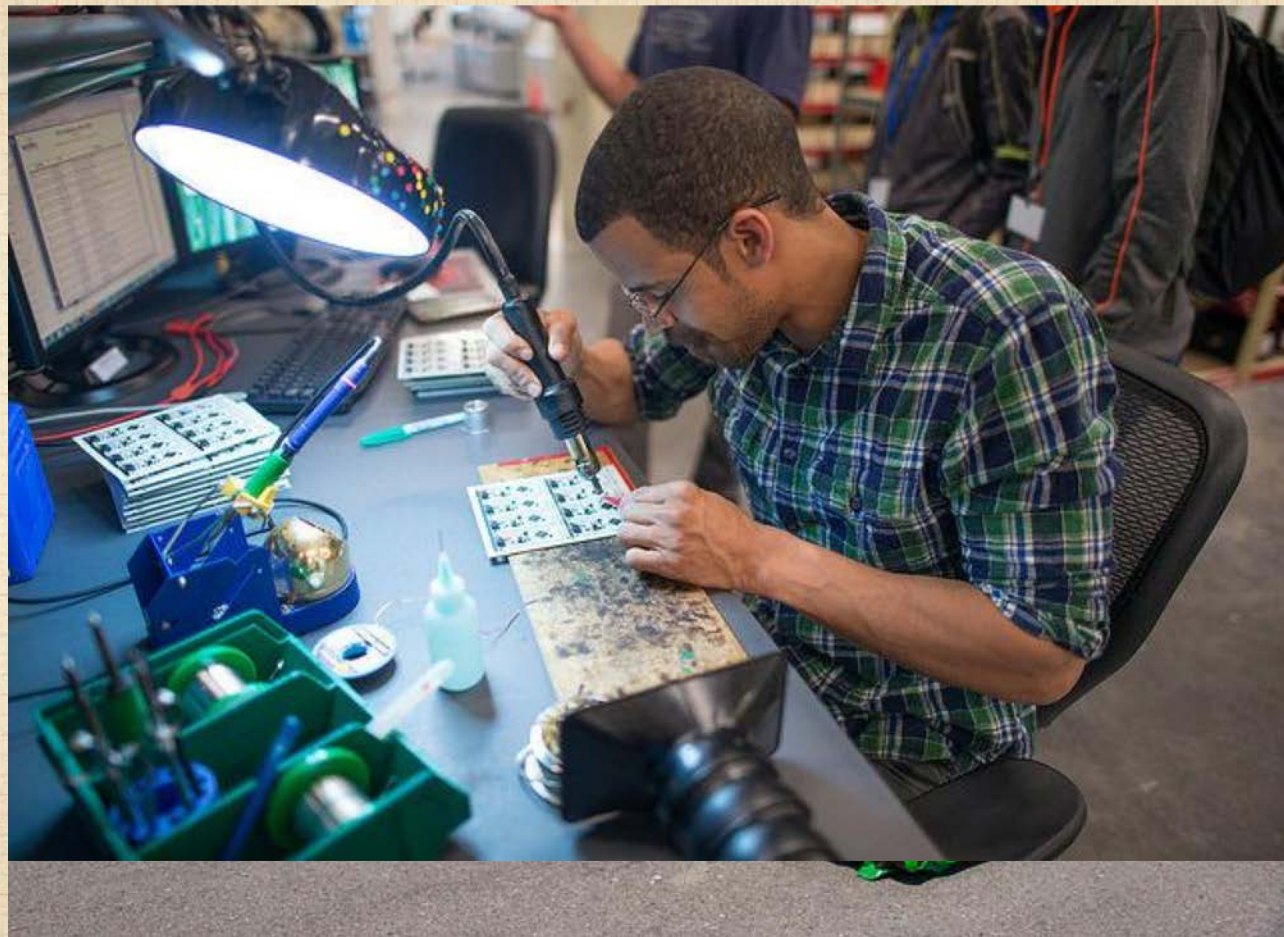
Since then...



