

We are pleased to present our winner, Angela Sanchez, Founder and CEO of Artyfactos. Artyfactos is an eco-exotic, statement jewelry business - with strong societal and environmental focus - that features hand-woven designs by unprivileged artisan women in Latin America. Artyfactos ([www.artyfactos.com](http://www.artyfactos.com)) is incorporated in Massachusetts under the umbrella of [Consult@me.com](mailto:Consult@me.com). Artyfactos is an LLC. Their address is 50 High Point Drive, North Grafton, MA 01536. Phone: 781.492.8228. Angela’s email is [angela.sanchez@artyfactos.com](mailto:angela.sanchez@artyfactos.com).

We held our InnovateHER event on May 4, 2017 and had 14 applicants and submissions, six full SBA InnovateHER presentations, 20 lightning talks 9 including some of the SBA applicants), 6 inspirational speakers, an entrepreneur showcase and around 100 in attendance. Our website: [www.28carrots.com](http://www.28carrots.com) – just click on InnovateHER. We were graciously hosted at the elegant and historic Willowdale Estate in Topsfield, MA. 28 Carrots is the host organization headquartered in Newburyport, Massachusetts. Lisa Christine Summerville is the Founder and CEO. Address: 143 Old Point Road, Newburyport, MA 01950. Phone: 617.803.0447. Lisa can be reached at [lisa@28carrots.com](mailto:lisa@28carrots.com) or [lisa@bateaumedia.com](mailto:lisa@bateaumedia.com). Photos from our event can all be seen at this link: <https://katedonovanphotography.smugmug.com/28-Carrots-Willowdale-Estate/>

Additional information regarding Artyfactos:

1. Video: <https://www.youtube.com/watch?v=iZHuJfNGywQ&feature=youtu.be>
2. Featured in BostInno here: <http://bostinno.streetwise.co/2016/02/25/all-natural-jewelry-from-artyfactos-employs-colombian-artisans/>
3. Podcast:: <http://pitchmakeover.com/episodes/angie-sanchez-artyfactos/>
4. Babson WINLab: <http://www.babson.edu/Academics/centers/cwel/Documents/Boston%20Cohort%202016_2017%20profiles.pdf>
5. Pipeline Angels/BostonInno: <http://bostinno.streetwise.co/2016/10/11/female-startups-at-pipeline-angels-2016-boston-pitch-summit/>

Thank you so much for your consideration of our winner!

Lisa Christine Summerville, CEO, 28 Carrots

Artyfactos is an eco-exotic, statement jewelry business - with strong societal and environmental focus - that features hand-woven designs by unprivileged artisan women in Latin America. Their boldly colored pieces are made with 100% recycled, all-natural materials such as orange peel, cantaloupe seeds and coffee beans.

I want to tell you a little about Katerine – their lead artisan. Katerine is a 28-year-old single mom from Colombia. Colombia ranks second behind Syria for the most internal displacement of people. Katerine is an example of this statistic. She had to leave her land at age 16 and move to Bogota, Colombia’s capital. In order to survive, she learned how to make jewelry and sell it on the streets. She has been making jewelry for the past 12 years, supporting herself and her 12-year-old daughter. Like Katerine, there are 1.2 million people that depend on craftsmanship to make a living in Colombia alone – 60 percent of them are women.

**Artyfactos has created a measurable impact in the lives of women in Colombia and in the United States**.  For artisans like Katerine, Artyfactos provides a sustainable income, while bringing unique and “green” fashion to markets around the world – an opportunity to which they would not have access otherwise. **Additionally, in Colombia**, they offer manufacturing and technology tools – like computers, gloves and other jewelry making tool kits - to small artisan workshops to help them develop their business infrastructure and build business capacity. By partnering with Artyfactos, their artisans have tripled their income!

Artyfactos has also partnered with Womentum ([www.womentum.io](http://www.womentum.io/)), a pay-it-forward crowdfunding platform for women entrepreneurs in developing countries, to provide financial resources for our artisans.

Artyfactos is not only creating sustainable economic opportunities for women in Colombia, we are also creating income opportunities for women in the **United States** through positions in their direct sales channel. There are 16 million sales consultants in the States and 81% of them are women.  They are developing a consultant base for this sales channel with the expectation to grow at a 10% annual rate. They believe the sales opportunities offered by Artyfactos empower women entrepreneurs to use their business skills to make a difference in the lives of others through their social responsibility initiative. Their sales representatives identify with their focus on supporting a sustainable environment and Artyfactos empowers their sales teams to better themselves, their families and their communities.

**Over the past three years, Artyfactos has seen the potential for its jewelry sales. They brought their first jewelry line to market in 2014.** Since its introduction,Artyfactos has achieved USD $40,000 in actual sales, of about 800 pieces, at an average price of $50 per piece. Most of the initial sales came from public events, house parties, sales opportunities within the corporate environment, and word-of-mouth. Since then, Artyfactos has blossomed. They now have a home-party program, and, through their team of sales representatives, they are in approximately 20 boutiques in 5 states projecting a 10-percent monthly growth rate for the next several years. They will achieve this by implementing their marketing plan which consists of three key strategies: by participating in more trade shows, events and home-parties, by building a network of boutiques as distributors, and by improving their online retail customer experience with their brand-new Try@Home program and the newly developed“high end” AFX jewelry line.



**Artyfactos covers an unmet need in the marketplace**. Millions of professional women from across the United States are aware of the negative environmental impact of the mining and manufacturing operations used to create commercial goods. They do not want to continue to support such businesses. They have a strong desire to buy unique and eco-friendly products with a story behind them, which is not that easy to do. Everyday more and more customers and boutiques are looking for sustainable and differentiated products that are not mass-produced.

**Artyfactos meets the consumers’ demand**. They are making a valuable environmental contribution by using natural and recycled materials for our jewelry - 15 million tons of orange peel and unused seeds go to landfills every year contaminating the soil – while providing stable income opportunities for artisan women in Latin America.

Research shows that women rate people, planet and purpose higher than money. Working women choose environmental or social friendliness as one of the top three factors in making their purchasing decisions. Artyfactos is a “triple bottom line” business. That said, we are targeting the 32 million women in full-time jobs with an average median weekly income of $800.

Additionally, Artyfactos leads with a unique design process, robust supply chain and golden operations plan. All are huge assets and all position the company to scale and be very successful. Artyfactos has a great potential to improve families on a large scale. Many other micro-businesses have made a difference in their communities – especially when tied into mobile payments. Finally, their board of advisors is also very impressive.

Based on the overview above and the business plan, we are confident that they meet all the SBA’s criteria. Artyfactos will continue to empower the lives of women and their families, while saving our planet. Learn more at [www.artyfactos.com](http://www.artyfactos.com)

Images of a few of Artyfactos’ products:



