



ERIN ADAMS DESIGN

Erin Adams Design, Inc.

Company Overview: In business and profitable since 1997, Erin Adams Design specializes in the design and creation of high-end custom glass mosaic tile products. Erin Adams Design plans rapid expansion into the creation and manufacture of ceramic tile products as well as mid-range wall and floor coverings for commercial and residential interiors, including LEED-compliant projects.

Problem: Flooring and wall materials serve as the largest surface area in any building or home. With green building options encouraged and mandated in residential and commercial markets, there is an explosive need for sustainable tile covering options, according to industry experts. Available products in the sustainable tile coverings market are standard designs, costly and difficult to install. The green building market is desperate for new, innovative products that are easy to install, cost efficient and accessible.

Solution: By expanding to become a leading producer of sustainable wall and floor tile coverings, Erin Adams Design will bridge the gap between the luxury market and the green building industry. With innovative designs and a business model centered on customer service, ease of installation and unparalleled aesthetics, Erin Adams Design makes the luxury tile market accessible, interactive and convenient for the client.

Business Model: Bolstered by an intellectual property strategy that includes patents pending, trademarks, copyrights and the internationally known Erin Adams brand, Erin Adams Design will quickly scale to create and manufacture a platform of exclusive products sold to wall and floor tile distributors around the world.

Marketing Opportunity: Three billion square feet of wall and floor coverings are sold each year, including glass mosaic tile, cast glass tile, ceramic tile and terrazzo tile. Erin Adams Design estimates that the addressable high-end and mid-range segment of this market is about 30 million square feet. Of this number, the mid-range square footage for cast glass and terrazzo is about 25 million, with the balance comprising high-end markets in glass mosaic tile and ceramic tile.

Competitive Advantage:

- Compelling brand consistency backed by 20 years of successful immersion in the wall and floor coverings market through a top distributor.
- Unique among competitors with a business model focused on artistic tile coverings that are easily installed.
- Intellectual property strategy unique within the industry sector.

Management Team: Erin Adams (founder, CEO); Linnea Bonnacci (CFO); Christine Dixel (COO); Jane Herbert (chief branding officer); Kathleen Dallin (product design); To be announced (CTO).

Funding Request: \$4 million



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ERIN ADAMS DESIGN
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In Attendance:
Erin Adams, Founder, CEO
Jane Herbert, CBO

Revenue Forecast:

2009:	\$ 1.9M
2010:	\$ 3.3M
2011:	\$ 5.5M
2012:	\$ 9.7M
2013:	\$ 17.9M
2014:	\$ 30M