

Spofford Design

March 2018

Satisfying a need for stories and connection with regionally designed and manufactured furniture, made possible by networks of consumers, independent designers, and small-to mid-sized manufacturers

R.E.I. for furniture, accomplished
with a farm-to-table approach.

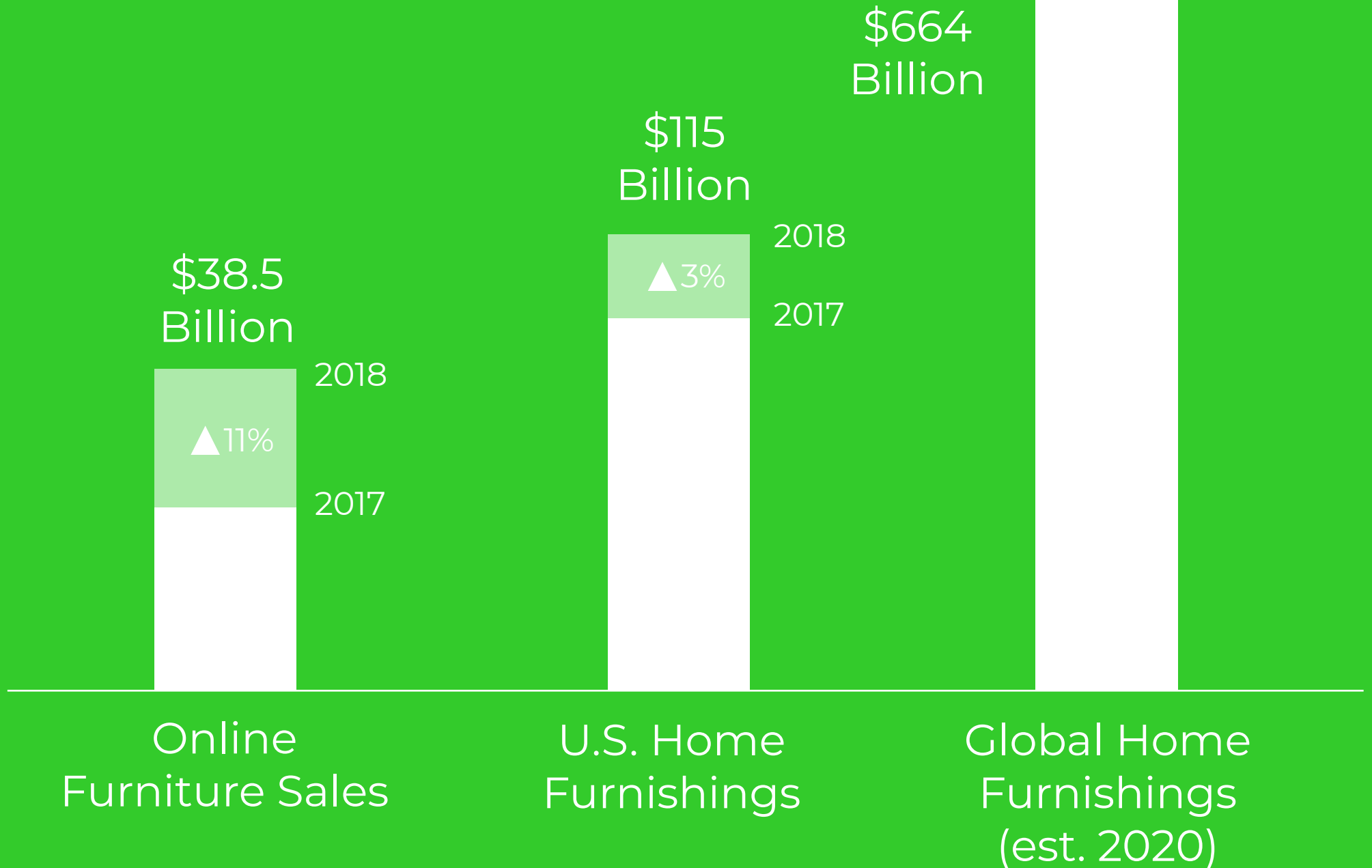
Adam M. Hasler



Snapshot

- > Lifelong furniture and interiors lover
- > Digital design and product leader
- > Expertise in human-centered design, lean, and agile
- > Academic and professional background in alternative markets
- > Success as a brick-and-mortar business owner