sparkfun®



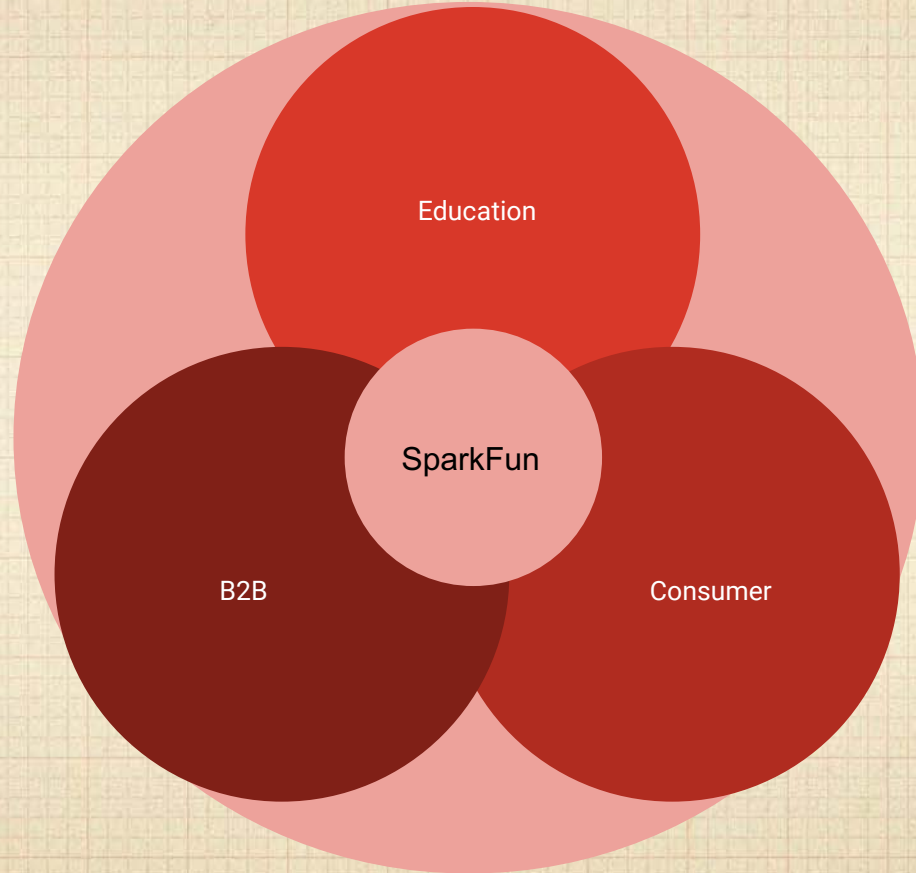








# Focus Areas





Education

Consumer

B2B

K-12

HiEd

Tech Lit

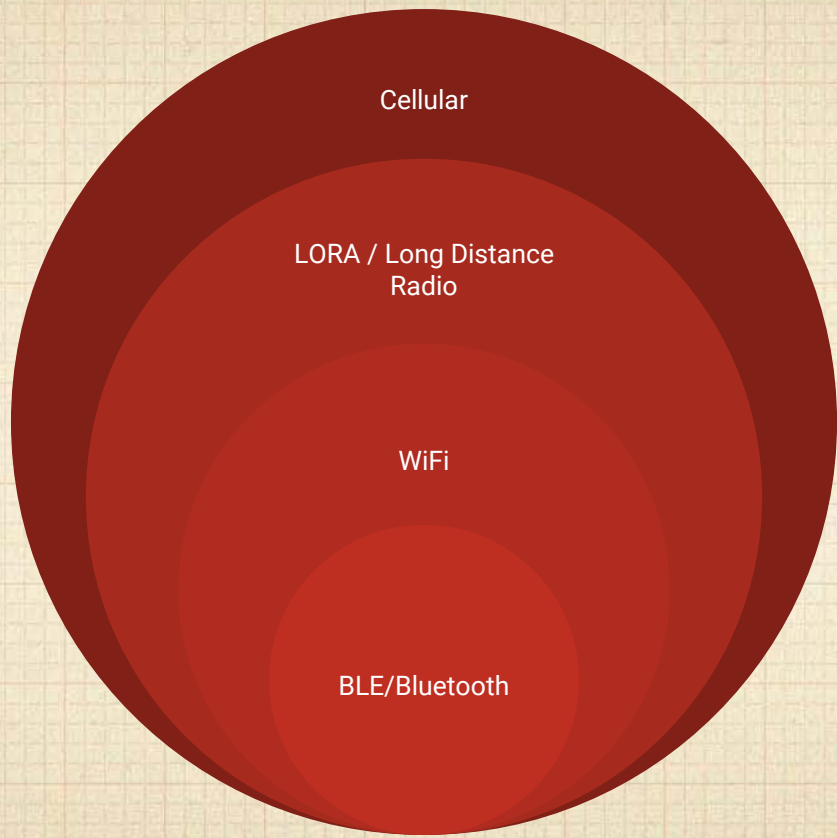
Maker/  
Tinkerer

Pro-  
Maker

Entrepreneur

Corporate  
Relationships

# Our Customer Continuum



Cellular

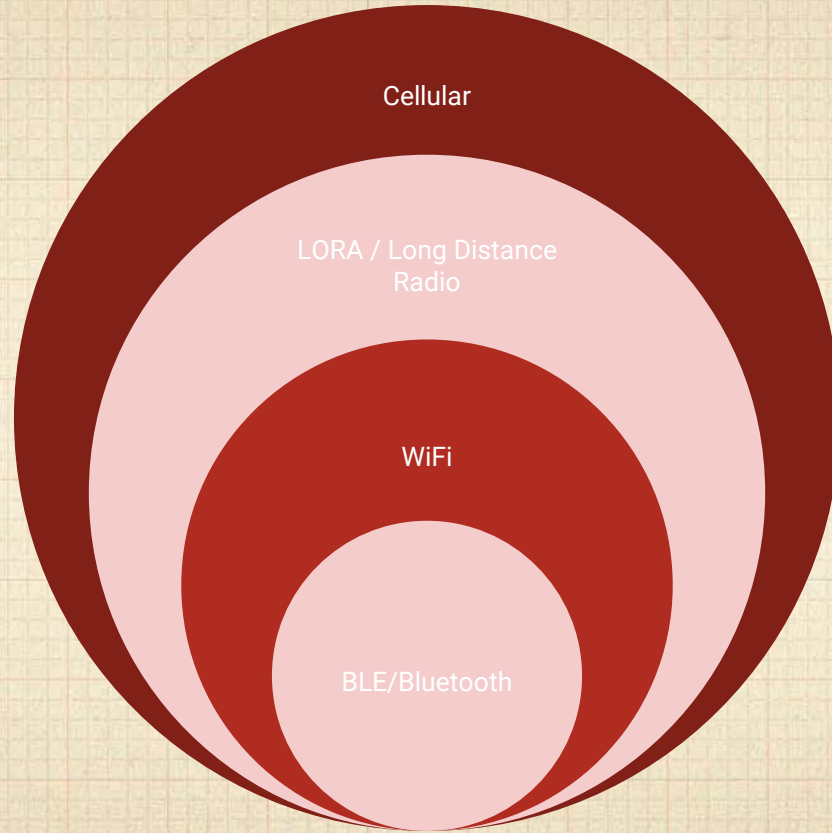
LORA / Long Distance  
Radio

WiFi

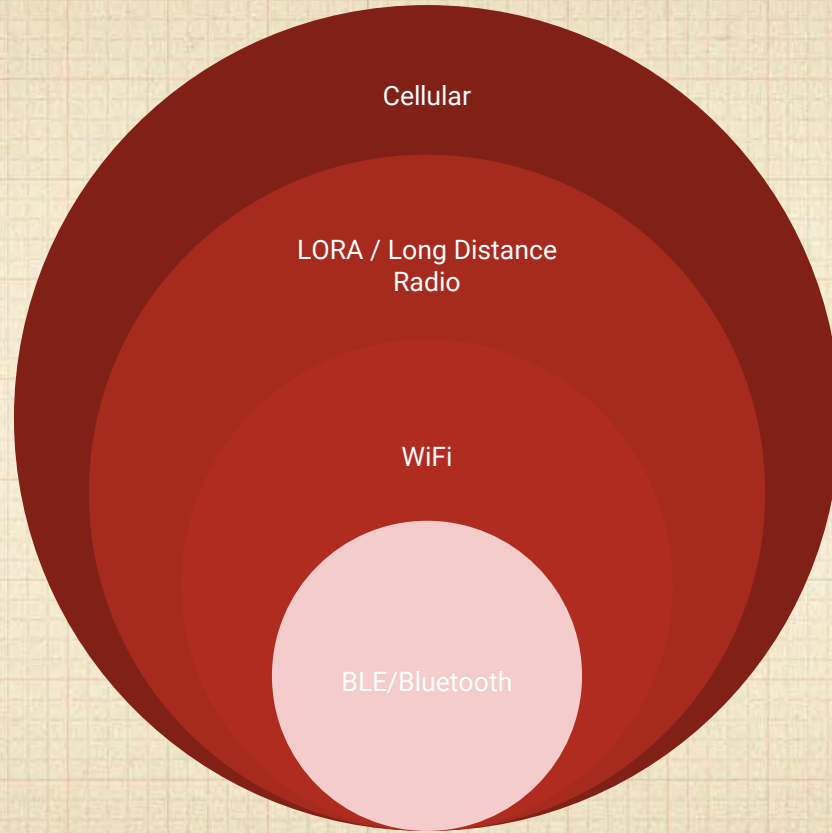
BLE/Bluetooth



## Hobbyist / DIY



# Entrepreneur





# ACCESSIBLE HARDWARE

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SparkFun prides itself on demystifying technology for everyone. From learning to solder to building your own sewable circuit, we love teaching people how to unleash their creativity.

## Hands on Events

SparkFun attends a number of events and conferences each year and feels that we are stewards of the maker culture and strive to make our booth experiences, conference workshops and talks as hands on as possible.

## Workshops

Sharing knowledge is one of the core values of SparkFun. We do this through hosting on-site and off-site workshops on a regular basis. Whether free for the community or a paid for corporate training, SparkFun translates technology in a way that has all attendees leaving with smiles on their faces and hardware in their hands.



Over 100 teams from all over the country participate in our annual Autonomous Vehicle competition every year.

