

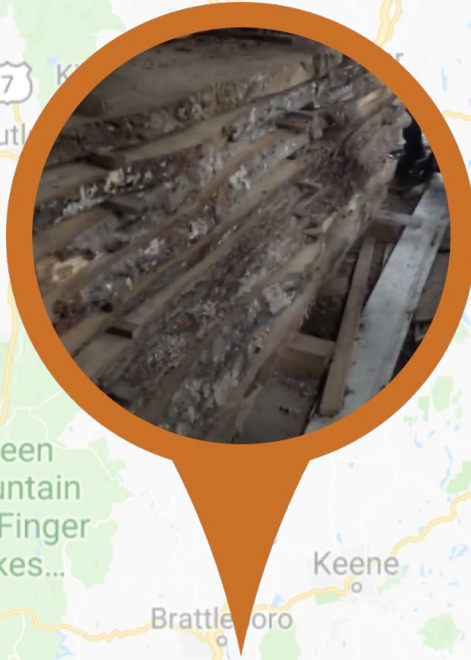
# SPOFFORD DESIGN

February 15, 2018



For designers, manufacturers + consumers who need support + connection around product development and discovery, Spofford Design is THE mutual benefit network that creates a next generation value chain for making and selling furniture, because only Spofford Design fosters meaningful connection to the real people + places behind the objects.

# Human-Centered Design for Atoms, not Bits



**SPOFFORD, NEW HAMPSHIRE:  $42^{\circ}54'25''\text{N}$   $72^{\circ}25'12''\text{W}$**

Can we align passions and interests to address  
frustrations + produce great furniture?



Joe W.

Steel Fabricator  
Lawrence, MA



Tory C.

Design Studio Owner  
Somerville, MA



Cristian R.

Engineer/New Dad  
Dorchester, MA

Failing to innovate:

An industry in decline + vast unmet market potential

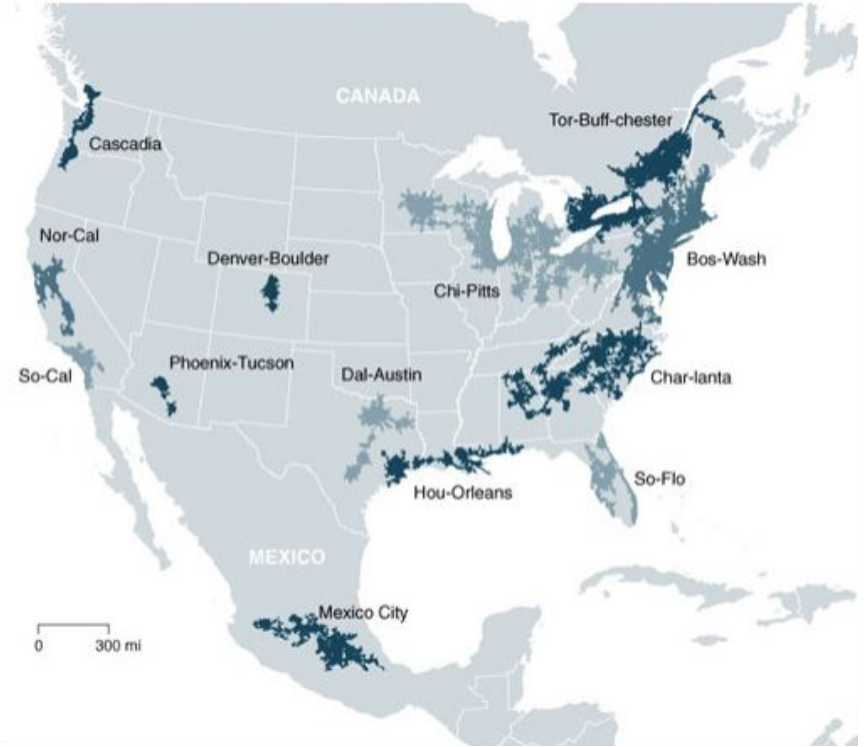
- Lack of product innovation
- Failure to invest in workforce
- Hollowed out middle of the marketplace
- Fabricators and designers not paid for work
- Scarce marketing opportunities
- Unfulfilling retail interactions

We live at the center of these resources + align them.

- Crowded solution space, empty problem space
- Focus on convening regional networks
- Lean, distributed manufacturing
- High growth in consumer demand
- Designers + consumers + manufacturers = innovation
- Strong network partnerships + accompanying economic development grant opportunities

## Strategy 1: Megaregions

Build on **existing regional networks** and poorly leveraged economic capabilities to create **regional mutual benefit associations** + furniture collections with **a sense of place**.