Total Addressable Market



Spofford's Focus:

Lives in Transition

Millennials

- Moving in with a partner
- Buying a house
- Having a kid
- Inheriting furniture



64%
of total U.S.
market

Boomers

- Retiring
- Kids leaving
- Downsizing
- Aging relatives moving in
- Handing down furniture

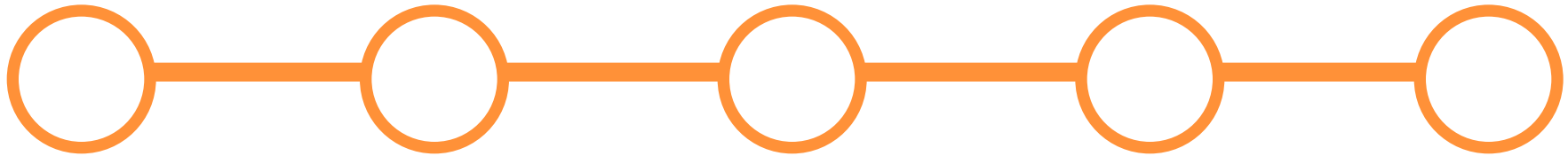
Meeting practical needs and satisfying a desire for emotional connection through regional networks.

The Consumer Journey

Discovery and research of Spofford's products through helpful content intended to help everyone become better designers, and compelling narratives about regional craft.

Purchase online and receive delivery within a reasonable time from the point of purchase. Delivery is a moment of congratulations and excitement.

Co-create the next generation of furniture by lending your voice (and your dollars through pre-orders) to new designs from within your network.



Try it out, not by visiting a traditional retail showroom but in a coffeehouse, bar, or hotel lobby where some of Spofford's products live and you can enjoy a beer while you're at it.

Come back as you continue to create your space, instead of buying a one off product. Join a regional community of consumers like you, as well as designers and manufacturers.

Networked Regions, Networked Resources

- Partnerships with independent designers and small- to mid-sized manufacturers based on new incentives.
- Enhanced collaboration at every stage of the product development process.
- Physical facilities in each region to enable collaboration and connection.
- A wealth of possible consumer experiences and full visibility into the creation process.



Spofford's Impact

Values

- Honor place and community
- Never enough gratitude
- Show up for people
- Listen to and tell stories

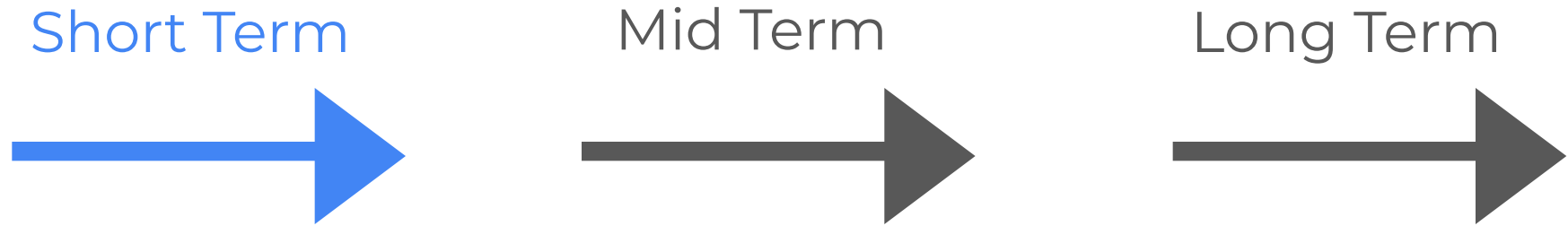
Principles

- Cradle to cradle design
- Labor rights requirements for partners
- Final products accessible to everyone who added value.