# DOCUMENTATION

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SparkFun has an entire department allocated to building documentation for our customers to ensure success when using our products.

## Hookup Guide

A Hookup Guide is the smallest piece of documentation we offer and is the standard offering for each and every piece of hardware, anything done with Hacking STEM would receive the same treatment.

## Project Guide

Project Guides take the product step further and demonstrate how to integrate the specific product with other SparkFun products to create an achievable but unique project. SparkFun would host content around Hacking STEM as well as periodically add to it as ideas came up.

## Experiment Guide

An Experiment Guide is the most in-depth documentation we produce and is paired with kits. Each of the kits developed for Hacking STEM would get a startup guide and point to existing experiment guides.



500+ tutorials  
available on  
[Sparkfun.com](https://www.sparkfun.com)



# EXPERIENCE

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We treat our social media as the crossroads of the maker movement online, where sharing knowledge is the number one priority.

## Hackathons & Contests

SparkFun collaborates with several media outlets and influencers to launch digital events like contests and hackathons to engage the maker in trying a new product.

## Sponsorship Program

Our Community Partnership Program, launched in January 2017, is designed to support individual makers, after school programs, and students teams with their projects.

## Enduring Content

From the instructional content we provide to our community to our irreverent take on current events, we share projects from all over the internet to showcase just how creative makers can be.

A man wearing a white cap and a grey polo shirt is sitting on a hay bale outdoors. He is looking at a laptop computer. In the foreground, there is a small, black, four-wheeled robot car with a white sensor or camera mounted on top. The background shows a field and a cloudy sky.

Over 200 students, after school clubs, and individual projects funded so far this year.

# PROFESSIONAL DEVELOPMENT

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SparkFun acknowledges that education is key to our future and the only way to reach as many students as possible is to educate teachers.

## Conference Workshops

SparkFun attends a number of educational conferences each year with a driving goal to give as many workshops to inspire and educate teachers to explore the maker education model and integrate electronics into their curriculum.

## In-Person / Virtual Training

Have soldering iron, will travel! SparkFun offers in-person as well as virtual training experiences for school districts.

## Microcontrollers for Educators (MC4E)

MC4E is our week long deep dive into using a number of SparkFun products in the classroom. Half technical training and half pedagogy this training gives a unique look into what the Maker Classroom could look like.