*Courtesy of Richard Florida, one of many scholars promoting megaregions as the most useful unit for understanding economic change and regional development.*

## Strategy 2: Prototyping Hubs



Empower consumers, designers, and manufacturers to collaborate early + often. Provide physical places in each megaregion for connection, experimentation + community to enable this collaboration.



## Strategy 3: Next Generation Retail



*Tryst, a coffeehouse in Washington, DC featuring a hodgepodge of sofas, chairs, low coffee tables, and communal dining tables. Visit to try what you found online.*

Consumers research furniture online but still crave a physical experience to buy. Provide experiences beyond showrooms to interact and enjoy, and connect through stories and the human beings behind the objects.

We make money by selling furniture. Everyone in the value chain gets paid for their contribution.

Add recurring revenue from membership dues, paid in exchange for products and services aimed at easing frustrations + growing businesses.

And then there's investment income. No one will know better than us what new businesses a region needs and have the partners to start them.

We were built to start Spofford Design + help our partners, customers, and community to succeed. We are a network of brick-and-mortar + craft fabrication business owners, experts in social enterprise, designers + early employees at successful startups. No other team possesses the uniquely suited traits that we have.

A handwritten signature in black ink, appearing to read 'Adam Hasler', with a stylized, cursive script.

Adam Hasler

CEO, Founder

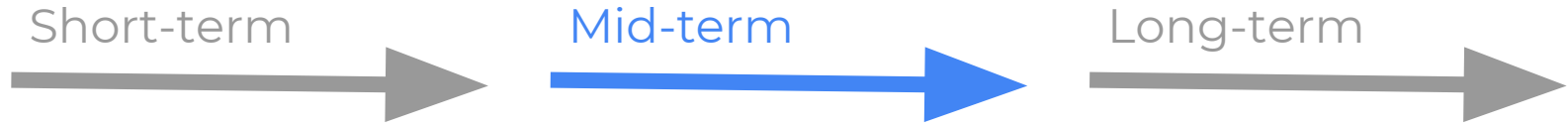
# Milestones



## Present - 1 years

- Curate an initial collection for sale online
- Two stand-alone next generation retail locations in addition to merchandise in existing businesses
- Establish networks in two megaregions: American-Atlantic + Great Lakes
- Prototyping hubs in those megaregions
- Paid pilot membership programs

# Milestones



## 1-3 years

- Expand next-generation retail
- Double the number of megaregions in which Spofford operates
- Collaboration process coalesces + collections predominantly feature original designs.
- Provide partial investment in new or existing businesses to strengthen regions

# Milestones

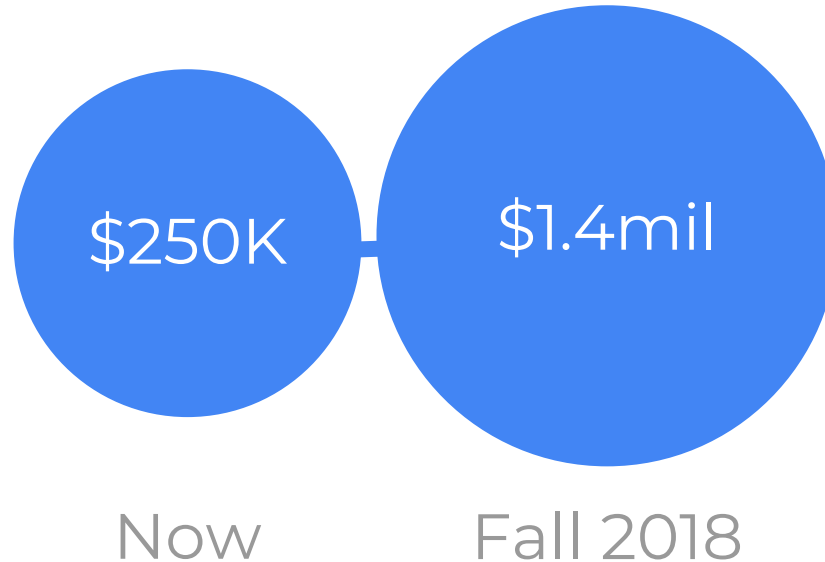


>3 years

- One hundred percent regional sourcing of objects + materials for collections in original megaregions
- Partner with workforce development programs to fill holes in labor markets relied upon by partners
- Expand into complementary markets beyond furniture

Spofford Design seeks financial and advisory partners as interested in the questions we're asking as we are (and intrigued by the potential).

- Investment in first retail location
- Initial inventory
- Design residency
- \$50K peak monthly burn
- Burn includes travel expenses + warehousing



- Spofford's share in investment to start prototyping hubs for two megaregions
- Additional retail locations
- Burn plateaus after hitting peak at six months

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

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

25% Discount Rate // 4% Interest

\$250,000 Cap



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