Practices

- Human-centered design
- Regional sourcing of all materials
- Fair and transparent business practices
- Financing options for diverse economic backgrounds.

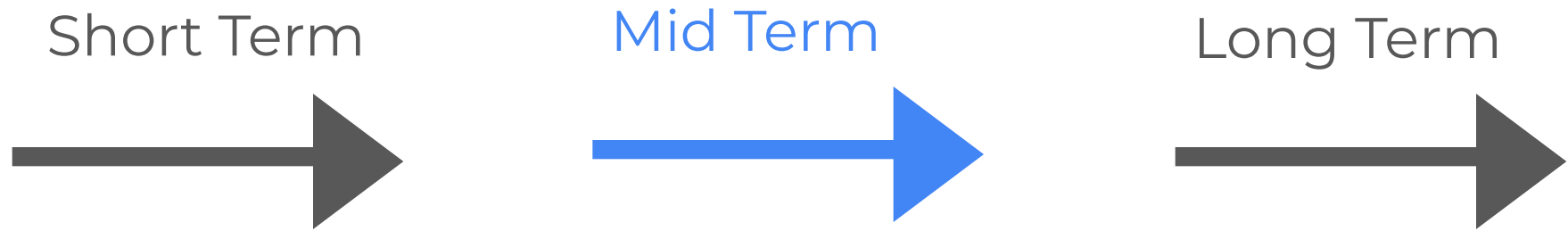
Milestones



Present-Six Months

- Curate, purchase, and warehouse two collections sourced from the American-Atlantic Region and the Great Lakes regions.
- Launch e-commerce website to sell curated collections.
- Provide design residency in Spofford to refine design process
- Establish locations to allow for physical experience of selected collection pieces.

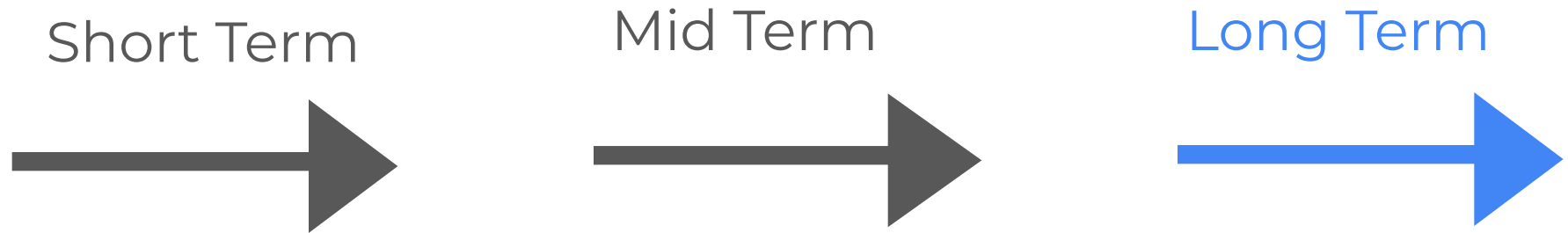
Milestones



6 months - 1 Year

- Existing collections become predominantly original designs.
- Materials sourcing for original designs is exclusively regional.
- Establish physical, public facilities in American-Atlantic and Great Lakes to encourage community between partners and consumers.
- Expand to Canada.

Milestones



1 Year - 3 Years

- Establish to new regional collections in the United States and abroad.
- Explore complementary markets to furniture supported by existing value chain.

Spofford Design seeks financial and advisory partners as interested in the questions we're asking as we are (and intrigued by the potential).
We'd like to raise **\$1.65 million**.

What will we do with it?

- Investment in two regional collections
- E-commerce site launch
- Initial investor
- \$50K peak monthly burn, 12 month runway
- Spofford's share in regional physical facilities.

We're seeking a **nontraditional + diverse** group to **reimagine, reinvent + rekindle** regional home furnishings + in the process bring great craft and design *actually within reach....*

Convertible notes of \$25K to \$100K

25% Discount Rate // 4% Interest

Thank you!

Spofford Design