



## Executive Summary

### Introduction

50ROOTS.com is an online store dedicated to selling Made in the USA merchandise. Our mission is to support the American Made Movement by connecting socially and environmentally responsible consumers with high quality, homegrown, innovative, made in America products. 50ROOTS' product offering includes original Made in America gift items and accessories for men, women, children, pets, and the home. Each item is researched to ensure that it is 100% made in the USA and is personally tested in advance before it is available for purchase on the site. With each product, 50ROOTS indicates where in the United States it was made and tells the story of the item and its maker, with the goal of eventually featuring at least one product from each of the 50 states. 50ROOTS.com provides an enjoyable and convenient place for consumers to shop American made.

### The Company

50ROOTS.com is a limited liability company organized as a partnership between Christa Gray Page and Patrick Page. It will launch in November 2013 and will be headquartered in a 2,000 square foot combined office and warehouse space in Poughkeepsie, NY. All start up funding will be provided by the two owners. Ms. Gray Page and Mr. Page are currently seeking an additional \$100k for the expansion of 50ROOTS' inventory and further development of its marketing plan. Both founders bring combined experience and knowledge of product development, merchandising, logistics, business management and entrepreneurship.

For a minimum of its first three years of operation, 50ROOTS.com plans to re-invest profits into the company through the hiring of employees, the expansion of its product offering, and the development of its marketing plan in order to grow the business and bring further awareness to the American Made Movement.

### The Market

The timing is right for starting this new venture. There is a growing trend toward buying American made goods. Since 2000, the United States has lost approximately 5.5 million manufacturing jobs to offshoring. Consumers want to support the US economy and want to have a better understanding of where their goods are coming from. 50ROOTS.com provides consumers with a marketplace where they can easily find and learn about Made in the USA goods that are unique and innovative.

In a 2013 survey of 1,000 Americans conducted for Industry Edge by market research firm YouGov, 81 percent of respondents said they would buy something made in America because they believe it will help support our economy. YouGov also found that 42% of those surveyed think buying American-made items would deliver them a higher-quality product. A 2012 Perception Research survey of U.S. shoppers shows that 83% of respondents pay attention to whether a product is labeled Made in the USA, and 76% would be more likely to purchase something with that designation. Lastly, Google Trends shows that people are seeking American made products online. Searches for "Made in USA" and "Made in America" have climbed sharply from just a few years ago.

Whether out of a sense of pride and patriotism, the belief that U.S. made products are of higher quality, or the desire to help the American economy, consumers are increasingly looking for the "Made in the USA" label on the items that they purchase.

### Objectives

50ROOTS.com has 3 main objectives:

- To become the go-to place for consumers looking to buy innovative and original American made products
- To earn a 45% profit margin within the first year
- To build a customer base of 3,000 by the end of the first operating year

Finding the best homegrown products, telling their story, this is what we do!

For additional information, please contact us at [info@50roots.com](mailto:info@50roots.com)